

# 兩岸大型購物中心娛樂性購物體驗、顧客知覺價值與滿意度對留住顧客關係影響之研究

## 簡源塘、封德台

E-mail: 363236@mail.dyu.edu.tw

### 摘要

本研究目的在於探討大型購物中心之消費者的娛樂性購物體驗是否影響其顧客知覺價值，消費者的顧客知覺價值是否影響其滿意度，消費者的滿意度是否因而影響了留住顧客。而這項研究希有助於大型購物中心業者了解如何降低留住顧客對於娛樂性購物體驗、顧客知覺價值以及滿意度產生的負向影響。本研究採用量化方法進行本研究的資料分析，「兩岸大型購物中心娛樂性購物體驗、顧客知覺價值與滿意度對留住顧客關係影響之研究」進行問卷調查，並且以兩岸大型購物中心之消費者為研究對象，探討各變項間是否有相關性。本研究採取隨機抽樣，分別於台灣以及上海發放問卷，總發放問卷數500份，合計取得476份問卷，有效問卷475份，回收率為95%；並以AMOS結構方程式來檢驗假設關係。研究結果表示台灣地區購物中心消費者的娛樂性購物體驗對顧客知覺價值有正向影響，顧客知覺價值對滿意度有正向影響，滿意度對留住顧客有正向影響，而娛樂性購物體驗對滿意度則無正向影響；大陸地區購物中心消費者的娛樂性購物體驗對顧客知覺價值有正向影響，顧客知覺價值對滿意度無正向影響，滿意度對留住顧客有正向影響，而娛樂性購物體驗對滿意度則無正向影響。

關鍵詞：娛樂性購物體驗、顧客知覺價值、滿意度、留住顧客

### 目錄

中文摘要 . . . . .	i
英文摘要 . . . . .	iii
致謝辭 . . . . .	iv
內容目錄 . . . . .	v
表目錄 . . . . .	vii
圖目錄 . . . . .	viii
第一章 緒論 1 第一節 研究背景與動機 1 第二節 研究目的 3 第三節 研究流程 4 第二章 文獻探討 5 第一節 娛樂性購物體驗 5 第二節 顧客知覺價值 7 第三節 滿意度 9 第四節 留住顧客 11 第五節 各變項間之關係 13 第三章 研究方法 16 第一節 研究架構 17 第二節 研究假設 18 第三節 各變項之操作性定義與衡量 18 第四節 問卷設計與資料蒐集 23 第五節 資料分析方法 24 第四章 資料分析結果 28 第一節 樣本敘述性統計 29 第二節 信度分析 35 第三節 效度分析 38 第四節 獨立樣本t檢定和單因子變異數分析 45 第五節 各變項上之相關分析 52 第六節 結構方程式之建立與分析 54 第五章 結論與建議 65 第一節 研究結論 65 第二節 理論意涵 67 第三節 實務意涵 70 第四節 研究限制 71 第五節 未來研究建議 72 參考文獻 73 附錄 研究問卷 91 表目錄 表3-1娛樂性購物體驗之問項及來源 19 表3-2顧客知覺價值之問項及來源 21 表3-3滿意度之問項及來源 22 表3-4留住顧客之問項及來源 22 表4-1兩岸樣本回收情形 28 表4-2台灣地區樣本之基本資料分析 31 表4-3大陸地區樣本之基本資料分析 33 表4-4兩岸地區個構念之信度分析 37 表4-5台灣娛樂性購物體驗因素效度分析表 39 表4-6台灣顧客知覺價值因素效度分析表 40 表4-7台灣滿意度因素效度分析表 41 表4-8台灣留住顧客因素效度分析表 41 表4-9大陸娛樂性購物體驗因素效度分析表 42 表4-10大陸顧客知覺價值因素效度分析表 43 表4-11大陸滿意度因素效度分析表 44 表4-12大陸留住顧客因素效度分析表 44 表4-13兩岸地區娛樂性購物體驗與各控制變數之差異分析 46 表4-14兩岸地區顧客知覺價值與各控制變數之差異分析 47 表4-15兩岸地區滿意度與各控制變數之差異分析 49 表4-16兩岸地區留住顧客與各控制變數之差異分析 50 表4-17台灣地區之皮爾森相關分析表 52 表4-18大陸地區之皮爾森相關分析表 53 表4-19台灣地區各構面之AMOS分析 54 表4-20大陸地區各構面之AMOS分析 55 表4-21台灣地區中介效果之檢定 55 表4-22大陸地區中介效果之檢定 55 表4-23台灣地區整體模式配適標準 58 表4-24大陸地區整體模式配適標準 59 表4-25台灣與大陸地區結構模式之路徑分析 63 表4-26台灣與大陸地區結構模式之假說驗證表 64 圖目錄 圖1-1研究流程 4 圖3-1研究架構 17 圖4-1台灣整體模式研究分析 56 圖4-2大陸整體模式研究分析 57	

### 參考文獻

中文部份: 李德治、童惠玲 (2004), 多變量分析, 雙葉書廊有限公司。楊台寧、周麗娟 (2010), 體驗行銷、服務品質對顧客滿意度之影響, 中國文化大學。英文部份: Abbott, L. (1995). *Quality and Competition*. New York: Columbia University Press. Anderson, Eugene W. and Mary W. Sullivan (1990), "Customer Satisfaction and Retention Across Firms," presentation at the TIMS College of Marketing Special Interest Conference on Services Marketing, Nashville, TN, (September). Anderson, E.W., and Sullivan, M.W. (1993), "The antecedents and consequences of customer satisfaction for firms", *Marketing Science*, Vol. 12 No. 2, pp. 125-43. Anderson, E., Fornell, C. and Rust, R.T. (1997), "Customer satisfaction, productivity, and profitability: differences between goods and services", *Marketing Science*, Vol. 16 No. 2, pp. 129-45. Arnold, M. J., Reynolds, K. E., Ponder N., & Lueg, J. E. (2005). Customer delight in a retail context: Investigating delightful and terrible shopping experiences. *Journal of Business Research*, 58(8), 1132-1145. Assael (1987), *Consumer Behavior and Marketing Action*, 3rd ed. Boston: PWS-Kent. Babin,

Barry J., William R. Darden and Mitch Griffin (1994). "Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value," *Journal of Consumer Research*, ZO(March): 644-656. Babin, B. J., & Darden, W. R. (1995). Consumer self-regulation in a retail environment. *Journal of Retailing*, 71(1), 47-70. Babin, B.J., Darden, W.R., Gri|n, M., 1994. Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of Consumer Research* 20, 644-656. Bansal, H.S. and Taylor, S.F. (1999), "The service provider switching model (SPSM): a model of consumer switching behaviour in the service industry" ,*Journal of Service Research*, Vol. 2 No. 2, pp. 200-18. Bellenger D. N. and Korgaonkar P. (1980), "Profiling the Recreational Shopper" , *Journal of Retailing*, 52:3, 17 – 32. Bellenger, D.N., Korgaonkar, P.K., (1980), "Profiling the recreational shopper" , *Journal of Retailing* 56, 77 – 91. Bellenger D. N., Robertson D. H. and Greenberg B. A. (1977), "Shopping Center Patronage Motives" , *Journal of Retailing*, 53: 2, 29 – 38. Berry & A. Parasuraman (1991), *Marketing Services*. New York: The Free Press. Bigne ' , J.E., Moliner, M.A. and Callarisa, L.L.J. (2000), "El valor y la fidelizacio ' n de clientes: una propuesta de modelo dina ' mico de comportamiento" , *Revista Europea de Direccio ' n y Econom? ' a de la empresa*, Vol. 9 No. 3, pp. 65-78. Bloch, P., Ridgway N. and Dawson S. (1994), "The Shopping Mall as Consumer Habitat" , *Journal of Retailing*, 70:1, 23 – 42. Bloch, P., Ridgway N. and Sherrell D. (1989), "Extending the Concept of Shopping: An Investigation of Browsing Activity" , *Journal of Academy of Marketing Science*, 17, 13 – 21. Bloch, P.H., Sherrell, D.L., Ridgway, N.M., 1986. Consumer search: an extended framework. *Journal of Consumer Research* 13, 119-126. Boulding W., Kalra A., Staelin R. & Zeithaml V. (1993), "A dynamic process model of service quality" , *Journal of Marketing Research*, Vol. XXX, February, pp. 7-27. Buyukkurt, B. Kemal (1986), "Integration of Serially Sampled Price Information: Modeling and Some Findings," *Journal of Consumer Research*, 13 (December), 357-73. Cronin J., Brady M., Brand R., Hightower R. & Shemwell D. (1997), "A cross-sectional test of the effect and conceptualization of service value" , *Journal of Services Marketing*, Vol. 11 No. 6, pp. 375-91. Cronin J.J. and Taylor S.A. (1992), "Measuring service quality: a re-examination and extension" , *Journal of Marketing*, Vol. 56 No. 3, pp. 56-68. Cronin J.J., Brady M.K. and Hult G.T.M. (2000), "Assessing the effects of quality, value, and customer satisfaction on consumer behavioural intentions in service environments" , *Journal of Retailing*, Vol. 76 No. 2, pp. 193-218. Crosby, L.A., Evans, K.R. and Cowles, D. (1990), "Relationship quality in services selling: an interpersonal influence perspective" , *Journal of Marketing*, Vol. 54, July, pp. 68-81. Darden W. R. & Barry J. B. (1994). "Exploring the Concept of Retail Affective Quality: Expanding the Concept of Retail Personality," *Journal of Business Research*, 29(February): 101-109. Dawson, Scott, Peter H., Bloch & Ridgway N. M. (1990). "Shopping Motives, Emotional States, and Retail Outcomes," *Journal of Retailing*, 66(Winter): 408-427. Day, George S. (1970), *Buyer Attitudes and Brand Choice Behavior*. New York: The Free Press. De Ruyter, K., Bloemer, J., & Peeters, P. (1997). Merging service quality and service satisfaction: An empirical test of an integrative model. *Journal of Economic Psychology*, 18, 387-406. Dodds, William B., Kent B. Monroe, and Dhruv Grewal (1991), "The Effects of Price, Brand, and Store Information on Buyers ' Product Evaluations," *Journal of Marketing Research*, 28 (August), 307 – 19. Donovan, Robert J. and John R. Rossiter (1982). "Store Atmosphere: An Environmental Psychology Approach," *Journal of Retailing*, 58(Spring): 34-57. Donovan, R., J. Rossiter, G. Marcoolyn and A. Nesdale (1994), *Store Atmosphere and Purchasing Behaviour*, *Journal of Retailing*, 70:3, 283 – 94. Garbarino, E. and Johnson, M.S. (1999), "The different roles of satisfaction, trust, and commitment in customer relationships" , *Journal of Marketing*, Vol. 63, April, pp. 70-87. Goodwin, C. and Gremler, D.D. (1996), "Friendship over the counter: how social aspects of service encounters influence consumer service loyalty" , *Advances in Services Marketing and Management*, Vol. 5, pp. 247-82. Gwinner, K.P., Gremler, D.D. and Bitner, M.J. (1998), "Relational benefits in services industries: the customer ' s perspective" , *Journal of the Academy of Marketing Science*, Vol. 26, Spring, pp. 101-14. Ellis, K., (1995). *The determinants of the nature and types of customer-salesperson relationships in a retail setting: an empirical study*. Ph.D. Dissertation, The University of Alabama. Fader, P.S. & Hardie, B.S. (2007), "How To Project Customer Retention," *Journal of Interactive Marketing* DOI: 10.1002. Fornell, Claes & Briger Wernerfelt (1987), "Defensive Marketing Stragety by Customer Complaint Management: A Theoretical Analysis," *Journal of Marketing Research*, 24 (November), 337-46. Forsythe, S., Butler, S., Schaefer, R., (1990), "Surrogate usage in the acquisition of women ' s business apparel," *Journal of Retailing* 66, 446 – 469. Gale, B.T. (1994), *Managing Customer Value*, The Free Press, New York, NY. Gardner, Meryl Paula (1985). "Mood States and Consumer Behavior: A Critical Review," *Journal of Consumer Research*, 12(December): 281-300. Gunter, B.G., Gunter, N.E., 1980, "Leisure styles: a conceptual framework for modern leisure," *Sociological Quarterly* 21, 361-374. Grewal, D., Monroe, K. B., & Krishnan, R. (1998), "The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions," *Journal of Marketing*, 62(2), 46-59. Hart, C.W. and Johnson, M.D. (1999), "Growing the trust relationship" , *Marketing Management*, Spring, pp. 8-19. Heinonen K. (2004), "Reconceptualizing customer perceived value: the value of time and place," *Managing Service Quality* Volume 14 Number 2/3 2004 pp. 205-215. Hennig-Thurau, T. and Klee, A. (1997), "The impact of customer satisfaction and relationship quality on customer retention – a critical reassessment and model development" , *Psychology & Marketing*, Vol. 14, December, pp. 737-65. Heskett, J.L., Jones, T.O., Loveman, G.W., Sasser, W.E. and Schlesinger, L.A. (1994), 'Putting the service-profit chain to work" , *Harvard Business Review*, March/April, pp. 164-74. Hirschman, E.C., 1983. Predictors of self-projection, fantasy, fulfillment, and escapism. *Journal of Social Psychology* 120, 63-76. Holbrook, M.B., Hirschman, E., 1982. The experiential aspects of consumption: consumer fantasies, feelings, and fun. *Journal of Consumer Research* 9, 132-140. Holbrook, Morris B. (1986). "Emotion in the Consumption Experience: Toward a New Model of the Human Consumer." Pp. 17-52 in *The Role of Affect in Consumer Behavior*, Robert A. Peterson, Wayne D. Hoyer. and William R. Wilson, eds. Lexington, MA: Lexington Books. Holbrook, M. (1994), "The nature of value: an axiology of services in the consumption experience" , in Rust, R. and Oliver, R. (Eds), *Service Quality: New Directions in Theory & Practice*, Sage Publications, Thousand Oaks, CA, pp. 21-71. Hui, Michael K. and John G. Bateson (1991). "Perceived Control and the Effects of Crowding and Consumer Choice on the Service Encounter," *Journal of Consumer*

Research, IS(September): 174-184. Hunt, H.K. (1977), "CS/D - overview and future research direction", in Hunt, H.K. (Ed.), *Conceptualisation and Measurement of Consumer Satisfaction and Dissatisfaction*, Marketing Science Institute, Cambridge, MA, pp. 92-119. Ibrahim, M. F., & Wee, N. C. (2002a). Determinants of entertaining shopping experiences and their link to shopping behaviour: Case studies of shopping centres in Singapore. *Journal of Leisure property*, 2(4), 338-357. Ibrahim, M. F., & Wee, N. C. (2002b). The importance of entertainment in the shopping center experience: Evidence from Singapore. *Journal of Real Estate Portfolio Management*, 8(3), 239-254. Johnson, M. D., Anderson, E. W., & Fornell, C. (1995). Rational and adaptive performance expectations in a customer satisfaction framework. *Journal of Consumer Research*, 21, 128-140. Johnson, M. D., & Fornell, C. (1991). A framework for comparing customer satisfaction across individuals and product categories. *Journal of Economic Psychology*, 12, 267-286. Jones, M. A. (1999). Entertaining shopping experiences: An exploratory investigation. *Journal of Retailing and Consumer Services*, 6(3), 129-139. Keon, John W. (1980). "The Bargain Value Model and a Comparison of Managerial Implications with the Linear Learning Model," *Management Science*, 26 (November), 1117-30. Kerin, R.A., Howard, D.J., and Jain, A. (1992), "Store shopping Experience and Consumer Price-Quality-Value Perceptions," *Journal of Retailing*, 68, 4. Kotler, P. (1973), *Atmospherics as a Marketing Tool*, *Journal of Retailing*, 49, 48 – 64. Lichtenstein, Donald R, and William O. Bearden (1989), "Contextual Influences on Perceptions of Merchant-Supplied Reference Prices," *Journal of Consumer Research*, 15(September), 55-66. Lichtenstein, Richard G. Netemeyer, and Scot Burton (1990), "Distinguishing Coupon Proneness from Value Consciousness: An Acquisition-Transaction Utility Theory Perspective," *Journal of Marketing*, 54 (July), 54-67. Lichtenstein, Nancy M. Ridgeway, and Richard G. Netemeyer (1993), "Price Perceptions and Consumer Shopping Behavior: A Field Study," *Journal of Marketing Research*, 30 (May), 234-45. Liljander, V. and Strandvik, T. (1995), "The nature of customer relationships in services", in Swartz, T., Bowen, D. and Brown, S. (Eds), *Advances in Services Marketing and Management*, Vol. 4, JAI Press Inc., Greenwich, CT, pp. 141-67. Little, I.M.D. (1957). *A critique of welfare economics*, 2nd edition. Oxford: Oxford University Press. Lovelock, C. (1991), *Services Marketing, Text, Cases and Readings*, Prentice-Hall, Englewood Cliffs, NJ. Mannell, R.C., 1980. Social psychology techniques and strategies for studying leisure experiences. In: Iso-Ahola, S. (Ed.) *Social Psychology Perspectives on Leisure and Recreation*, Thomas, Springfield, IL, pp. 62-88. Markin, Rom J., Charles M. Lillis and Chem L. Narayana (1976). "Social-Psychological Significance of Store Space," *Journal of Retailing*, SZ(Spring): 43-55. Mazursky, David, and Jacob Jacoby (1986), "Exploring the Development of Store Images," *Journal of Retailing*, 62 (Summer), 145-65. Michael D. Johnson, Anders Gustafsson, Tor Wallin Andreassen, Line Lervik and Jaesung Cha (2001), "The evolution and future of national customer satisfaction index models," *Journal of Economic Psychology*, 22 (2001), 217-245. Michael D. Johnson and Claes Fornell (1991), "A framework for comparing customer satisfaction across individuals and product Categories," *Journal of Economic Psychology* 12 (1991) 267-286. Milliman, Ronald E. (1982). "Using Background Music to Affect the Behavior of Supermarket Shoppers," *Journal of Marketing*, 4q(Summer): 8691. Monroe, K. (1990), *Pricing: Making Profitable Decisions*, McGraw-Hill, New York, NY. Monroe and Joseph D. Chapman (1987), "Framing Effects on Buyers Subjective Product Evaluations," in *Advances in Consumer Research*, Vol. 14, Melanie Wallendorf and Paul Anderson, eds. Provo, UT: Association for Consumer Research, 193-97. Monroe and R. Krishnan (1985), "The Effect of Price on Subjective Product Evaluations," in *Perceived Quality: How Consumers View Stores and Merchandise*, Jacob Jacoby and Jerry C. Olson, eds. Lexington, MA: Lexington Books, 209-32. Morgan, R.M. and Hunt, S.D. (1994), "The commitment-trust theory of relationship marketing", *Journal of Marketing*, Vol. 58, July, pp. 20-38. Newman, Joseph W. & Richard A. Werbel (1973), "Multivariate Analysis of Brand Loyalty for Major Household Appliance," *Journal of Marketing Research*, 10 (November), 404-9. Oliver, R.L. (1980), "A cognitive model of the antecedents and consequences of satisfaction decisions", *Journal of Marketing Research*, Vol. XVII, November, pp. 460-9. Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of Consumer Research*, 20, 418-430. Price, L.L. and Arnould, E.J. (1999), "Commercial friendships: service provider-client relationships in context", *Journal of Marketing*, Vol. 63, October, pp. 38-56. Ranaweera C. and Prabhu J. (2003), "The influence of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting," *International Journal of Service Industry Management* Vol. 14 No. 4, 2003 pp. 374-395. Reichheld, Frederick & W. Earl Sasser, Jr. (1990), "Zero Defections: Quality Comes to Services," *Harvard Business Review*, 68 (September/October), 105-11. Roig J. C. F., Gracia J. S., Tena M. A. M & Monzonis J. L. (2006), "Customer perceived value in banking services," *International Journal of Bank Marketing* Vol. 24 No. 5, 2006 pp. 266-283. Russell, James A. and Geraldine Pratt (1980). "A Description of the Affective Quality Attributed to Environments," *Journal of Personality and Social Psychology*, 38(February): 311 – 322. Rust, R. and Oliver, R. (1994), "Service quality: Insights and managerial implications from the frontier", in Rust, R. and Oliver, R. (Eds), *Service Quality: New Directions in Theory and Practice*, Sage, New York, NY, pp. 1-19. Scitovsky, T. (1951). The state of welfare economics. *American Economic Review* 41, 303-315. Schindler, R. (1989), *The Excitement of Getting a Bargain: Some Hypotheses Concerning the Origins and Effects of Smart-shopper Feelings*, In T. K. Srull, (Ed.), *Advances in Consumer Research*, Provo, UT: Association for Consumer Research. Schneider, B. and Bowen, D. (1999), "Understanding customer delight and outrage", *Sloan Management Review*, Fall, pp. 35-45. Sen, A. (1979). 'Interpersonal comparisons of welfare'. In: M.J. Boskin (ed.), *Economics and human welfare: Essays in honor of Tibor Scitovsky*. New York: Academic Press. pp. 183-201. Simon, J. L. (1974). Interpersonal welfare comparisons can be made and used for redistribution decisions. *Kyklos*, 27, 63-98. Smith, Patricia Cain and Ross Cumow (1966). "Arousal Hypothesis" and the Effects of Music on Purchasing Behavior," *Journal of Applied Psychology*, 50(3): 255-256. Sproules, G.B., Kendall, E.L. (1986). A methodology for profiling consumers' decision-making styles. *Journal of Consumer Affairs* 20, 267 – 279. Stephenson, P.R., Willet, R.P. (1969). Analysis of consumers' retail patronage strategies. In: McDonald, P.R., (Ed.), *Marketing Involvement in Society and the Economy*. American Marketing Association, Chicago, IL, pp. 316 – 322. Stone, G.P. (1954). City shoppers and urban identification: observation on the social

psychology of city life. *American Journal of Sociology* 60, 36 – 45. Szybillo, George J. and Jacob Jacoby (1974). "Intrinsic Versus Extrinsic Cues as Determinants of Perceived Quality," *Journal of Applied Psychology*, 59 (February), 74-78. Szymanski, D.M. and Henard, D.H. (2001), " Customer satisfaction: a meta-analysis of the empirical evidence " , *Journal of the Academy of Marketing Science*, Vol. 29 No. 1, pp. 16-35. Teas, K. and Agarwal, S. (2000), " The effects of extrinsic product cues on consumers ' perceptions of quality, sacrifice and value " , *Journal of the Academy of Marketing Science*, Vol. 28 No. 2. Thaler, Richard (1985), "Mental Accounting and Consumer Choice," *Marketing Science*, 4 (Summer) 199-214. Thureau, T.H. (2004). " Customer orientation of service employees " , *International Journal of Service Industry Management* Vol. 15 No. 5, 2004 pp. 460-478. Unger, L.S., Kernan, J.B., 1983. On the meaning of leisure: an investigation of some determinants of the subjective experience. *Journal of Consumer Research* 9, 381-392. Urbany, Joel E. and William O. Bearden (1989), "Reference Price Effects on Perceptions of Perceived Offer Value, Normal Prices, and Transaction Utility," in *Enhancing Knowledge Development in Marketing*, Paul Bloom et al., eds. Chicago: American Marketing Association, 45-49. Urbany, Joel E. and William O. Bearden (1990), "The Effects of Advertised Price Information on Value Perceptions," unpublished manuscript, Department of Marketing, University of South Carolina. Urbany, Joel E. and William O. Bearden, and Dan C. Weilbaker (1988), "The Effect of Plausible and Exaggerated Reference Prices on Consumer Perceptions and Price Search," *Journal of Consumer Research*, 15(June), 95-110. Warneryd, K.-E. (1988). Economic psychology as a field of study. In W. F. Van Raaij, G. M. Van Veldhoven, & K.-E. Warneryd (Eds.), *Handbook of economic psychology*. Dordrecht, The Netherlands: Kluwer Academic Publishers, pp. 2-41. Westbrook, R.A. and Oliver, R.L. (1991), " The dimensionality of consumption emotion patterns and consumer satisfaction " , *Journal of Consumer Research*, Vol. 18, June, pp. 84-91. Woodruff, R. (1997), " Customer value: the next source of competitive advantage " , *Journal of the Academy of Marketing Science*, Vol. 25 No. 2, pp. 139-53. Yi, Y., (1991). A critical review of customer satisfaction. In V. Zeithaml (Ed.), *Review of marketing*, 1990 (pp. 68-123). Chicago: American Marketing Association. Zeithaml, Valarie A. (1988), "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence," *Journal of Marketing*, 52 (July), 2-22. Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996), " The behavioural consequences of service quality " , *Journal of Marketing*, Vol. 60, April, pp. 31-46. Zhilin Yang & Robin T. Peterson (2004), " Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs " , *Psychology & Marketing*, Vol. 21(10):799 – 822.