Abstract

Both academics and professionals in marketing have demonstrated, during the last few years, the importance of and an interest in value being created when services are consumed, thereby creating a source of competitive advantage. Most work to date has focused on producing value through functional and utilitarian elements such as quality and price. A start has also been made on investigating some emotional or hedonistic environmental aspects which also contribute towards creating value for the consumer, as shown in some recent work. The present study goes deeper into this field, demonstrating the importance of the hedonistic elements of aesthetics and entertainment (associated with the establishment setting) as value-producing factors when services are being consumed. A scale of hedonistic value was developed and validated by proposing a structural equations’ model and analysing how this could contribute towards forming other variables already related to creating functional value, such as satisfaction and consumer loyalty.

Keywords

Jadded value, aesthetics, entertainment, hedonistic value, satisfaction, loyalty, consumption experience, services.