Exploring the Green Servicescape's Influence on Consumer Purchase Intentions

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Abstract

The current research investigates how a service firm's physical environment influences consumers' purchase intentions. The study is based on a convenience sample of respondents' evaluation of their experience with the green LEED servicescape. A comprehensive research model and its moderating effects are investigated and provide significant support ($p \leq .05$) for seven of the eight hypotheses with the eighth marginally supported by the data. These results are discussed from a facility manager's perspective. The results suggest that consumers' perceptions of the green servicescape have a direct effect on their service quality perceptions and on their overall satisfaction with the environment. The findings also suggest that a consumer's perception of service quality has a direct effect on their level of satisfaction with the service environment, and satisfaction along with service quality have a direct effect on a consumer's attitude-towards-a green service provider. The consumers' attitude-towards-a green service provider influences their purchase intentions.

Keywords: Green Servicescape, Sustainability and Green Buildings, Facilities Management, Purchase Intentions, Measurement Scale

1. Introduction

"LEED buildings generate not only energy savings and enhanced employee productivity, they also reduce stormwater runoff, increase groundwater recharge, utilize sustainable transportation systems and support other societal benefits. All told, one study shows that an investment of $4 per square foot in LEED building features adds about 50 cents per square foot to the annual rent. As a high-performance product, LEED buildings can generate a 7 to 12 percent increase in net operating income by reducing operating costs. Also, an initial investment of 2 percent in green design can benefit the owner tenfold in savings. It's no wonder the U.S. Green Building Council expects that in the future LEED buildings will constitute at least $200 billion of the real estate industry." (Rese Fox, Deloitte Financial Advisory Services, LLP. 2010)

The purpose of the research is to identify a reliable and valid green LEED servicescape measurement scale for facility managers to adopt. More specifically, the study described herein first introduces an appropriate green LEED servicescape measure then examines the direct effects of the physical environment on consumers' evaluation of a service encounter. In addition, the mediating effects of service quality perceptions, customer satisfaction, and consumers' attitude-towards-a service provider on the servicescape → service encounter outcome relationship are considered.

This type of research investigation appears increasingly important to businessmen as well as academics (i.e., Brüggen, Foubert, and Gremler 2011; Hightower 2010; Harris 2010; Hightower and Shariat 2009; Hightower, Brand, and Bourdeau 2006; Hightower, Brady, and Baker 2002). In addition, the existing services marketing literature is beginning to offer an initial explanation as to when and how the service environment is important as it pertains to efforts to differentiate firms and to increase their profitability. At the same time, it seems that academic researchers should also be increasingly more interested in understanding services in general, and maybe more importantly, the service environment in particular, due to the economic impact of the service sector.

Additionally, this study improves facility managers' understanding of the physical environment's influence on service consumers in four significant ways. The research (1) identifies the appropriate components and measures of the green LEED servicescape, (2) assesses the effect of consumers' perception of the green LEED servicescape on their service quality perceptions and satisfaction, (3) evaluates the indirect effect of the green LEED servicescape on service encounter outcomes through three mediating variables; service quality, customer satisfaction, and attitude-towards-a service provider, and (4) to consider the direct effect of these mediating variables on service encounter outcomes.

All of the constructs in the research model are measured by consumers' perceptions and deal with services. Therefore, all constructs should be preceded by the adjectives "perceived", "green LEED" and "overall" as in perceived overall green LEED servicescape, perceived overall green LEED service quality, perceived overall satisfaction with a green LEED service provider, and so on. In order to avoid testing the reader's patience, perceived, green LEED, and overall are omitted in most cases from this point forward.

The research model depicted in Figure 1 is an all-Y covariance structural equation model. The only exogenous variable in Figure 1, Servicescape (η_1), represents the physical environment of the service provider based on the extant "built environment scales" (c.f., Brüggen, Foubert, and Gremler 2011). The endogenous variables are depicted by the measurement model in Figure 2. The servicescape is defined as everything that is physically present about an individual during the service encounter (c.f., Hightower 2010; Hightower and Shariat 2009; Hightower, Brand, and Bourdeau 2006; Hightower, Brady, and Baker 2002). This environment affects and shapes cognitive and emotional responses as well as behaviour. The servicescape is conceptualized to consist of the three basic components of the physical environment; namely ambient, design, and social factors (c.f., Brüggen, Foubert, and Gremler 2011; Hightower, Brady, and Baker 2002).

Based on the extant empirical and conceptual services marketing literature, the green LEED servicescape has a hierarchical factor structure. Consumers think of the servicescape at three different levels; (1) an overall, (2) a dimension, and (3) a subdimension level. These dimensions are distinct, yet highly correlated. Because they share in a common underlying theme, a common second order factor (servicescape) is present. Some dimensions are more complex in that they have more than one component.
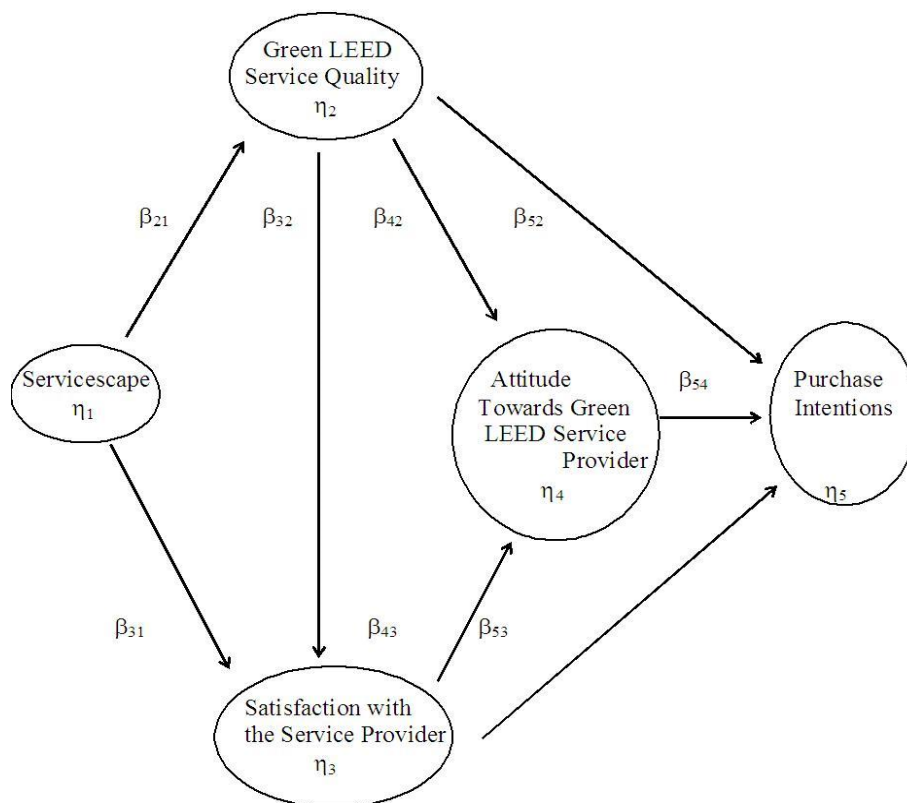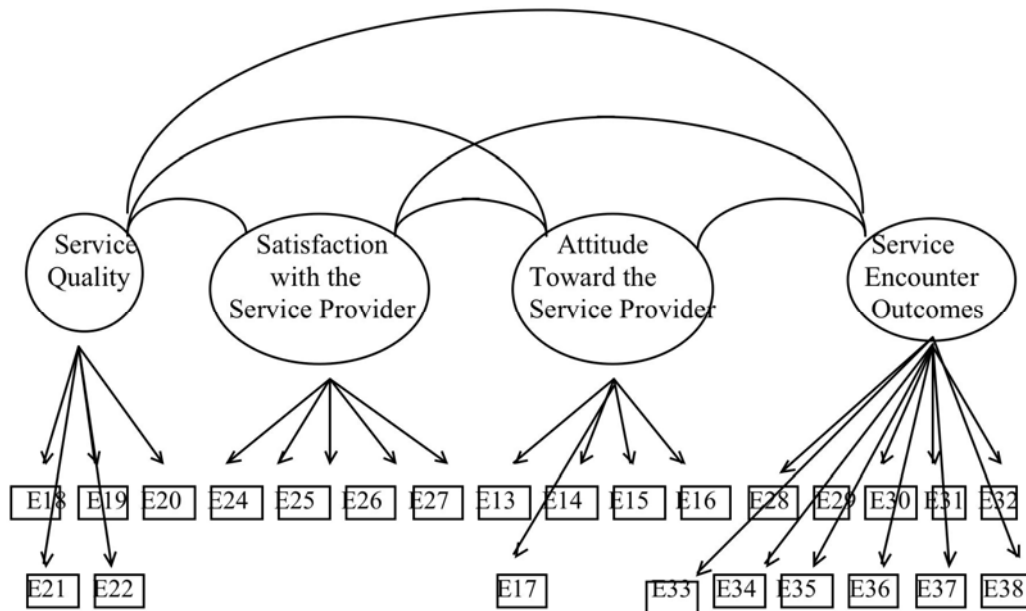

Figure 1: The Research Model

Figure 2: Measurement Model for Endogenous Variables

The research model's purpose is to depict the servicescape's relationship to several key services constructs in a comprehensive model. Specifically, the model depicts how a service firm's physical environment influences consumers' purchase intentions. Thus, the model presented in Figure 1 is posited to explain more of the variance pertaining to consumers' service encounter outcomes than green LEED service encounter models in the extant literature. The research hypotheses are as follows:

Table 1: Research Hypothesis

Hypothesis 1:	Green LEED Servicescape perceptions have a direct, positive effect (path β_{21}) on overall service quality, which is statistically significant ($p \leq .05$).
Hypothesis 2:	Green LEED Servicescape perceptions have a direct, positive effect (path β_{31}) on overall satisfaction with a green service provider, which is statistically significant ($p \leq .05$).
Hypothesis 3:	Overall service quality perceptions have a direct, positive effect (path β_{32}) on overall satisfaction with a green LEED service provider, which is statistically significant ($p \leq .05$).
Hypothesis 4:	Overall service quality perceptions have a direct, positive effect (path β_{42}) on overall attitude-towards-a green LEED service provider, which is statistically significant ($p \leq .05$).
Hypothesis 5:	Overall satisfaction with service provider perceptions has a direct, positive effect (path β_{43}) on overall attitude-towards-a green LEED service provider, which is statistically significant ($p \leq .05$).
Hypothesis 6:	Overall service quality perceptions have a direct, positive effect (path β_{52}) on service encounter outcomes, which is statistically significant ($p \leq .05$).
Hypothesis 7:	Overall perceptions of satisfaction have a direct, positive effect (path β_{53}) on service encounter outcomes, which is statistically significant ($p \leq .05$).
Hypothesis 8:	Overall attitude-towards-a green LEED service provider has a direct, positive effect (path β_{54}) on service encounter outcomes, which is statistically significant ($p \leq .05$).

2. Methodology

The current research involves four stages and two studies. Study 1 tests the measurement of the latent constructs of interest in this research using a convenience sample. The primary purpose of Study 1 is that of scale development. First, the data collection procedures are described. Second, the operationalizations of the variables used are discussed. Then the methodology for examining the measurement models is described. Finally, the methodology used to assess the research model is considered.

The sample for Study 1 is based on a Brazilian convenience sample. According to Sears (1986) a convenience sample is appropriate for exploratory scale development purposes. Brazilians in and around Sao Paulo (i.e., Paulista neighbourhood) and Rio de Janeiro (i.e., Ipanema Beach neighbourhood) are surveyed. Four Brazilian service industries are investigated in Study 2, (1) sports facilities, (2) movie theatres, (3) full service restaurants, and (4) discount stores. The choice of industries, while based on accessibility and convenience, allows the research to be conducted across a variety of service contexts.

The scale development literature suggests that initial scales should have a coefficient α .70 (c.f., Nunnally 1978) and factor loadings over the .50 threshold (Peter 1979). In Study 1, reliability coefficients are calculated for each exogenous and endogenous item using SPSS for Windows Release 17. According to Peter (1981, 1979), Churchill (1979), Gerbing and Anderson (1992), and Hult (1995), exploratory factor analysis is performed to understand the unidimensionality of each scale.

The purpose of the second study is to conduct covariance structure equation modelling to test each hypothesis. Study 2 utilizes the pre-tested and appropriately revised questionnaire to measure consumers' evaluation of the green LEED servicescape and related service variables. Study 2 has three stages.

The first step of this stage tests whether the three hypothesized dimensions of the green LEED servicescape are empirically supported. The second step involves determining if the servicescape is a second order factor to these dimensions. The third and final step tests for sub dimensions. When all three levels of the hierarchical structure are supported, Hightower and Shariat (2009); Dabholkar, Thorpe, and Rentz (1996) argue that the appropriateness of the hierarchical factor model is supported.

In the second stage, the measures for the four endogenous variables are subjected to face validity assessment, confirmatory factor analysis, and reliability tests (Figure 2). LISREL is used along with several other techniques in order to test the reliability and validity of the measures. Specifically, the χ^2 statistic along with the LISREL goodness of fit (GFI) index, the adjusted goodness of fit (AGFI) index, the comparative fit (CFI) index, DELTA2 (Bollen 1989) an incremental fit index, a relative noncentrality index (RNI) (McDonald and Marsh1990), a construct reliability measure (Fornell and Larcker 1981), and an average variance extracted measure (Fornell and Larcker 1981) are used.

In the third stage, the research hypotheses are tested using a covariance structural equation modelling approach. LISREL software is used to estimate the parameters and to assess the fit of the model depicted in Figure 1. The results from testing the entire research model as depicted in Figure 1 are presented in detail later in the manuscript.

3. Data Collection Method

For Study 2, trained Portuguese native Brazilian interviewers were given detailed instructions that specified demographic guidelines in an attempt to obtain a broad cross-section of the targeted population. The interview technique was based on the "mall-intercept" or "snowballing" technique identified by Bush, Bush, and Chen (1991). All potential respondents are screened to determine if they have used the service provider within the last three months. The interviewers are informed that each respondent may be contacted to confirm their responses as a means to ensure genuineness of the data. The overall research goal of 500 responses (i.e., 125 in each industry) was surpassed with a total of 522 complete surveys collected.

For Study 2, existing multi-item scales, or multi-item scales developed specifically for the present research, are used to operationalize each of the variables investigated: (1) the perceived green LEED servicescape, (2) overall service quality, (3) overall satisfaction with a service provider, (4) attitude-towards-a green LEED service provider, and (5) service encounter outcomes. The servicescape measurement items are identified from the literature. Hightower and Shariat's (2009) conceptualization of the physical environment is used as a framework. These items are presented in Appendix A (see questions 1 through 12). The service quality measures are designed to relate to a consumer's overall perception of quality. These items are either borrowed from existing studies or represent slight modifications of

service quality measures found in the extant literature (c.f., Brüggen, Foubert, and Gremler 2011; Hightower, Brady, and Baker 2002; Brady and Cronin 2001; Gotlieb, Grewal, and Brown 1994; Teas 1993). Some modifications have been made to the measures with the sole intent of ensuring the measures adequately pertain to the industries investigated. The satisfaction measurement items are taken from two pre-existing multi-item scales developed by Brüggen, Foubert, and Gremler (2011) and Hightower, Brady, and Baker (2002). The attitude measurement items are developed from Azjen and Fishbein (1975) bipolar adjective scales. The service encounter outcome items (also known as behavioural intentions in the literature) are taken from several pre-existing multi-item scales developed by Hightower, Brady, and Baker (2002). All scales utilize a seven-point response system (1 = Strongly Disagree, 7 = Strongly Agree).

Anderson and Gerbing (1988) and Gerbing and Anderson (1988) suggest that a composite that represents a latent factor is meaningful only if the observable measures which are posited as indicators of the latent construct are acceptably unidimensional. Non-unidimensional composite scores are problematic in terms of their meaning in such subsequent analyses as covariance structural equation modelling (c.f. Bagozzi 1983, 1982a). These non-unidimensional composite scores also become problematic in the presence of a higher order factor such as the hypothesized servicescape (c.f., Hightower and Shariat 2009; Dabholkar, Thorpe, and Rentz 1996). Therefore, an important part of the construct validation process is to assess the unidimensionality of the scales used in Study 1. All scales used in Study 1 are designed to be congeneric (i.e. to measure one and only one latent construct) even though the latent constructs themselves may be intercorrelated (c.f. Joreskog 1971).

4. Results

The current research places a primary emphasis on CFI, RNI, and DELTA2 (c.f. Gerbing and Anderson 1992) because they are the most stable model fit indices, and these three fit statistics are used to determine the relative degree of model fit. GFI, AGFI, and RMR fit statistics are also reported to assist in assessing the degree of model fit. The current research's results are also based on the "acceptable" levels of fit (i.e. marginal range .75-.79; moderate range .80-.89; excellent range .90 and higher) suggested by Muliak, James, VanAlstine, Bennett, Lind and Stilwell (1989).

The measurement model for servicescape is assessed using confirmatory factor analysis of the model depicted in Figure 1, and the results are presented in Table 2. The measurement model for service quality, attitude-towards-a service provider, satisfaction with a service provider, and service encounter outcomes (see Figure 2) is factor analyzed and the results are presented in Table 2. The structural model depicted as Figure 1 is analyzed across the entire sample and by each industry. Though the hypotheses deal with individual paths, it is necessary to investigate the overall fit of the model depicted in Figure 1, because the interpretation of paths in a non-fitting model may be problematic. Therefore, the fit of the model depicted as Figure 1 is assessed before the individual hypotheses are analyzed. The across industry model is sound according to the results contained in Table 3. The weight of the evidence (i.e., the fit statistics CFI, DELTA2, RNI, and GFI) suggest that the model fits the data well because the indices meet or exceed the threshold suggested for an excellent model fit (see Table 3) for within industries analyses.

Table 2: The Servicescape and Endogenous Variables Measurement Model Results

Measurement Model n = 522	χ^2	df	RMR	AGFI	GFI	CFI	Δ2	RNI
Servicescape (Not Shown)	361.81	120	.04	.90	.93	.97	.97	.97
Endogenous Variables (Figure 2)	791.41	269	.05	.87	.90	.99	.99	.99

Table 3: Research Model Results

Sample	n	χ^2	df	RMR	AGFI	GFI	CFI	Δ2	RNI
All Industries	522	91.95	2	.05	.70	.90	.92	.92	.92
Full Service Restaurants	128	11.51	2	.04	.70	.93	.95	.95	.95
Movie Theatres	155	41.86	2	.05	.70	.87	.91	.91	.91
Discount Stores	121	17.32	2	.04	.70	.91	.94	.94	.94
Sports Stadiums	118	31.46	2	.07	.70	.87	.87	.87	.87

In the next section, an analysis of hypothesized relationships is presented in Tables 3 and 4. The hypotheses are analyzed based on the t-value associated with each path loading exceeding the criterion of statistical significance. The criterion for statistical significance for all analyses is $p \leq .05$. In other words, t-values greater than or equal to 1.96 are significant and indicate that an individual hypothesis is confirmed by the data.

Table 4: Results of the Hypothesized Relationships

	Restaurants			Theatres			Discount Stores			Stadiums		
Path	p-value	Parameter Estimate	t-value	p-value	Parameter Estimate	t-value	p-value	Parameter Estimate	t-value	p-value	Parameter Estimate	t-value
SAT→ATT	.01	.76	9.54	.01	.62	9.05	.01	.58	7.84	.01	.45	6.38
SQ→ATT	.05	.26	3.72	.01	.46	6.61	.01	.53	7.17	.01	.41	5.82
ATT→SEO	.05	.27	3.45	.01	.54	6.14	.01	.39	3.80	-	-	-
SAT→SEO	.05	.38	4.02	-	-	-	.01	.45	4.69	.01	.75	11.37
SQ→SEO	.01	.42	4.94	.01	.44	5.38	.05	.32	3.43	.10	.13	1.84
SQ→SAT	.01	.81	15.61	.01	.62	9.40	.01	.57	7.07	.01	.35	3.05
SS→SAT	.01	.23	4.29	.01	.45	6.83	.01	.49	6.02	-	-	-

Table 5: Results of the Hypothesized Relationships

		Across Industries	
Path	p-value	Parameter Estimate	t-value
SAT→ATT	.01	.43	14.14
SQ→ATT	.01	.31	10.02
ATT→SEO	.01	.14	2.82
SAT→SEO	.01	.49	10.97
SQ→SEO	.01	.14	2.92
SQ→SAT	.01	.48	11.89
SS→SAT	.01	.23	5.80
SS→SQ	.01	.62	21.27

5. Conclusions

The test of H_1 supports the notion that a favourable perception of servicescape is positively related to a consumer's overall service quality assessment. This suggests that consumers rely on environmental cues in much the same way they rely on packaging to categorize and form their initial perceptions of a green service provider.

The results of the test of H$_2$ support the idea that green LEED servicescape perceptions also have a direct positive effect on consumers' overall satisfaction with a service provider. Likewise, the results of the current study indicate that green LEED servicescapes that are unpleasant tend to be avoided by the customer.

The results of the test of H$_3$ support the idea that service quality perceptions result in increases in a consumer's satisfaction with a "green LEED" service provider. The confirmation of the service quality $\rightarrow$ satisfaction relationship helps to clarify where and how facility managers should focus their efforts to increase long term profitability. Facility managers who are aware of this finding can implement programs that utilize service quality in conjunction with other satisfaction antecedents as a means of improving customers' satisfaction with the service provider to increase their firm's profitability.

H$_4$ is based on the notion that consumers evaluate the dimensions of a service encounter much like they would the dimensions of any other object or activity (i.e., a physical good, CO_2 emissions, energy conservation, etc.). According to Rokeach (1968), a person's behavior is mediated by two types of attitudes- one activated by the object, the other activated by the situation. Service performance is suggested to act in the role of the object, and the servicescape is suggested to perform the role of the situation.

The results of the current study provide strong quantitative support for H$_4$ and H$_5$. The implication of this finding is that it is important for 21st century facility managers to focus not only on adjusting the quality of the service provided when the consumer appears to make cognitively based decisions, but also to focus on controlling the firm's green LEED servicescape because it appears that they work together to influence consumers' purchase intentions.

The investigation of H$_5$ suggests a significant positive effect is identified in the across industry analysis and for each individual industry. The results from the investigation thus suggest that the satisfaction construct mediates the relationship between servicescape perceptions and the attitude-towards-a service provider.

H_6 indicates that overall service quality perceptions have a direct positive effect on service encounter outcomes. The reasoning is that when a consumer's service quality assessments are high, service encounter outcomes are favourable, and when service quality assessments are low, service encounter outcomes are unfavourable. In other words, it is suggested that when a consumer perceives service quality to be good, it appears that he or she may 1) engage in positive word of mouth discussions with others, 2) repurchase the service, 3) have a desire to stay in the servicescape longer, 4) not exhibit complaining behaviour, and/or 5) be willing to pay more for the service. Likewise, the results indicate that when a consumer has an unfavourable or low assessment of service quality, he or she may 1) engage in negative word of mouth communications, 2) not repurchase the service, 3) have no desire to stay in the servicescape, 4) exhibit complaining behaviour, and/or 5) be highly sensitive to prices. Therefore, the mixed results from the current research provides empirical evidence which suggests that the effect of service quality on service encounter outcomes may be more or less important depending on "green LEED" factors.

H_7 is based on the notion that individuals usually engage in activities because of a desire to achieve certain positive outcomes. For example, consumers may 1) increase their repurchase intentions, 2) increase their positive word-of-mouth communications about a service provider, 3) increase their desire to stay in the servicescape, and 4) decrease their-complaining behaviour about a service provider, as well as their price sensitivity towards the service provider, in an effort to maintain their satisfaction level. Likewise, the results from the current research also suggest that in an effort to cope with low satisfaction assessments, consumers may decrease their repurchase intentions, engage in negative word-of-mouth communications about a service provider, leave the servicescape more quickly than in a high satisfaction scenario, engage in more consumer complaining behaviour, and are more sensitive to changes in a service provider's prices. The results identified above provide empirical evidence that supports H_7, the notion that satisfaction has a direct effect on service encounter outcomes. The results suggest that an environmentally sensitive consumer will remain in the green LEED servicescape longer, pay more for the service, plan to visit the service provider again, and engage in positive word-of-mouth communication about the service provider if they are satisfied with the service provider. When a service firm's customers behave as described above, it is suggested that the firm will increase its long-term profitability.

H$_8$ reflects the notion that a consumer's overall attitude-towards-a service provider has a direct positive effect on service encounter outcomes (see Figure 1 path β$_{54}$). The results of the current study support the idea that the more favourable a consumer's attitude-towards-a service provider is, the more likely it is for a consumer to have favourable service encounter outcomes with the service provider. Likewise, the results show that the more unfavourable the attitude-towards-a service provider, the more likely it is for a consumer not to have favourable service encounter outcome perceptions.

The facility manager that understands the significance of consumers' attitude-towards-their firm can implement programs that enable the organization to influence consumers' attitudinal development toward the firm. This process, in turn, enables the firm to better predict and influence service encounter outcomes. As services organizations increase their ability to positively influence consumers' attitude-towards-their firm, they should be able to create a competitive advantage over service firms that do not understand the relationships depicted and discussed in this comprehensive research model investigation.

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Appendix A

Estádio do Maracanã

A LEED (Leadership in Energy & Environmental Design, o inglês para Projeto de Liderança em Energia e Ambiente) é um sistema de internacionalmente reconhecido por certificação de <u>Construções Sustentáveis</u>; proporcionando um serviço terceirizado de verificação de construções ou comunidades projetados e construídos através de estratégias que visam melhorar o desempenho em todas as métricas do que mais importa: a poupança de energia, a qualidade da água, a redução de emissões de CO_2, o melhoramento da qualidade do ambiente interior da construção e a gestão de recursos e sensibilidade para com seus impactos.

A LEED fornece a proprietários e operadores uma estrutura concisa de identificação e implementação prática e de medidas de projeto, construção, operações e soluções de manutenção de <u>Construções Sustentaveis</u>. Quando você adiciona LEED para o Servicescape (termo tal que refere-se ao uso da evidência física para projetar ambientes de serviço), o resultado é a construção de um marketing digno do século XXI que é ambientalmente sensível e incorpora o sistema de certificação de construções internacionalmente reconhecido e descrito acima.

Instruções: As afirmações abaixo referem-se a sua percepção e suas experiências enquanto no Maracanã. Por favor, preste atenção a área abordada por cada seção desta pesquisa que está em destaque em negrito. Escolha a resposta (1-7) que melhor reflete o seu nível de concordância com cada afirmação. Não há respostas certas ou erradas ... Estamos simplesmente pedindo-lhe para ser o mais honesto possível.

A Percepção de Construções e Servicescape Sustentáveis

O seguinte conjunto de afirmações relacionadas com a sua percepção de Servicescape Sustentável do do Estádio do Maracanã. O Servicescape Sustentável é definido como tudo o que está fisicamente presente durante a sua visita ao prestador do serviço, tal que é ambientalmente sensível e incorpora o sistema de certificação de construções internacionalmente reconhecido. Por favor, escolha o número que melhor reflete o seu nível de concordância com as seguintes afirmações.

	Discordo	Nem Concordo	Concordo
	Completamente	Nem Discordo	Completamente
	1 2 3	4 5	6 7

1. ____Em geral, o ambiente físico do Maracanã me agrada.

2. ____O Maracanã tem funcionários suficientes para o serviço dos visitantes.

3. ____Os funcionários são limpos e bem vestidos.

4. ____O Maracanã tem espaço suficiente para eu me sentir confortável.

5. ____O Maracanã tem um cheiro agradável.

6. ____A iluminação do Maracanã é excelente.

7. ____O Maracanã é limpo.

8. ____As instalações físicas do Maracanã são confortáveis.

9. ____As instalações interiores do Maracanã são agradáveis.

10. ___O esquema de cores é atraente.

11. ___Os materiais utilizados no interior do Maracanã são agradáveis e de alta qualidade.

12. ___O estilo dos acessórios no interior está na moda.

Atitude Geral em Relação ao Maracanã

As próximas afirmações dizem respeito a sua atitude para com o Maracanã com base em sua(s) experiência(s) enquanto nas dependencias do estádio. Por favor, circule o número apropriado (1-7), que reflete a sua atitude geral em relação ao Maracanã.

13. Minha atitude geral em relação ao Maracanã é:

ruim __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ **boa**

   extremamente   muito   pouco   mais ou menos   um pouco   muito
extremamente

14. Eu acho que visitar ao Maracanã foi uma:

má idéia __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ **boa idéia**

     extremamente   muito   pouco mais ou menos um pouco   muito extremamente

15. Minha atitude geral em relação ao Maracanã é:

negativa __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ **positiva**

     extremamente   muito   pouco mais ou menos um pouco   muito extremamente

16. Eu acho que visitar ao Maracanã foi:

desagradável __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ **agradável**

     extremamente   muito   pouco mais ou menos um pouco   muito extremamente

17. Minha atitude geral em relação ao Maracanã é

pobre __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ **excelente**

     extremamente   muito   pouco mais ou menos um pouco   muito extremamente

Qualidade de Serviços em Geral

As seguintes afirmações referem-se à sua percepção da qualidade de serviços prestados no Maracanã. Por favor, escolha um número (1-7) que melhor reflete o seu nível de concordância com as seguintes perguntas qualidade de serviços em geral.

Discordo		NemConcordo		Concordo	
Completamente		Nem Discordo		Completamente	
1	2	3	4	5	6	7

18. _____ No geral, eu recebi um serviço de alta qualidade enquanto no Maracanã.

19. _____ O serviço prestado no Maracanã geralmente é excelente.

20. _____ De um modo geral, o serviço prestado no Maracanã é superior.

21. _____ Em geral, o serviço prestado no Maracanã é de alto nivel.

22. _____ Eu acredito que o desempenho dos funcionários do Maracanã é excelente.

Satisfação em Geral com o Provedor de Serviços

As afirmações abaixo referem-se ao seu nível de satisfação geral com jogos de futbol no Maracanã com base em sua(s) experiência(s). Por favor, leia atentamente cada questão e escolha a resposta (1-7) que melhor reflete o seu nível de concordância com as seguintes afirmações.

Discordo	Nem Concordo	Concordo
Completamente	Nem Discordo	Completamente
1 2 3	4 5	6 7

23. _____ Sempre tenho boas experiências quando vou a esses jogos.

24. _____ Eu sempre estive satisfeito com as minhas experiências nesses jogos.

25. _____ Eu realmente gosto de ir a estes jogos.

26. _____ Eu fico muito feliz com as experiências que tenho nesses jogos.

27. _____ Ir para esses jogos é muito bom.

Resultados do Serviço Prestados

Estas afirmações abaixo são a respeito de o quanto e se você promoveria a ida a jogos de futbol no Maracanã. Por favor, escolha o número que melhor reflete o seu nível de concordância com as seguintes afirmações.

Discordo	Nem Concordo	Concordo
Completamente	Nem Discordo	Completamente
1 2 3	4 5	6 7

28. _____Eu falo coisas positivas para outras pessoas sobre ir aos jogos de futbol no Maracanã.

29. _____Eu recomendo ir a jogos no Maracanã para quem pede o meu conselho.

30. _____Eu encorago amigos e parentes para ir ao Maracanã.

31. _____Ir a jogos no Maracanã é a minha primeira escolha para entretenimento.

32. _____Eu irei aos jogos futbol no Maracanã ao longo dos próximos meses.

33. _____Eu continuaria a ir aos jogos no Maracanã mesmo se os preços aumentarem um pouco.

34. _____Eu pagaria um preço mais alto para ir ao Maracanã ao invés de ter que ir a outros estádios.

35. _____Eu quando vou a jogos fico ate o final do segundo tempo.

36. _____Eu gosto de ir aos jogos no Maracanã como um passatempo.

37. _____Eu freqüentemente fico no Maracanã depois do jogo.

Valor

As afirmações a seguir referem-se a sua percepção do valor do serviço que você recebe quando vai ao Maracanã pelo custo que se paga. Por favor, escolha um número (1-7) que melhor reflete o seu nível de concordância com as afirmações seguinte.

Discordo	Nem Concordo	Concordo
Completamente	Nem Discordo	Completamente

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

38. _____Em geral, eu acredito que ir aos jogos no Maracanã vale a pena o custo.

39. _____Eu acredito que ir jogos no Maracanã é sempre um bom investimento.

40. _____No geral, os serviços prestados no estádio são de excelente valor.

41. _____É de uma alta importancia pra mim, ir aos jogos no Maracanã.

42. _____Pelos serciços prestado nos jogos no Maracanã, é como receber meu dinheiro de volta.

Tempo de Espera

As afirmações a seguir servirão para avaliar a sua familiaridade com o Maracanã e a sua percepção do tempo de espera por serviços prestado pelo Maracanã. Por favor, escolha um número (1-7) que melhor reflete o seu nível de concordância com as afirmações sobre familiaridade e tempo de espera.

Discordo Completamente		Nem Concordo Nem Discordo		Concordo Completamente	
1	2	3	4	5	6	7

43. _____Eu recebo um rápido serviço durante os jogos de futbol no Maracanã.

44. _____Durante os jogos, o tempo à espera de serviço é mínimo.

45. _____Durante os jogos, os funcionários do estádio prestam um serviço em tempo hábil.

46. _____Eu passo pelos portões de entrada do estádio com muita rapidez.

47. _____Na saida, eu sou capaz de sair do estádio rapidamente.

48. _____Eu sou bem familiarizado com o estádio do Maracanã.

49. _____Eu tenho assistido a jogos no Maracanã freqüentemente nos últimos meses.

50. _____Eu vou ao estádio com bastante frequência.

51. _____Eu me considero muito bem informado em lugares como o Maracanã.

As seguintes informações são necessárias apenas para fins comparativos. Por favor, indique as classificações que melhor descrevem você.

52. Meu sexo é _____ (1) Homem _____ (2) Mulher

53. Minha origem étnica é:_____ (1) Negro/Africano _____ (2) Asiática _____ (3) Portuguesa_____ (4) Nativo Brasileiro (Indio) _____ (5) Branco/Europeu _____ (6) Outro

54. Esta pesquisa é sobre:_____ (1) O Forte de Copacobana_____ (2) Plataforma Restaurante e Samba Clube_____ (3) Cinema Iguatemi Sao Paulo _____ (4) Cinema Roxy Rio de Janeiro _____ (5) Pao de Acucar _____

(6) Carrefour_____ (7) Estádio do Maracanã _____ (8) Parque do Corcovado

55-56. minha idade é _____

Esta seção é VOLUNTÁRIA/OPCIONAL, mas muito importante para garantir a validade doprojeto.

57. Primeiro nome (opcional, usado para fins de verificação apenas)

_____

58. Contato de e-mail (opcional, usado para fins de verificação apenas)_____-

_____