

PERCEIVED QUALITY OF LIFE AS SUSTAINABLE DEVELOPMENT FACET

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Abstract. The objective of this article is to explore how roles the perceived value of the cultural activities in the evaluation of the consumers' quality of life. First, we study the perceived value comparing two main approaches to the conceptualization of the perceived value. Next, we look over the quality of life studies in the cultural industry. We carried out a qualitative study among adult consumers in a Hungarian Region. Based on our results we explored the main components of the quality of life by subjective evaluation. We found that functional expression appears clearly against the emotional ones in the evaluation of the perceived value related to the cultural activities.

Keywords: Subjective quality of life, sustainable development, cultural activities, perceived value.

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1. Introduction

The quality of life marketing is defined as marketing practice designed to enhance the well-being of consumers while preserving the well-being of the firm's other stakeholders (Sirgy 2001). Quality of life as well can be perceived as sustainable development facet (Dudzevičiūtė 2012; Grybaitė, Tvaronavičienė 2008; Tvaronavičienė *et al.* 2009; Lankauskienė, Tvaronavičienė 2012). The quality of life construct has been applied to the consumption of products thus there is little emphasis on services in the marketing literature quality of life (Lee and Sirgy 2004). In the area of the health psychology was examined the subjective quality of life of people experiencing serious health concerns. The authors found that pigmentation disorder mainly caused self-consciousness, affected social, leisure activities, and daily routines. Huszka (2010) examined the pupils (13-25 ages) mental healthy and health-behaviour in his study in Hungary. Dagger and Sweeney (2006) explored the relationship between the service quality, the service

satisfaction and the oncology patients' quality of life and behavioural intentions. Our study extends the field to the examination of the quality of life in a non-health context by evaluation the influence of the cultural activities on the consumers' quality of life.

Providing value to the consumers is relevant to the business organizations, the society, and the consumers. From the consumer's point of view, they can appreciate the economic benefits (Peterson 1995), obtaining a service better adapted to their needs, or additional services (Gwinner *et al.* 1998; Rust *et al.* 2000). Another type of benefits to the consumers is the social benefits arisen from establishing a relationship. Previous studies have shown that keeping a consumer can be up to ten times cheaper than attracting a new one (Heskett *et al.* 1990), so companies have to make efforts retaining the consumers, attempting to minimise their migration. At the same time, the customers who are satisfied with the relationship generate a trust (Goodwin and Gremler 1996). The first step for this consists of knowing what perceived value really is, how customers form their valuations,

and how it can be measured in order to use it as an instrument of management. Zeithaml (1988) has suggested that perceived value can be regarded as a consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given. Other authors have also suggested that viewing value, as a trade-off between only quality and price is too simplistic (Bolton and Drew 1991). Since perceived value has been found to be an important indicator of the repurchase intentions (Petrick 2002; Petrick and Backman 2002; Woodruff 1997) the providers could benefit from refined measures of the construct. Valid and reliable measures of perceived value would allow for comparison of value between service programs, and would allow individual providers the ability to identify the dimensions of perceived value in which they perform well or poor. Thus, the purpose of the current study is to develop a multidimensional scale for the measurement of the perceived value of a service.

In the last ten years, there have been important changes in the market of the cultural industry. The cultural business has undergone changes in the financing of the sector, changes in consumers' demand for services, technological changes, and the entry of new competitors from abroad. The cultural infrastructures, the cultural activities, and the creative industries can be a major part of a region's attractiveness and a tool for its economic development. Besides, culture can be a source of the common identity, the shared values, and it influences the quality of life of the region's population. There are significant differences in the structure of household annual expenditure among the EU member states due to the different economic, cultural development and specific features in lifestyle. The share of expenditure on recreation and culture is the most notable in countries with high living standards (Austria 12.6%, Sweden 13.3%), this main group accounts for 8.5% of the total expenditure in Hungary (Hungarian Central Statistical Office 2009).

The aim of present paper is to explore the relationship between the perceived value of the consumers' cultural activities and their quality of life. First, we examine the value perceived by the consumer in the cultural sector. In this sense we will develop the scale of measurement of the perceived value in case of the cultural activities, used previous scales namely SERVPERVAL developed by Petrick (2002) and GLOVAL

developed by Sanchez *et al.* (2006) in the tourism sector. In the marketing literature, little research has focused on the investigation to the assessment of cultural services and quality of life. Michalos (2005) measured the impact of the arts broadly construed on the quality of life, and he found that the arts had a very small impact on the quality of life. However, there is a lack of research, which examines the impact of consumers' assessment of the cultural services and activities on the consumers' quality of life perceptions. We assume that culture industry offers valuable services that enhance the emotional well-being, the social interaction, the knowledge, and these likely lead to positive quality of life perceptions. Our paper is fundamentally structured in three parts. The first explains the concept of perceived value and quality of life based on the literature. In the second part, the current research is presented. The final section sets out the conclusion of the study.

2. Theoretical background

This section contains the various definitions of the perceived value that have appeared in the literature during the last two decades. Conceptualizations of the perceived value and quality of life are also reviewed.

Definitions of the perceived value

Perceived value is an abstract concept with meanings that vary according to context. In marketing, the perceived value is typically defined from the consumer's perspective. The customer perceived value is usually defined in services marketing literature as "The customer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml 1988). According to the definition, the perceived value is based on the customers' experiences and seen as a trade-off between benefits and sacrifices (Flint *et al.* 2002; Grönroos 2000) or between the quality and the sacrifices (Monroe 1990; Ravald and Grönroos 1996), which can be divided into the monetary and the psychological sacrifices (Dodds *et al.* 1991). The sacrifices have originally included primarily the monetary sacrifices such as price and acquisition costs, but they have been extended to include also perceived non-monetary price and the risk of the poor performance (Monroe 1990). However, different definitions of the perceived value seem to display a variety of meanings (Woodruff 1997).

Moreover, such definitions are developed according to the changes in the consumers' behaviour. Researchers argue that perceived value consists of "the benefits and costs resulting from the purchase and use of the products". Another definition of the perceived value (Iglesias and Guillen 2003), suggest that perceived value represents "an exchange of what is received and what is given". Keller (1998) is of the opinion that "consumers combine quality perception with cost perception to arrive at an assessment of the perceived value". We collected definitions from different authors concerning the customer perceived value. These definitions are summarized in Table 1.

Table 1. Definitions of the Perceived Value

Definitions	Author(s)
The customer's overall assessment of the utility of a product based on perceptions of what is received and what is given	Zeithaml 1988
A trade-off between the quality or benefits they perceive in the product relative to the sacrifice they perceive by paying the price	Monroe 1990
Consumer choice is a function of multiple consumption values. These are functional, social, emotional, epistemic, and conditional value. The consumption values make differential contributions in any given choice situation. The consumption values are independent.	Sheth <i>et al.</i> 1991
A customer's perceived preference for and evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goal and purposes in use situations	Woodruff 1997
The consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given	Sweeney <i>et al.</i> 1999
The customers' assessment of the value that has been created for them by a supplier given the trade-off between all relevant benefits and sacrifices in a specific use situation	Flint <i>et al.</i> 2002

Source: author

Conceptual framework of the perceived value

In the literature, there are two main approaches to the conceptualization of the perceived value. The first one defines the perceived value as a construct

divided two parts, one of the received benefits (economic, social, and relational) and another of the made sacrifices (price, time, effort, risk, and convenience) by the consumer (Grewal *et al.* 1998; Cronin *et al.* 2000). According to the definition by Zeithaml (1988), the perceived value arises from the personal comparison of the obtained benefits and the made sacrifices. Consequently this concept is highly subjective and personal one (Parasuraman *et al.* 1985). Besides, it is a utilitarian perception, which contains the components of the benefits and the sacrifices of the consumers. The benefit component that a consumer receives from the purchase includes the perceived service quality and the psychological benefits (Zeithaml 1988). The sacrifices are the monetary and the non-monetary components: price, time, energy, effort, inconvenience. Thus for the consumer to purchase the service or to purchase it again it has to be delivered with value either by incorporating benefits or by reducing the sacrifices.

The second approach is based on a multidimensional construct of the perceived value (Woodruff 1997; Sweeney and Soutar 2001; Sanchez *et al.* 2006). This concept includes the functional dimension and the affective dimension, examining the consumer's purchasing behaviour. The functional value is determined by the rational and economic valuations of the consumers, and the service quality forms this dimension. The affective dimension is divided into an emotional dimension and a social dimension. Authors (Sheth *et al.* 1991) deal with the multidimensionality of the perceived value and recognize the cognitive and affective aspects. Sheth *et al.* (1991) identified five dimensions of the value concept: social, emotional, functional, conditional, and epistemic. They defined the functional value as a perceived utility of the service attributes. The emotional value consists of the feelings or the affective states generated from the experience of the consumption. The social value is the acceptability at the level of the individual's relationships with his social environment. The epistemic value is the capacity of the service to surprise arouses curiosity or satisfies the desire for knowledge. Finally, the conditional value refers to the situational factors such as illness or specific social situations (Sheth *et al.* 1991). In a later study, Sweeney and Soutar (2001) did not consider the epistemic and conditional dimensions. The conditional value was omitted because it arises from the situational factors, whereas the epistemic value was left out because the surprise aspect might

only be apparent for hedonic products. These authors reduced the five initial dimensions to three: functional value, social value and emotional value, and they designed a scale of measurement of the value known as PERVAL. Based on the work of Zeithaml (1988) the authors divided the functional value into quality and price. These two components have different affects on the perceived value for different consumers. Consequently, the perceived value scale comprised four dimensions: quality – performance, price – value for money, emotional value and social value. This scale was tested based on the consumers’ perceptions of consumer durable goods in a retail purchase situation to determine what consumption values drive purchase attitude and behaviour. In different choice situations the researchers can investigate the consumers’ decision relating specifically to the perceived utility of a choice at buy level (buy or not buy), product level (product type A or product type B) or brand level (brand A or brand B). Their value construct was validated through the variety fields including economics, social and clinical psychology.

Some authors (Sanchez *et al.* 2006) developed a scale of measurement of the post-purchase perceived value (24 items) called GLOVAL in the tourism sector. This scale includes six dimensions of the perceived value. Four of them correspond to dimensions of the functional value: functional value of the establishment, functional value of the contact personnel, functional value of the service quality and functional value price. The two remaining dimensions refer to the affective dimension of the perceived value: the emotional and social value.

According to Petrick (2002), the dimensions of what the consumers receive from the purchasing services include the quality, the emotional response, the reputation obtained from the services, the monetary price, and the behavioural price. The SERV PERVAL scale was developed by Petrick (2002) investigated to the leisure services among American consumers and was applied in other studies (Petrick 2004).

From the literature, it is evident that authors who use the concept of value as a multidimensional one agree that two dimensions can be differentiated: one of a functional character and another emotional or affective. The factors in the functional dimension include value for money, versatility, (Sweeney *et al.* 1999), service quality (Sanchez *et al.* 2006), non monetary sacrifices (Sweeney *et al.* 1999; Petrick 2002) and price

(Sweeney and Soutar 2001; Petrick 2002). At the same time, the affective dimension contains the feelings or emotions generated from the services (Table 2).

Table 2. Dimensions of the Perceived Value

Dimensions	Author(s)
Functional, emotional, conditional, social, epistemic	Sheth <i>et al.</i> 1991
Functional, emotional	Grönroos 2000
Quality, price, acquisition, transaction	Grewal <i>et al.</i> 1998.
Functional-quality, functional-price, emotional, social (PERVAL)	Sweeney and Soutar 2001
Quality, monetary price, behavioural price, emotional, reputation (SERV-PERVAL)	Petrick 2002
Functional, emotional, social (GLOVAL)	Sanchez <i>et al.</i> 2006

Source: author

In addition, many studies have concluded that service quality positively affects the perceived value (Cronin *et al.* 2000; Petrick 2002; Sanchez *et al.* 2006). The connection between the perceived value and the consumer satisfaction or future intentions debated in the service marketing literature. The literature seems to suggest that satisfaction depends on the perceived value (Anderson *et al.* 1994), and the future intentions are determined in part by perceived value. However Sanchez *et al.* (2006), Sweeney and Soutar (2001) argue that perceived value is a positive predictor of the consumer satisfaction. Bolton and Drew (1991) link the repeat purchase intentions to the perceived value in their study of continuous telephone service. They have found that the service quality is a direct antecedent of the perceived value, which in turn is a direct driver of the purchase – repurchase intentions. Previous empirical results indicate that consumers’ favourable behavioural intentions are positively influenced by their perceptions of the value (Grewal *et al.* 1998; Petrick 2002; Zeithaml *et al.* 1996). Moreover empirical findings (Oh 2000; Cronin *et al.* 2000) point out that behavioural intention is a consequence of the satisfaction.

The construct to the quality of life

Previous of quality of life studies have shown that life satisfaction can be explained from satisfaction expe-

periences within the different life domains (Campbell *et al.* 1976). This approach assumes that people construct the life satisfaction judgment in the bottom-up manner by assessing first the life domains in their lives and then aggregating across these conditions to arrive at the overall evaluation. The satisfaction hierarchy model appropriates to conceptualize the relationship between the consumer well-being and the life satisfaction (Lee and Sirgy 1995). The basic premise is that overall life satisfaction is functionally related to the satisfaction with all of life's domains and sub domains. This view is supported by the Andrews and Withey (1976) model of the life satisfaction that suggests the life satisfaction occurs at various levels of specificity and is influenced by evaluations of the individual life domains. The satisfaction with the given life domain is influenced directly by satisfaction with the particular events within that domain. Nevertheless, Headey *et al.* (1991) suggested that top-down effects might occur because happy people actually have more good things happen to them. Schwarz and Strack (1991) found that individuals rarely conduct an exhaustive search of their memories when creating satisfaction judgments. Instead, they often rely on heuristics to make such judgments. According to Diener (1984) both mechanism is in action in the consumers this is depends on the results of specific research. The subjective well-being (SWB) is generally conceptualized with both affective and cognitive components (Diener *et al.* 1991). Among the components of the subjective well-being, the life satisfaction identified as a distinct construct representing a cognitive and global evaluation of the quality of life as a whole (Pavot and Diener 1993). Although the life satisfaction is correlated with the affective components of subjective well-being, it forms a separate factor from the other types of well-being (Lucas *et al.* 1996).

Measurement of the subjective quality of life

In general, the examination of the subjective QOL is made in more level and by measuring with multi item. Diener (1984) is the illustrious researcher of QOL developed the satisfaction with life scale (SWLS) in accordance with the hierarchy model to the global level and the level of life domains. The global evaluation of the individual's satisfaction with their life includes five items based on the factor analysis. The items of the original SWLS are following:

- In most way my life is close to my ideal

- The conditions of my life are excellent
- I am satisfied with my life
- So far I have gotten the important things I want in life
- If I could live my life over, I would change almost nothing

The SWLS has been used in a number studies that have examined subjective life satisfaction and the authors apply this original scale (Allman 1990) or adapted one (Veenhoven 2001) according to their research topic. In the international comparative analysis, Pavot *et al.* (1998) highlighted the time factor, which is important role in the development of level to SWB. If the temporal orientation of response is a particular concern would be to consider using the temporal satisfaction with life scale (TSWLS), Pavot *et al.* (1998) a 15 item measure which features the original five SWLS items reworded with specific reference to the past to the present and to the future.

There are few extant QOL studies to examine the relationship between the culture and individual QOL. We have found four studies specifically investigate the impact on QOL of taking part in the cultural activities (Burack *et al.* 2002; Coffman 2002; Michalos 2005; Wood and Smith 2004). More of them involve listening to music (Burack *et al.* 2002) or making music (Coffman 2002; Wood and Smith 2004) and focus on the QOL of the active senior citizen or elderly residents live in nursing home. Michalos (2005) investigated the specific impact of arts participation on individual QOL and the subjective well-being of the Canadian respondents was measured on four items scale:

- Satisfaction with one's life as a whole
- Satisfaction with one's standard of living
- Satisfaction with one's overall quality of life
- Happiness

The structure of multidimensional scales depends on how the researcher thinks the consistency of SWB. In QOL and SWB literature there is argued how large differences are in this scale structure in case of different nations and life stages. At the conceptualization of SWB the authors recognized the cognitive and affective dimensions. Significant differences were observed both the number and content of items to measure the satisfaction with life domains in cross-cultural studies. Pavot and Diener (2008) have set apart positive and negative components of the affective dimension examining SWB and they have found

that personality, temperament, objectives, and values have had an explanatory force in cross-cultural research. Diener *et al.* (1985) concluded when people in general assessment the satisfaction with their life thinking the frequency of the pleasant and unpleasant feelings and not intensity of them.

In the study of the examination between arts and QOL Michalos (2005) formulated many feelings, beliefs (43 items) measuring on Likert scale which the respondents considered the effect and function of the arts activities. According to factor analyses was extracted three groups from 28 variables, the first factor (7 items) contained the items have positive effect on the healthy; the second factor (11 items) contributed the knowledge and the third one (10 items) help to build the community. In order to measurement the cognitive dimension of SWB the authors divided 16 parts of the life domains and added more items to the previous list for example the evaluation of the city, provincial, and federal government support for the activity.

According to the empirical results in cross-cultural studies the people' subjective QOL was influenced by the state of development to he country and the person' social, and economic status in society.

3. Current research

We introduce our research is divided into three parts. First, we formulate the topical questions. Next, we look over the methodology of empirical study, and there comes our results.

Research Questions

This empirical research is a part of a large and long period research and our objective to know and develop the Hungarian people' QOL in addition we would like to give managerial implications about marketing tools for cultural organizations. The subjective QOL is complex concept and there are many different factors which influence it subsequently we investigate only one section of the topic. The main objective of our empirical research is to examine how consumers' cultural participation influences on the subjective QOL (Ercsey and Józsa 2011).

In our research, we can raise five problems and we have to formulate the research questions to these issues. In the subjective QOL studies there is the

main question how the direction of the relationship between the global well-being and the satisfaction with various life domains. In front of the utilitarian's evaluation, the individuals make a calculus and summarize the good and bad components. At another theory, the assessment of QOL is inverted going on from top to down. Consequently our first research question:

How the relationship between the global subjective quality of life and the satisfaction with specific life domains?

The results of subjective QOL studies report that not only economic and healthy factors influence on the individual' well-being but other factors also influence the high or low level of it. It can be supposed that delivered cultural services and cultural activities contribute positive effect to the perceived subjective quality of life. Accordingly, the second research question:

How influence the delivered cultural services and cultural activities by consumers on the perceived subjective quality of life?

More studies of the subjective QOL have found that subjective well-being had an affective and a cognitive dimension. Besides it could be resulted significant relationship between the elements of affective dimension and the subjective QOL moreover the cognitive determinants and the subjective QOL. The strength of the explored association have shown large differences depend on the specific research topic and the level of the measurement. Subsequently the third research question:

How impact the affective and cognitive components of the delivering cultural services and cultural activities the consumers' subjective quality of life?

In regards to services the repurchase intention and the consumer loyalty is often predicted solely by measures of the consumer satisfaction and the service quality. Further, just because a consumer is "satisfied" with a service, does not necessarily mean the service is a good value. It is quite possible a consumer who is very satisfied with a service, may consider it a poor value if the costs for obtaining it a re perceived to be too high. On the contrary, a moderately satisfied consumer may find a service to have good value, if they believe they receive good utility for the price paid. Zeithaml (1988) argued that some consumers perceive value when there is a low price; others perceive value when there is a balance between the qual-

ity and the price. Thus, the components of perceived value might be differentially weighted for different consumers. Our research aims to explore the post-purchase perceived value of the cultural activities.

How the consumers evaluate the overall perceived value in cultural activities?

What are the components that constitute the consumers' evaluation of the perceived value in the cultural services?

If we understand in depth how evaluated QOL by individuals and how and why participated in cultural activities is we will be able to relate it to other important variables in the marketing of the non-profit industries.

Methodology of Research: Qualitative Phase

In this exploratory study, we utilised focus groups as our principal research method. The qualitative research is particularly useful to explore the consumers' opinions and to gain preliminary insights into the research phenomenon. For example, Sweeney and Soutar (2001) used six focus groups to discuss the consumers' ideas and opinions held about the consumption value. Different products (clothing and durable goods) were used to stimulate the participate thinking in different directions.

Our qualitative research we made in two periods: first phase was in last year, and the second one was in this year. In April of 2010 and in March of 2011 we conducted six mini focus groups among the adult consumers in a Hungarian Region. We decided for applying the mini focus group because it can cover the dynamics of the group interview by active participation of the four-five members in the conservation. In addition, we considered important aspect from the research topic front of view to establish the homogenous groups in which it is a little social difference and the group members speak their mind ahead of the attendance. Besides, the practical consideration assisted the mini focus group. In general, it was very hard to make an appointment for the group interviews because of the group members' work. Furthermore, the mini focus group was favourable for the moderator because the conservation and the group members' reactions could be managed, controllable, and there was understood the process of the creation of the individual opinion. We determined the target population for the selection of the group

members, we examined the consumer' QOL associated with the cultural services in one region (Western Transdanubia) west part of Hungary. The limits of time and financial accounted for the narrowing of our primary research. We relied on the broader surroundings in case of the asking for the group members of the six mini focus groups and we took the contact with them by informal way. We composed an interview guide for the conducting of the small group conservation and I personally carried out them in the interest of standardized construction. We summarized the demographical features of the members of six focus groups in Table 3.

Table 3. Group members of the focus groups by Demographics

Age groups	Place of residence		
	Population of county seat	Population of other towns	Population of villages
Young aged	1 group secondary and high school	1 group primary and secondary school	
Middle aged	1 group secondary and high school		1 group secondary and high school
Senior		1 group secondary and high school	1 group secondary and high school

Source: authors

We paid attention to the selection of the group members that different age's persons got into the distinct groups and the residents from all of the county seats, the other cities and villages represented. The consumers' education influences the attitude to the culture, the culture friendly or culture averse behaviour therefore we insisted particular the educational qualifications.

Qualitative Research Results

Because of existing little research about the subjective QOL and the perceived value in the cultural industry, it seems necessary to complete the theoretical review with a qualitative research.

The topic of the focus group interviews can classify five main sections these are the following:

- The meaning, assessment and consistence of quality of life are in the life of the group members
- The role of the culture is in the life of the consumers
- The aspects of the evaluation and the decision are in the consumers' cultural activities
- The impact of the cultural activities is on the group members and the values associated with cultural services
- The relationship between the consumers' cultural participation and the assessment of the consumers' quality of life

First, we spoke to the participants about their quality of life. According to these group interviews the determinants of the participants' evaluation of QOL considering the importance of the determinants: health, family, friendship, success in work, happiness, financial security, cultural environment, spending leisure activity, natural environment. When the consumers make judgment about their life they evaluate their overall life and the specific life conditions. Based on the participants' opinion we have found that satisfaction with important determinants of their life impact on the overall level of QOL. The participants thought some essential events as a "milestone" in various period of their evaluation of QOL, these were: the autonomous life, buying flat, launch out on an enterprise.

After than the focus group members were asked some questions to discover the concept of the culture in their life. The first thing thought of a hearing the word "culture": theatre, museum, exhibition, cinema, library, performance, entertainment, recreation in high standard, talking with people of different cultures, chatting evenings, wine taster, self-education, concert, folks art program, dancing party, reading, religion. These words show that culture is expressed in many different types. On the one part the classical cultural services and providers; on the other hand, the entertainment and spending spare time with relatives, friends at home or out of home. After then we collected information about the most important culture related activities of the group members; besides the date and occasion, they met first with them.

Next consumers were asked which factors influence their culture related activity. The group members' answers have resulted more main factors: time, money, accessibility, age, season, company, transport modalities, school, and hobby. There were two opposite opinions about the time: "Spare time, work – he has

opportunity in the evenings and over the weekend." "There is time for that she wants." In general, the money is important for the consumers: "...principally the price, circumstances, and the purpose determine..." "It is not cheap the high standard culture." One person lives in a town where there is not good theatre; other person lives long distance from the theatre of the town. At the same time that lives in big town, there are more opportunities. As seniors, pensioners do not travel too far. Most of them do not like to relax alone; they go with her family, or friends. Some of them spend their spare time solo or in society, too. The pupils often have to collect themes for homework in library.

We asked the group members to speak about the aspects taken notice for evaluation the different cultural services. The most important is the price (student boy, pensioner), the quality, the quality-price ratio of the cultural service, worth the money, comfort, personnel attitude, personnel is nice, friendly, polite, helpful and do its work well, reputation, reliability. The reputation is important because it contributes the confidence, the person who received, and the creation that appreciated at the given industry, their cultural services appropriate. The discount is not important, no object for some of group members. The various cultural activities were used in each focus group to stimulate participants thinking in their evaluation process. The consumers make an overall post purchase evaluation taking into account features relating both to the cultural product and to the provider that delivered it. Besides, they evoked positive and negative experiences on the score of their purchase. It became clear why the participants valued a cultural activity a greater range of the value items. Items of the value generated from the attributes of the cultural product and the cultural corporation. The consumers were asked why these attributes were important and made benefits for them in cultural activities.

In order to explore the affective expressions we encouraged the participants told us how the cultural activities had an effect on them. The focus group members told about their feelings, experience ("pleasure, filling up with knowledge, energy for daily program, splitting from the weekday, after work we can do another thing, and one mention repeatedly through years, appreciation, it is a high feeling") and social environment ("to participate on programs give opportunity to meet and to talk to friends"). Based on

the participants' opinion their life without culture will be "boring, empty, desert, missing big things of life, lack of authentic value".

The results of our qualitative study denote that the consumers value all elements of the cultural activities, which influence on their decision and consumption experience. This approach confirms the experiential nature of the cultural services and the perceived value. The post-purchase perceived value evolves after the decision to purchase of the cultural service and the consumption of it. Satisfaction with most of the parameters to the cultural service enhances the repetition but does not guarantee it. We conclude that consumers have a holistic evaluation of the perceived value to the cultural services and the functional dimensions distinct from the emotional ones. Among the functional dimensions, we can identify the quality of the cultural service, the price of the cultural service, the non-monetary sacrifices, equipment of the cultural provider, and professionalism of the contact personnel. The emotional dimensions contain the behaviour of the contact personnel, the consumers' feeling to the cultural provider, and the affects of the cultural service. Finally, the community and the reputation are to the social variable.

Based on this exploratory phase we developed an initial scale of measurement of the perceived value. Besides, we applied SERV-PERVAL scale developed by Petrick (2002) and GLOVAL scale validated by Sanchez *et al.* (2006) to measure the overall perceived value in tourism sector. We adapted the previous scales to the specific characteristics of the cultural sector. Our initial scale consist 44 items: 19 functional items (five relating to the cultural provider equipment, five relating to the cultural service quality, four relating to the price of cultural service, five relating to the professionalism of personnel), 16 emotional items (four relating to the cultural provider, eight relating to the contact personnel, four relating to the cultural service), and 9 social items (five relating to the provider, four relating to the cultural service).

The qualitative phase of our empirical research helps for preparing and conducting the quantitative research. Following the appropriate method, we make a judge to refine the initial scale of measurement of the perceived value in the cultural activities. We ask experts of service marketing and master students on marketing course to evaluate the items obtained from the focus groups and adopted scales. The target

population of our quantitative research is consumers participated in cultural activities more than 18 years of age in two Hungarian regions. One region is situated in the middle of our country and the other one is in west part of Hungary with many cultural organizations. The planned sampling method is random to use quotas for towns and villages and stratified by age. We have to formulate the hypotheses to our research questions. After this, we construct the questionnaire and make a pre-test to ensure the content validity of the perceived value scale.

Conclusions

In Hungary, the majority of families primarily decreased the cultural expenses in consequence of declining the living conditions. It was contributed to this that the prices of the cultural services run high because of the operational costs. Besides the structure of the cultural consumption was changed but there remains a need for experiencing an exhibition, a live performance by a symphony orchestra, or by a theatrical company.

The results of our qualitative study denote that the consumers value series aspects of their life and make judgment on two stages: global satisfaction with life as a whole and with various domains. At the same time we can insight the main domains to the different phase of the consumers' life cycle which influence on their QOL. We conclude that QOL can be operationalised as satisfaction with life as a whole, and having the important things one want in life.

We attempt to determine the culture, the cultural activities and found too broad and too narrow cultural participation in the all sample and also in the individual' experience. Subsequently we have to consider to the quality of the culture in QOL research. According to the age and social-education status there were essential differences in the cultural activities (preferences, frequency, involvement, quality). This raises two interesting questions. Can be supposed that importance of the cultural activity and influence on QOL will be the same for all consumers? Are there particular life stages in which the cultural activities impact much more on the perceived QOL?

We conclude that consumers have a holistic evaluation of the perceived QOL to the cultural services and the affective dimensions distinct from the cognitive ones. The affective dimensions contain the set of positive feelings, spirits, ability, experience, vari-

ous ways to the self-development. These elements of consumers' assessment are an obvious antecedent of positive quality of life perceptions.

On the basis of this exploratory phase and the previous scales we will develop an initial scale of measurement of the perceived QOL. The qualitative phase of our empirical research helps for preparing and conducting the quantitative research. Following the appropriate method we make a judge to refine the initial scale of measurement of the perceived QOL to the cultural activities. We ask experts of service marketing and master students on marketing course to evaluate the items obtained from the focus groups and adopted scales. The target population of our quantitative research is consumers participated in cultural activities more than 18 years of age in two Hungarian regions. One region is situated in the middle of our country and the other one is in west part of Hungary with many cultural organizations. The planned sampling method is non-random to use quotas for towns and villages and stratified by age. We have to formulate the hypotheses to our research questions. After this, we construct the questionnaire and make a pre-test to ensure the content validity of the perceived value scale.

In our paper, the post-purchase perceived value has been studied to measure the overall perceived value of the cultural activities where the consumer evaluates not only the consumption experience but also the purchase experience. The consumers make an overall post purchase evaluation taking into account features relating both to the cultural product and to the provider that delivered it.

Our initial scale considers the perceived value of the service acquired, together with the perceived value of the provider equipment and of the provider personnel. The scale takes into consideration functional and affective aspects to measure the overall perceived value. The functional aspects include valuations of the equipment, the contact personnel, the quality of the cultural service and the price. The affective dimension is divided into an emotional dimension (feelings) and a social dimension.

Future quantitative study could result the reliability and validity of the perceived value scale including the components of the perceived value in case of purchase and consumption of the cultural services and understand how the consumers evaluate the overall

perceived value.

In cultural product context, satisfaction is a comparison of the pre-purchase expectations and the post-consumption experiences. The perception of the cultural product quality and value affect satisfaction furthermore the satisfaction influence the consumer' behavioural intentions. A better understanding of these relationships can provide cultural managers insight into knowing consumers' experiences and behavioural intentions, and adjust their cultural services to meet the consumers' needs. The effect of the cultural activities on global QOL may be weak but its effect on individual QOL domains may be stronger. A better understanding of these relationships can provide cultural managers insight into knowing consumers' experiences and behavioural intentions, and adjust their cultural services to meet the consumers' needs.

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