

A STUDY ON THE INFLUENCE OF THE VALENTINE'S DAY
SPECIAL EVENT PROMOTIONS ON GUESTS' INTENTION
TO VISIT, PROPENSITY TO SPEND, EXPECTATION OF
SERVICE QUALITY AND PURCHASE RISK IN A SELECTED
DELUXE HOTEL IN RELATION TO THE LOVE STAGES

Roshni R. Mansukhani*

Abstract

Special event promotions are particularly one of the popular ways of promoting restaurants in Asia (Sun et al, 2009). The use of special event promotion in full service restaurants have been recognized as an important marketing tool (Cohen, 2008) and it has been found that there is a relationship between the level of promotion and success in restaurants (Stephens, 2008).

This study will investigate if demographic variables affect how guests respond to the offer of a special event (Valentine's Day) with respect to guest's intention to visit the establishment, propensity to spend, expectation of service quality, purchase risk and the love stages.

Keywords: *Special Event; Promotion, Intention to Visit; Propensity to Spend; Expectation of Service Quality; Purchase Risk*

* **University of Santo Tomas, Manila Philippines**

Introduction

As competition among service organizations continues to intensify, restaurants are pursuing more efficient use of their marketing allocation by shifting their focus from advertising to promotions. The restaurant industry is facing stiff competition on every turn as it is constantly competing against other companies and organizations that also want to take a share of people's earnings. Guests are now more reluctant in spending their hard-earned money just for the luxury of a meal. This is the market's current situation wherein many restaurants are striving not only to survive but to earn profits as well. Stronger competition not only in the restaurant business but also in the other industries push restaurants into using better marketing strategies and tools just to earn that elusive revenue.

Literature Review

A major trend worldwide over the past decade was the growth and expansion of the event industry. Having emerged as an industry in its own right through the 1990's, the event sector continues to grow, fuelled by economic growth and the increase in leisure spending in most western countries. Events have become an essential element of contemporary life, linked inseparably with tourism promotion, government strategies and corporate marketing. Major sporting events, along with the marketing campaigns and controversies that accompany them, feature almost daily in newspapers and electronic media. Corporate use of event sponsorships and event marketing keeps events at the forefront of our awareness. The term 'events', along with the associated management process and industry structure, has considerable currency and profile. Many other areas that were previously seen as distinct such as meetings, conferences, exhibitions, festivals, major sporting fixtures and corporate functions are now perceived as part of a wider event industry. The number of events listed by tourism organizations and what's on entertainment directories, compared with the number of 10 years ago, indicate the extent of this increase (Harris, Allen, McDonnell&O'Toole, 2005).

One facet of the hospitality industry is the business of conceiving, designing, developing and producing ideas. Likewise, it is the business of details, timing, logistics, special mechanics and organization. Typically, it includes teamwork and a dependence on vendor relationships. It also requires patience, flexibility, clear communication via written documents and excellent

listening and speaking skills. A sense of humor goes a long way also (James, 2003).

According to marketing experts, the most efficient and cost-effective way to make sales is through events. Whether you are selling a product, service, idea or cause, an event allows you to use all of the senses to persuade the prospect to make an investment. The components of product, promotion, price, public relations and place directly influence the desire and decision to make this investment. However, it is very important to remember that a festival, fair, wedding, meeting, exposition or other event is a legitimate product that also must be developed and sold (Allen, 2005).

The hospitality industry is a people-oriented business. Hospitality operations promote hospitality, yet it cannot be purchased nor traded. Hospitality is intangible, yet it is absolutely necessary for success. When service personnel project the “spirit of hospitality”, the results can be dramatic: increased sales, profits, consumer and employee satisfaction and motivation. Food service operations also sell atmosphere, convenience, entertainment, escape and social contract. All these are related to the spirit of hospitality and are equally intangible (Hoyle, 2002).

Promotions can affect guest’s intention to consume or patronize the products or services. Moreover, they can also be used to increase customer’s interest and participation, build traffic, encourage visits, and create an identity, market themes or distinctive images. The effectiveness of promotions can be measured in terms of sales volume improvement, increased satisfaction or improved perception on the part of the customers (Barth et al., 2002). The following factors below are basis for analyzing the guest intention to visit an establishment that leads to the best decision and therefore the greatest profit (Lehmann & Winer, 1997).

Allen (2009) avoid that “Money is the motor that drives every marketing and advertising plan. Events are so highly self-selective of their target audience. So marketers that define their audience tightly can just select sponsorship that offer the closest fit. Sales promotions can attract customers seeking bargains. However, customers may also patronize a restaurant because of familiarity, convenience, or product selection. Promotions can influence these two types of customers in several ways. For instance, promotions establish value for a product or service

affect the customers' decision to go or not and influence a customer's decision to buy more once they have arrived (Clow,1996). Clever commercials, eye catching advertisements and other promotional inducements will be ineffective without reliable service. Indeed, such marketing strategies will do more harm than good when firms promise more than they deliver. Price is an important and integral part of marketing and is often used to offset weaknesses in other elements of the marketing mix. Pricing decisions are important since they could make or unmake a business; contribute to the company's success (Tripp, 2001).

Guest's Expectations of service quality have a direct impact on customers' purchase intentions. As expectations increase, the probability of purchasing a particular service increases. A customer's evaluation of anticipated service quality will positively impact purchase intentions and reduce purchase risk (Clow, Tripp, & Kenny, 1996). Expectation of service quality is identified by five dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Leonard &Parasuraman, 1991).

In the 1993 study conducted by Mitchell and Greatorex, the researchers noted that in the purchase of full-service restaurant meals as compared to fast food meals, consumers indicated a higher level of purchased risks, including psychological, social, financial, and time loss. Of those risks, financial risk appeared to be of greatest concern to consumers. They also found that one of many ways to reduce purchase risk is to embed service quality cues in advertisements. Restaurants should be concerned with customer's purchase risk since a higher perceived risk will make consumer's spend more time in pre-service searches, in shopping around and in seeking word-of mouth communication before patronizing restaurants (Boze, 1998). Moreover, Clow, Tripp and Kenny (1996) found that by reducing perceived purchase risk, service providers could increase the probability of the consumer purchasing the service. Certain basic concepts will help explain consumer evaluation processes. First, we assume that each consumer sees a product as a bundle of product attributes. For restaurants these attributes include customer's intention, propensity to spend, and expectation of quality service and customer's purchase risk. Consumers vary as to which of these attributes they consider relevant. However according to Bruhn (2003), the most attention is paid to attributes connected and should satisfy their needs and wants. Product expertise shows the client that he or she is making a purchase that has added value and

helps to develop confidence as well as long-term loyalty (Woods et. al., 1999).

The Love Stages

As cited by Arthur (2012), consumer behavior of couples in a relationship plays a vital role in our study. Identifying the stages in a relationship and understanding their importance in the process of living life provide useful concepts in explaining dating behavior with respect to special events. According to various writers' posts, every relationship goes through a certain stage. The number of stages varies from writer to writer, but for purpose of simplifying the researcher makes use of three stages of love common to most of the articles in the website (<http://www.lovepanky.com>): Romance stage, Power Struggle stage and Commitment stage.

In the Romance Stage of love, everything appears to be sweet and dream like. Love relationships usually begin with a strong physical and emotional attraction that produces a somewhat altered state of consciousness. Infatuation and attraction towards the partner is exhibited in this stage. One tends to neglect the shortcomings of their partner's behavior. The focus is on impressing one another and keeping each other happy. A person starts finding commonalities and common interests in the partner. One tends to avoid conflicts in order to keep the relationship intact. There is a fear or insecurity about losing the partner when such a conflict inducing behavior is exhibited. Excitement and lots of positive energy are characteristic to this stage of relationship.

The Power Struggle stage as cited by Dr Adam Sheck (2011) happens when healthy relationships go through a period of adjustment with continuing power struggles. It is common during this stage, for each partner to try to mold the other into the ideal mate. Some launch a "cold war" and start avoiding sensitive areas of conflict. If neither you nor your partner is ready to risk confrontation, your lives are likely to become more and more separate and devoid of intimacy and sharing. Even though you avoid open conflict, agreeing at some level not to argue and fight, the tension and disagreement remain. Here the problems go underground and come out when least expected. The love continues; however, the growing condition that one wore rather maintain a close relationship than break it.

Lastly, the commitment stage is the happy stage when both of you love and trust each other so that you are less passionate with, but feel more secured with each other. Note that the unbreakable trust in each other could also turn into taking each other for granted. In this stage, both of you know the direction of the relationship and both of you are happy with each other and find it easy to predict each other's behavior and decisions. As pleasant as this final stage of love may be, it is still no excuse to take each other lightly or stop appreciating each other, because love is an intense emotion that can be rekindled by someone else at any time if you fail to express your romance to your lover. If you are in a relationship for a while, you may have experienced all or most of these relationship stages.

The stages of love are may be connected with the study of Barth and Setthawiwat (2002). Guests who attend the Special event (primarily Valentine's Day) may be in any one of those three stages of love. Does a bell curve of high involvement best describe the Romance Stage? Does it start with a low involvement during the power struggle stage then subside to a low involvement during the commitment stage? Research has been done on the connection between the love stages. Hence, the researcher would validate this through this study.

Theoretical Framework

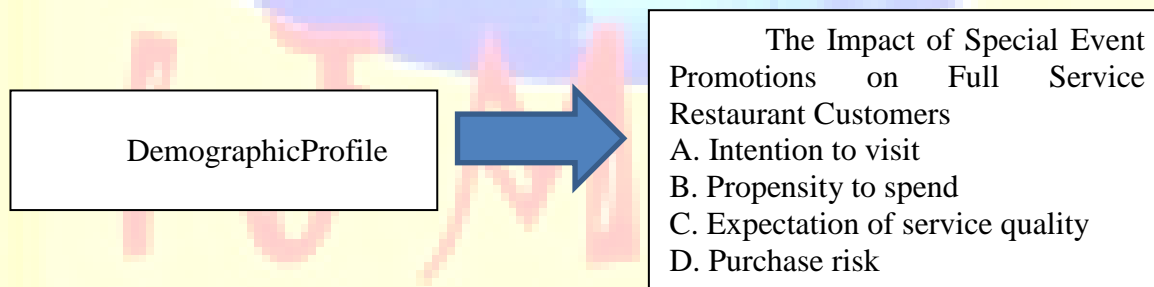


Figure 1: Barth & Setthawiwat's (2002) theory

The primary objective of the study done by Barth et al. (2002) was to examine customers' perceptions and behaviour about special event promotions in full-service restaurants. The study hypothesized on the effect of special event promotions to increase customer's intention to visit the restaurant, tendency to spend, expectation of service quality and perception of purchase risk for personal special events and general Special events.

Operational / Conceptual Framework

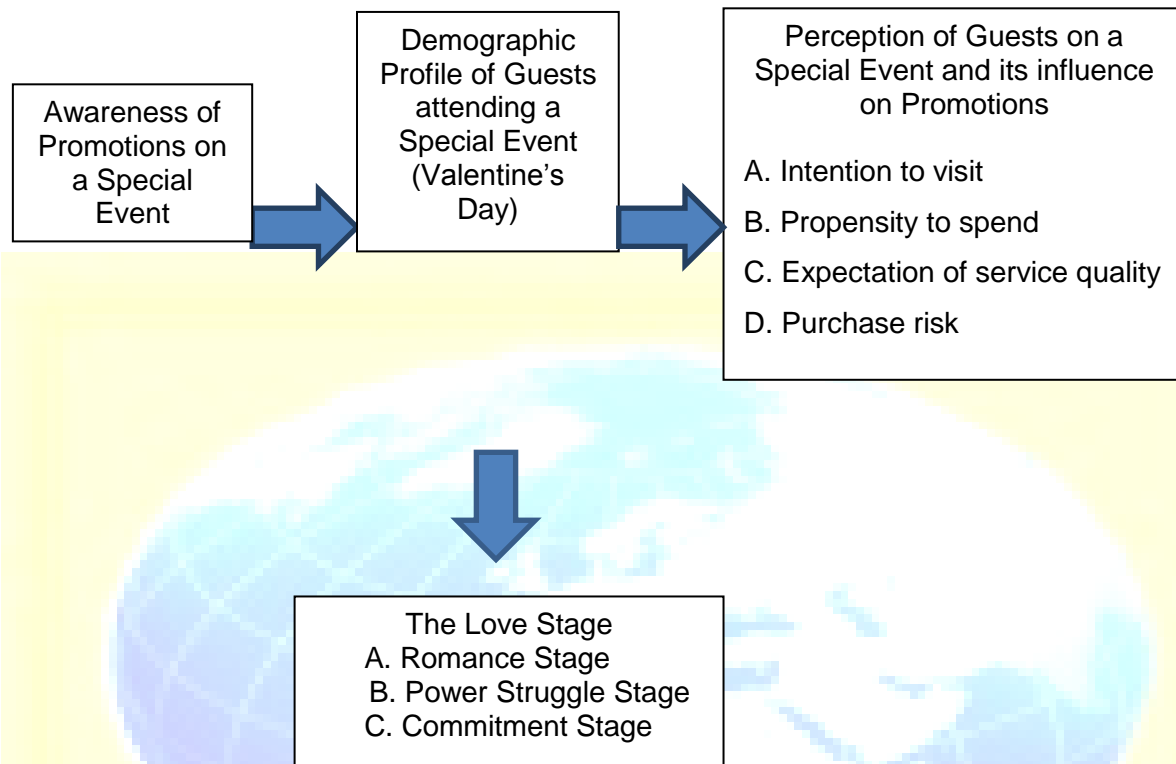


Figure 2: New Theory

The Conceptual Framework is modified from the 2002 study done by Barth and Setthawiwat. The present study would like to validate guests' perception of a special event (Valentine's Day) and the influence on Promotions. The study proposes to confirm whether the influence of a promotion on a special event (Valentine's Day) will vary with the demographic profile of guests. The demographic profile usually comprises of age, gender, monthly income and work status with the addition of other variables such as relationship status, credit card limit and attendance consideration.

The researcher proposes that there is a significant relationship between guests, the current status of love stage and their perception of the Special Event (Valentine's Day). The study will investigate if demographic variables affect how guests respond to the offer of a special event with respect to guest's intention to visit the establishment, propensity to spend, expectation of service quality and purchase risk. The particular Special Event examined in this study is the Valentine's Dinner at Sofitel of February 14 - 15, 2013.

Methodology

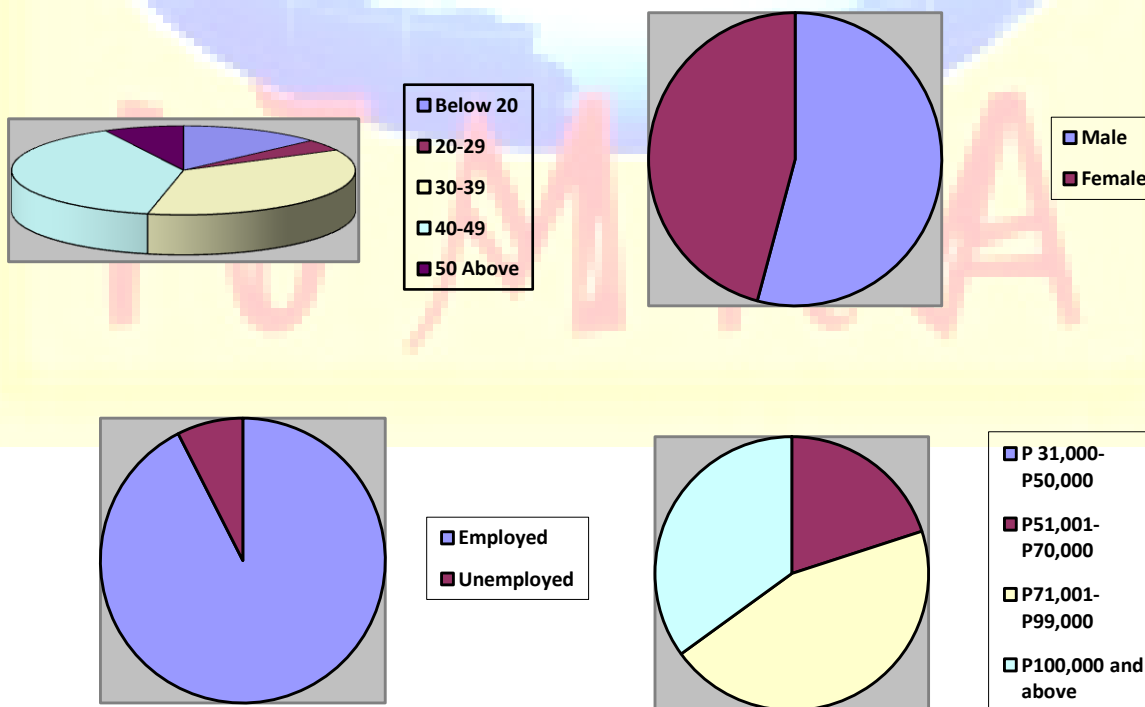
Research Design

The study uses the descriptive and correlation type of research. To measure the Influence of Special event promotions on the perception of Guests, this study will be using quantitative design specifically a one-shot survey. A four-part survey questionnaire was created in order to meet the specific objectives. The researcher also conducted an industry check by interviewing the Hotel managers and Marketing Manager of two deluxe hotels to verify demographic profile and specific promotional tools used by establishments.

A total of 240 (100%) questionnaires were distributed online and only 120 (50%) were valid for analysis. Frequency and Percentage Distribution were used in the study. Analysis of Variance (ANOVA) was also used to validate nine hypothesis.

Findings

Part 1: Demographic Profile and other Pertinent Variables of Guests



Part 1 of the questionnaire aimed to determine the demographic profile of the respondents

in terms of their age, gender, work status with the inclusion of other variables such as credit card limit, monthly income and attendance consideration. In terms of age, most respondents belonged to the age bracket of 40-49 years old with 39.20%; in terms of gender, 65 (54.20%) are Males; while 55 (45.80%) are Females. 111 respondents (92.50%) are employed as opposed to 9 (7.50%) who are unemployed. Other considerations such as credit limit revealed 54 respondents (45%) enjoy the Php71,001-Php 99,000 limit; 41 (34.20%) earns the monthly income of Php 50,001 and above and 95 of them (79.20%) confirmed their attendance during Sofitel Spiral's 2013 Special Event Promotion.

Part 2: Awareness of the Valentine Day Special Event

Table 2: Awareness of the Promotional Tools

| Promotional Tools | No | Percentage | Yes | Percentage |
|-----------------------------------|-----|------------|-----|------------|
| A. Newspaper Advertisement | 36 | 30% | 84 | 70% |
| B. Magazine Advertisement | 73 | 60.80% | 47 | 39.20% |
| C. Word of Mouth | 9 | 7.50% | 111 | 92.50% |
| D. Website Advertisement | 115 | 95.80% | 5 | 4.20% |
| E. Facebook Advertisement | 17 | 14.20% | 103 | 85.80% |
| F. Part of package from the hotel | 107 | 89.20% | 13 | 10.20% |
| G. Direct Mail | 96 | 80% | 24 | 20% |

With Part 2 of the questionnaire for the awareness portion, findings illustrate that most of the guests (111) learned about the Valentine's Day special event at Spiral through word of mouth (92.50%). It is often the single most influential factor in informing people about an event or product in creating a desire to attend. The basic objective of word of mouth as a promotion is to lead to the consideration of just how powerful a guest can be influenced. In second place was through the Facebook advertisement with 103 respondents (85.80%). However, the establishment should focus on other ways to strengthen their magazine advertisement, website advertisement and direct mails.

*Part3: Influence of the Valentine's Day Special Event**Table 3: Influence of Promotional Tools*

| Promotional Tools | Mean | Interpretation |
|-----------------------------------|------|----------------------|
| E. Facebook Advertisement | 3.85 | Very Influential |
| C. Word of Mouth | 3.68 | Very Influential |
| A. Newspaper Advertisement | 3.59 | Very Influential |
| G.Direct Mail | 2.20 | Slightly Influential |
| F. Part of package from the hotel | 2.01 | Slightly Influential |
| D. Website Advertisement | 1.83 | Slightly Influential |
| B. Magazine Advertisement | 1.77 | Slightly Influential |

As shown in Table 3, the top three most influential promotional tools are Facebook Advertisement (3.85), Word of mouth (3.68) and Newspaper Advertisement (3.59). Sofitel tries to update its guests through Facebook without adding any operational costs to the company.

*Part 4: Influence of Special event promotions on the behavior of respondents**Table 4: Distribution of respondents according to Intention to Visit*

| Items | 4 | 3 | 2 | 1 | Mean | Interpretation |
|--|------------|------------|----|----|------|----------------|
| 1. I am more likely to go to Spiral on Special Events such as birthdays, anniversaries, and Valentine's Day than on ordinary days. | 72.50 % | 27.50 % | 0% | 0% | 3.72 | Strongly Agree |
| 2. The Special Event Promotion for Valentines' Day in Spiral n this restaurant increased my intention to visit this particular restaurant. | 88.30 % | 11.70 % | 0% | 0% | 3.88 | Strongly Agree |

As shown in Table 4, findings of the study reveal that almost three fourths (72.50%) are more likely to visit Spiral on Special events than on ordinary days. Moreover, majority (88.30%) of the respondents strongly agree that the special event promotion for Valentine's Day increased their intention to visit Spiral. This further illustrates that respondents intended to visit Spiral on Special events than on ordinary days and on the account of promotions offered. As cited by Barth & Setthawiwat (2002), promotions can affect guest's intention to patronize products and services.

The effectiveness of promotions can be measured in terms of sales, volume improvement, increased satisfaction or improved perception on the part of the guests. Moreover, guests want to celebrate special events in special ways. Hence, Special event promotions influence them to expect higher quality of service and to look forward to an interesting event out of dining out that increases their intention to visit the restaurant. However, the hotel should come up with strategies on how to improve website and magazine advertisement.

Table 5: Distribution of respondents according to Propensity to Spend

| Items | 4 | 3 | 2 | 1 | Mean | Interpretation |
|--|--------|--------|----|----|------|----------------|
| 3. I spend more when I go out to eat on special events than on ordinary days. | 72.50% | 27.50% | 0% | 0% | 3.72 | Strongly Agree |
| 4. The Hotel's Promotion of special event, influence me to spend more than on ordinary days. | 82.50% | 17.50% | 0% | 0% | 3.83 | Strongly Agree |

Results of the study depict that almost three fourths (72.50%) of the respondents strongly agree that they spend more on special events than on ordinary days. Furthermore, 82.50% of respondents believe that the hotel's promotion influence them to spend more on special event than on ordinary days. One factor could be the inclusions in the buffet rate such as chocolates and flowers for the female guests.

Table 6: Distribution of respondents according to Expectation of Service Quality

| Items | 4 | 3 | 2 | 1 | Mean | Interpretation |
|--|--------|--------|----|----|------|----------------|
| 5. I expect the physical facilities of Sofitel to be more visually appealing on Valentine's than on ordinary days. | 65% | 35% | 0% | 0% | 3.65 | Strongly Agree |
| 6. I expect the staff to be more courteous to guests on Valentine's day than on ordinary days. | 52.50% | 47.50% | 0% | 0% | 3.53 | Strongly Agree |
| 7. I expect the service to be more prompt on Valentine's day than on ordinary days. | 70.80% | 29.20% | 0% | 0% | 3.71 | Strongly Agree |
| 8. I expect the staff to know more about special dishes on Valentine's day than on ordinary days. | 64.20% | 35.80% | 0% | 0% | 3.64 | Strongly Agree |
| 9. I expect the staff to give more individual attention to guests on Valentine's day than on ordinary days. | 72.50% | 27.50% | 0% | 0% | 3.73 | Strongly Agree |

The results represent that 65% of respondents expect the physical facilities of Sofitel to be more visually appealing on Valentine's Day than on ordinary days. Additionally, more than half (52.50%) expect the staff to be more courteous to guests during the special event than on ordinary days. Moreover, 70.8% of respondents strongly agree that they expect the service to be more prompt on Valentine's Day than on ordinary days. Furthermore, 64.20% of respondents strongly agree that they expect the staff to know more about special dishes on Valentine's Day than on ordinary days. Lastly, almost three fourths (72.50%) expect the staffs to give more individual attention to guests on Valentine's Day than on ordinary days.

Table 7: Distribution of respondents according to Purchase Risk

| Items | 4 | 3 | 2 | 1 | Mean | Interpretation |
|--|--------|--------|--------|--------|------|-------------------|
| 10. I expect to be more self-conscious on Valentine's Day than on ordinary days. | 0% | 0% | 27.50% | 72.50% | 1.27 | Strongly Disagree |
| 11. I expect the quality of food to be better on Valentine's day than on ordinary days. | 56.70% | 43.30% | 0% | 0% | 3.57 | Strongly Agree |
| 12. I expect to get greater value for my money on Valentine's day than on ordinary days. | 0% | 51.70% | 48.30% | 0% | 2.52 | Agree |

The results portray that almost three fourths (72.50%) of the respondents strongly disagree that they expect to be more self-conscious on Valentine's Day than on ordinary days. This may be due to the fact that they are with their partners and they tend to be comfortable with them. However, more than half (56.70%) expect the quality of food to be better on special event than on ordinary days. This is primarily because the hotel has committed to a certain brand promise that is to provide a better service and experience to their guests which could be sensed from their promotions. Additionally, more than half (51.70%) of the respondents agree that they expect to get greater value for their money on Valentine's Day than on ordinary days.

| Items | 4 | 3 | 2 | 1 | Mean | Interpretation |
|--|--------|----|----|--------|------|----------------|
| 13. Being with him/her is like being in a sweet dream. | 31.70% | 0% | 0% | 68.30% | 1.95 | Disagree |

| | | | | | | |
|---|--------|----|---------|---------|------|----------|
| 16. I want to make him/her happy all the time. | 31.70% | 0% | 17.50 % | 50.80 | 2.13 | Disagree |
| 19. He/she is so wonderful I want to spend all my free time with him/her. | 31.70% | 0% | 0% | 68.30 % | 1.95 | Disagree |

Table 8: Distribution of respondents according to the Romance Stage

The results illustrate that 68.30% of respondents disagree that being with their partner is like being in a sweet dream. However, more than half (50.80%) of the respondents disagree that they want to make their partners happy all the time. Apparently, more than half 68.30% of the respondents agree that they want their partners are wonderful and they want to spend their free time with them.

Table 9: Distribution of respondents according to the Power struggle Stage

| Items | 4 | 3 | 2 | 1 | Mean | Interpretation |
|--|---------|----|---------|---------|------|-------------------|
| 14. Nowadays I disagree with him/her more often than when we first became close. | 0% | 0% | 27.50 % | 72.50 % | 2.14 | Disagree |
| 18. I hope he/she changes his/her irritating habits. | 17.50 % | 0% | 10% | 72.50 % | 1.62 | Disagree |
| 20. Even when we try to avoid argument we feel some tension between us. | 17.50 % | 0% | 0% | 82.50 % | 1.53 | Strongly Disagree |

Table 10: Distribution of respondents according to the Commitment Stage

| Items | 4 | 3 | 2 | 1 | Mean | Interpretation |
|---|--------|----|--------|--------|------|----------------|
| 15. I feel so comfortable with him/her that sometimes I take him/her for granted. | 50.80% | 0% | 0% | 49.20% | 2.53 | Agree |
| 17. He/she can sense how I feel even if I don't say anything. | 50.80% | 0% | 0% | 49.20% | 2.53 | Agree |
| 21. Our relationship is satisfying even if I know he/she will never change. | 50.80% | 0% | 10.80% | 38.3% | 2.63 | Agree |

The results depict that majority of the respondents 72.50% disagree that they are hoping that their partners will change his or her irritating habits. Also majority 82.50% of them strongly disagree that even when they try to avoid argument they still feel that there is a tension between them.

Table 11: Summary of Legend

| RATINGS | THIRD PART | FOURTH PART |
|-------------|------------------------|-------------------|
| 3.26 – 4.00 | Very Influential | Strongly agree |
| 2.51 – 3.25 | Moderately Influential | Agree |
| 1.76 – 2.50 | Slightly Influential | Disagree |
| 1.00 – 1.75 | Least Influential | Strongly disagree |

Table 12: Summary of Distribution of Pertinent Variables

| Variables | Mean | Interpretation |
|-----------------------------------|------|----------------|
| A. Intention to visit | 3.80 | Strongly Agree |
| B. Propensity to Spend | 3.78 | Strongly Agree |
| C. Expectation of service quality | 3.65 | Strongly Agree |
| D. Purchase risk | 2.45 | Disagree |
| E. Romance Stage | 2.01 | Disagree |
| F. Power Struggle Stage | 1.76 | Disagree |
| G. Commitment Stage | 2.56 | Agree |

The finding of the study reveals that most guests are more likely to visit (3.80), to spend (3.78) and to expect higher service quality (3.65) in Spiral on Special events than on ordinary days. Most guests disagree (2.45) to be self-conscious, to expect better quality of food and to get their value for money. Majority of guests believe that they are comfortable with their partners, they can also sense how each other feel without saying anything and the relationship is satisfying. This means that most of the guests feel that they are in the commitment stage (2.56).

Conclusion

Restaurant loyalty is one of the most important competitive survival tools for fine dining restaurant merely because loyal guests provide repeat business, higher market shares, referrals and competitive advantages. Therefore, it is strategically important to understand and study guests' behavior to attract, maintain and satisfy those guests in order to maintain this continuous source of income. Restaurateurs and hoteliers should understand the influence of both the guest's level of satisfaction, behavior and the influence of special event promotions. Guests may vary in their choice of a restaurant for a special event; for some, restaurant image may be important, whereas for others propensity to spend, service quality and purchase risk are more important.

The results of the present study regarding the influence of special event promotions on Guests' intention to visit, propensity to spend, expectation of service quality, purchase risk and their current relationship status (love stages) influence guests in attending a particular special event. The present analysis revealed that the measures of the special event promotions had a

significant influence on overall guests' intention to visit, propensity to spend, expectation of service quality and purchase risk in relation to guests current relationship.

An important feature of guests' influence and their impact on decision involves the amount of purchase risk that guests perceive to be present during the purchase decision. In the hospitality industry, Promotion is considered the process of informing, influencing, persuading guests to purchase their product and or services. It is very important to consider the promotional strategy being used in this growing trend in the hospitality industry. Even though you have the best-quality event product without planning for the promotional strategy that you will be using, your event will be kept secret in the world.

REFERENCES

- Allen, J. (2012). *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising galas, conferences, conventions, incentives and other Special Events*. Canada: John Wiley and Sons.
- Allen, J. (2009). *Marketing your Event Planning Business: A creative approach to gaining*. Canada: John Wiley and Sons.
- Allen, J., Harris, R., Mc Donnell, I. & O' Toole, W. (2009). *Festival and Special Event Management. 4th ed.* Singapore: John Wiley and Sons.
- Allen, J. (2009). *Marketing your Event Planning Business "A creative approach to gaining*. John Wiley and Sons Canada.
- Arthur, E. (2012).
- Barth, J. & Setthawiwat, A. (2002). The Impact of Special Event Promotions on Full-Service Restaurant Customers. *Journal of Foodservice Business Research*, 5, 37-49.
- Bruhn, M. (2003.) *Relationship Marketing: Management of Customer Relation*. England:

Pearson.

Boze, B.V (1998) *Selection of legal services: an investigation of perceived risk*. Journal of Professional Services Marketing, 3, 287-297

Cohen, Richard L. ((2008) *Party with a purpose: Theme Nights and Special Events Can be a boost to Business*, Pizza Today, Vol. 16, 76-78

Clow, Tripp & Kenny (1996). *The importance of service quality determinants in advertising a professional service: An exploratory study*. Journal of Service Marketing, 25-27

Hoyle, L.(2002). *Event Marketing: "How to Successfully Promote Events, Festivals, Conventions and Expositions"*. New York: John Wiley and Sons.

Lehman, D. & Winer, R. (1997). *Analysis for Marketing Planning*. U.S.A.: Mc Graw Hill.

Leonard, L. B. & Parasuraman, A.(1991). *Marketing Services*. The Fice Press, New York.

Mitchell, V. W. & Grotorex, M. (1993). *Risk perception and reduction in the purchase of consumer service*. The Services Industries Journal 13, 179-200

Sheck, A. (2011). *Do you want to be right or do you want to be happy?* Retrieved April 12, 2014 from <http://www.yourtango.com/>

Stephens, K. (2008). *Special Events can help promote Business*. Restaurants and Institutions. Vol. 108, 103-106

Sun, Dong Gyu, Lee, J. S., Lee, C.W. (2009). *The Restaurant Selection behaviour of Customers in Relation to Food and Beverage Special Events in Pusan's super Deluxe Hotels*. Asia Pacific Journal of Tourism Research, 59-67

Woods, J. & Zemke, R. (1999.) *Best Practices in Customer Service*. Michigan: HRD Press.