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Price Tiers as Antecedents of Event Quality in the Sport Industry [Abstract]

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Price Tiers as Antecedents of Event Quality in the Sport Industry [Abstract]

Price tiers are commonly used in the sport and entertainment industries. Prices for seats are often determined by where the seats for an event are located. Extant literature discusses how consumers evaluate the quality of a good or service, specifically in sport event tourism. In addition, literature has individually assessed how service quality, customer satisfaction, and customer loyalty influence repurchase intention. However, little is known about how price tiers affect consumers' perception of event quality. We propose that when prospect theory is applied, consumers in different price tiers will evaluate sport venue quality differently. This will then directly influence repurchase intentions when moderated by customer satisfaction and customer loyalty. In addition, we present a conceptual model with six hypotheses to be tested.