
THE EXAMINATION OF THE CONSEQUENCES OF THE SERVICE VALUE IN THE CULTURAL SERVICES

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Abstract

The peculiarities of services necessitate special approach in case of the discussion of service production and service evaluation. Nowadays the academic sphere also pays a growing attention to the analysis of consumer value as it is one of the main indicators of long-term business performance. The analysis of cultural service value is relevant for several reasons. Cultural organizations and cultural values play important roles in the touristic appeal of a settlement and its economic development. In our research we analyzed the influence of the value of cultural service on the trust and commitment of service providers. The methodology of the research based on a survey and the sample was chosen from the Western and Central Hungarian Regions. To validate the results obtained by the former survey, we conducted focus group interviews in 2020.

Our research proved that the value of cultural service has a direct positive impact on trust and a direct and indirect impact on commitment of service providers.

Based on the research findings we gave some recommendations for the entities in the cultural sector. Maintenance and the rise of cultural service value have a key role in the trust and commitment of service providers.

Keywords: service value, cultural services, consumer behaviour, consumer trust and commitment

JEL Classification: M30, M31, L80

Introduction

The peculiarities of services necessitate a special approach in the discussion

of service production and service evaluation. The first step needed to create consumer value is that the service provider could interpret the essence of consumer value, thus the service provider could identify the most important value dimensions of its consumers, the characteristics of performance considered to be critical by consumers. These value dimensions show how the organization can create value for its consumers by its services and this way contribute to the success of its enterprise.

Nowadays the academic sphere also pays a growing attention to the analysis of consumer value as it is one of the main indicators of long-term business performance. Research on consumer value often faces the difficulty that because value is abstract and has more meanings and perception, it is not easy to define it precisely; therefore, theoretical value conception needs to be valued empirically. Loyalty research also drew attention to a deeper interpretation of the characteristics of value perceived by consumers. The satisfaction of consumers alone does not guarantee that loyalty will be reached, and enhanced, thus further analysis is needed to impede the wandering of consumers (Chen 2015). In the last years, several studies have dealt with the analysis of the antecedents and the consequences of perceived value as well as with the relationship among consumer value, trust, and loyalty (Johnson and Grayson, 2005; Taylor et al., 2014). It is an important question in management of contact between the consumer and provider; whether the consumer evaluation of the services (satisfaction, quality, value) have a direct relationship with the factors of relationship quality such as trust and commitment?

The analysis of cultural service value is relevant for several reasons. There are significant differences among the member states in the EU regarding the consumption structure of households; and these differences derive from the different economic and cultural state of development as well as the specialties of lifestyles. In Hungary in 2019 the biggest difference in the level of expenditures was in case of the sums spent on culture and entertainment. The poorest households belonging to the lowest income quintile spent 25.7%, while the richest ones belonging to the highest income quintile spent 287.8% on culture and entertainment based on the level of per capita monthly consumption related to the average (KSH 2020). In the meantime, the rate of expenditures on food is relatively lower among households with higher income (Keller and Dernóczy-Polyák 2015).

Cultural organizations and cultural values play important roles in the touristic appeal of a settlement and its economic development. Gombos (2016) identified four markedly different clusters by analyzing cities' cultural service supply. Out of these, central, multifunctional cities play important roles, but two other city groups have special cultural features. Besides, culture serves as a source from the viewpoint of the community's identity and values, and it also has an impact on the inhabitants' quality of life. The influence of cultural activity on subjective quality of life was examined by Ercsey (2013) referring to general quality of life and in respect to the dimensions belonging to quality of life.

In international marketing literature, more pieces of research focus on the analysis of the consumer value of products and services. However, a research revealing the evaluation mechanisms of using cultural services is still missing. This study extends the research of perceived value to the analysis of cultural services. Perceived value is the consumer's subjective opinion on to what extent the service meets consumer demands, so service providers need to focus on the knowledge of factors that represent recognized value in the opinion of the target consumer group. Perceived value is consumer-specific, changes over time, and affects the consumer's satisfaction and purchase intention. Having evaluated the services, more pieces of research concluded

that the satisfied consumer does not mean that the given service has 'good value'. The perceived value must be revealed in case of cultural services. In the analysis of services' perceived value, previous research found the 'what I gave, what I got' way of thinking as well as the evaluation related to the customer's subjective requirements (Ercsey 2014). Former pieces of research prove that consumer's value perception has an impact on their future behavior intention, and that trust and commitment are the consequences of consumer value.

Domestic marketing literature lacks pieces of research that empirically prove the correlations among consumer value, trust, and commitment in case of cultural services. This study is a part of a complex research the aim of which is to contribute with its findings to the deeper understanding and evaluation of the cultural activity of Hungarian youngsters on the one hand, and on the other, to formulate recommendations regarding adaptable marketing means to organizations operating in the cultural sector.

Material and Methods

Literature Review: The meaning of perceived value, the relationship between perceived value and trust

The basis for the long-term success of service providers is the lasting satisfaction of consumers, which takes place if service providers can create value for consumers. Therefore, it is as vital to determine the consumer value in cultural industry as among other different services. The importance of perceived value is confirmed by those research findings that emphasized value as a good determinant of consumer loyalty in the 'quality → value → satisfaction → loyalty' chain. A higher level of customer retention contributes to the organization's profit; thus, organizations aim to build relations with customers to raise the level of trust and commitment, this way keeping their current customers.

An excellent personality of consumer value research is Holbrook (1999), whose value typology contains value's economic, social, hedonic and altruist motives as well. The author interprets value as the antecedent of purchase decision on the one hand, and on the other, as the result of experience deriving from consumption. The relation between consumers and service providers may be determinant from the viewpoint of the provision of services and for the consumer personal experience may do so.

Perceived value is an abstraction; Zeithaml (1988) interprets value as the consumer's assessment of a product's utility based on the perception of what we receive and what we give for it. As noted by Rekettye (2004) it is not objective value that is of importance, but the value recognized and accepted by the buyer; therefore, the author illustrates perceived value as the ratio of the product's utility perceived by the consumer and the perceived consumer expenditures. According to the definitions, perceived value is based on consumer experience and means trade-off between *benefits and sacrifices* (Grönroos 2000), or between quality and sacrifices (Ravald and Grönroos 1996). Consumer sacrifice can be divided into financial and psychological sacrifices (Dodds et al. 1991). According to this conception, the financial sacrifice is price; the psychological sacrifices are time, effort, risk, and discommodity.

The supporters of utilitarianism have a similar way of thinking as they refer to perceived service quality and psychological benefit as consumer benefits and they divide sacrifices to financial and nonfinancial components (Zeithaml 1988). A greater benefit or a lower sacrifice must be provided to the consumer so that the consumer resorts to the service and then becomes a re-buyer.

The model of consumer value from Zeithaml (1988) was adapted for the examination of different products and services. There were revealed the service value based on the consumers' evaluation of service quality and perceived sacrifice to several services: fast food, entertainment, participation sports, spectator sports, health care, long distance telephone services (Cronin et al. 1997; 2000).

Gonzalez-Perez et al. (2018) explored value creation and internationalisation and their interlinks with the founder's capabilities at Colombian SME-s. They found that technical expertise is a driver of entrepreneurial behaviour, opportunistic behaviour towards internationalisation, international focus from inception, an ability to build networks, and value creation based on personal traits.

Recent studies have pointed out that good quality and consumer satisfaction are not enough to raise the profit of enterprises; but loyalty should be in the center. In the literature of relationship marketing several studies build on the 'trust → commitment → loyalty' theory of Morgan and Hunt (1994).

Trust is 'confidence in an exchange partner's reliability and integrity' (Morgan and Hunt 1994. p. 23.). Trust includes trustworthiness, honesty, authenticity and keeping promises. Based on studies dealing with the examination of trust, we can distinguish two dimensions of trust, which are based on a rational evaluation process and an emotional response rose from service interactions (Johnson and Grayson 2005; Parayitam and Dooley 2009). The first dimension of trust is known as cognitive trust. This trust is objective in nature and knowledge-based and responds to the question whether the other party can be trusted (Zur et al. 2012). In other words, can we trust the service provider based on its expertise, authenticity, and reliability? The other dimension is called affect-based trust which is subjective in nature and is based on the feelings, moods, and emotions of the consumer (Guenzi and Georges 2010; Lewis and Weigert 2012). It reflects the attitude towards the service provider company or the staff, which derives from the courteous, friendly, and pleasant behavior of the staff representing the company. It also reflects benevolence the basis of which is quality and the characteristics attributed to the other party, which refer to the caring for customers, and to the willingness to make sacrifices that exceed the limits of purely profit-oriented thinking (Rempel et al. 1985).

Authors examined (Nikodemska-Wolowik et al., 2020) the trust-building and purchase intention in Polish family businesses. Their research proved a low level of consumers' familiarity with family businesses and indicated attributes assigned to family firms by two segments of buyers.

Csapo et al. (2018) focused on trust external providers with human resources functions in Hungarian and Slovakian companies. Based on the results the researchers concluded that in both countries company size determines the type of external services used. In terms of company size, larger companies outsource specialised services, e.g., organisation of trainings, coaching activities or computer-based learning. In contrast, small and medium enterprises trust external providers with human resources functions, whose performance is influenced by external environmental factors.

Last decade more pieces of research engaged in the examination of the antecedents and consequences of perceived value, the relationship among the service value, trust, commitment, and loyalty. According to research results on the service sector the consumer perceived value directly influences trust to providers (Gefen 2003; Sur 2011). Online shopping context, the belief set of trust is directly influenced by the service value (Sur, 2011).

In the current context, the value of cultural service is a significant factor in

building trust to cultural providers. This potential relationship between service value and trust results in the following hypothesis:

H1: The value of cultural service has a positive direct impact on trust in the service provider.

Relationship between perceived value and commitment

Trust is seen as the antecedent of commitment, which raises the importance of the role of trust in relationship marketing. Consumers are usually reluctant to commit themselves, except when they trust in the service provider's ability to meet their demands in the future (reliability); and when they trust in the service provider's willingness to avoid any behavior that can be disadvantageous for consumers (benevolence). Commitment means the involvement, the strong bond, and the affection related to the service. Commitment is 'willingness or desire to maintain the valued relationship in the future' (Moorman et al., 1992).

Previous brand research demonstrated that commitment is included in the widely interpreted definition of loyalty (Prónay 2011). Based on this, commitment means positive attitude towards brand together with a relatively low frequency of repurchase. The frequency of using cultural services can be interpreted in a relative way. In case of cultural consumption, looking for manifoldness can also be found among motivational factors, therefore commitment gains weight.

Stelmaszczyk (2020) explored the associations between the organisation's commitment to learning, the innovation capability and the absorptive capacity. The results showed that the ability to value new knowledge is shaped on the basis of existing experience and commitment, and an organisation's commitment to learning has the strongest effect on absorptive capacity. In turn, the absorptive capacity had the strongest impact on product innovation, a lesser impact on process innovation, and the weakest impact on managerial innovation.

Commitment has three dimensions: affective, calculative, and normative (Bansal et al. 2004). The affective commitment reflects identification with and involvement in others' purposes and values. The calculative commitment based on economic that depends on the benefits of the service, the switching costs and lack of attractive alternative providers. Normative commitment results in consumers staying with a service provider because they feel they ought to. The three or two dimensions of commitment may exist in simultaneous considerations at consumers.

Verhoef (2003) and Johnson et al. (2006) conclude there is important role in emergence of the commitment the comparison of the delivered service quality and price that appears in the consumer' perceived value. The perceived value of bank services (Aurier et al. 2010) and different online services (Sur 2011) have a positive influence on stable preference to the provider which resulted commitment to the provider. The value of service bought by online channel gave direct positive effect to commitment to the provider therefore the online buyer was motivated in the maintenance of the relationship. Consistent with these findings, we hypothesize the following:

H2: The value of cultural service has a positive direct impact on the commitment to the service provider.

The relationship between trust and commitment

The complexity of the relationship between trust and commitment is supported by those studies that revealed the moderating impact of migration cost and that of the relationship's quality (Sharma and Patterson 2000; Kumar et al. 2008). In relationship marketing, the 'satisfaction → trust → commitment' causal chain is used to examine services and products in B2B and B2C markets (Morgan and Hunt 1994, Garbarino and Johnson 1999).

Commitment is reinforced by the trust beliefs of integrity, competence, and benevolence. In case of online shopping trust is vital because the perceived risk is very high (Sur 2011). These empirical results show that commitment is influenced by both constructs, perceived value, and trust, too. But it is observed that the direct effect of perceived value on commitment is higher than the effect of trust.

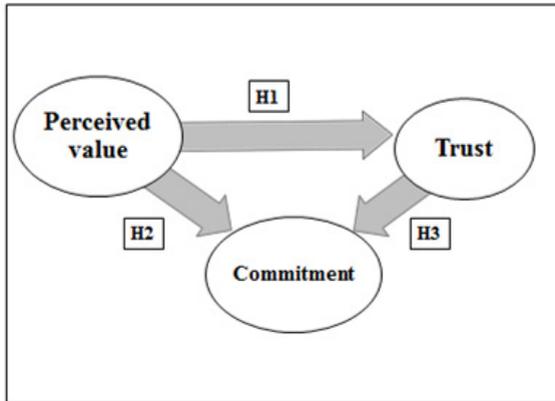
The trust in a provider and the commitment to a service provider is especially important in the market of maintenance services. Auto-repair consumers were asked in a survey by authors (Bansal et al. 2004) and the consumers' trust in an auto-repair provider resulted in a positive direct effect on emotional bond, the affective commitment. The association between trust and commitment was investigated with respect to an American cultural corporation. Authors found a significant relationship between trust and commitment at the members of segment have durable connection with the repertoire theatre in New York (Garbarino and Johnson 1999).

Consequently, trust is the central factor of commitment. We suppose there is a relationship between the two factors in case of cultural services.

H3: Trust in the service provider has a direct positive impact on commitment.

The research model of the relations among consumer value, trust, and commitment as well as the drafted hypotheses can be seen in *Graph 1*.

Graph 1: The research model of the consumer value – trust – commitment relationship



Source: own compilation

Methodology

This research topic is part of a complex research. In the first stage we applied exploratory research, then in the second stage we conducted a survey, and finally we used post-qualitative research to validate the results again.

In the exploratory phase of our empirical research, we analyzed the structure and trends of cultural consumption in Hungary (Ercsey 2013). Furthermore, we conducted small-group interviews with young persons for adaptation of the validated scales. To operationalize the concepts appearing in our research, we built on validated scales found in the international literature. Table 1 shows the number of items and their sources regarding the perceived value, trust, and commitment. Further detailed information on the items is presented in the next section.

Table 1: Items and sources of the used variables

<i>Variables</i>	<i>Items</i>	<i>Sources</i>
Perceived value	2 items	Cronin et. al., 2000.
Trust	2 items	Morgan and Hunt, 1994.
Commitment	2 items	Bansal et. al, 2004.

Source: own compilation

In connection with the measuring of cultural services' perceived value the question arises whether to examine cultural activities in a wide or a narrow sense as well as whether to involve the adult population or just a part of it in the survey. It makes one think whether the prolonged youth period, the strong individualism of youngsters, the increase in the number of years spent in education, as well as the postponement of employment cause changes in cultural activity. A former research (Bauer 2006) dealing with the cultural habits of youngsters (15-29 years old) states that there is a significant difference in the nature and the frequency of cultural consumption of youngsters living in the capital and in small settlements. The number of youngsters visiting places of elite culture is very low in case of all three age groups (15-19 years old, 20-24 years old, and 25-29 years old) within the given age-class. Analyzing the sites where culture can be accessed, Hunyadi (2004) states that the past 10-15 years have seen a significant change as the role of home and open spaces has increased compared to traditional cultural institutions.

Based on the findings of the exploratory research it can be stated that in the evaluation of the usefulness of cultural programs there are significant differences based on age and education. Consequently, when examining perceived value, we must divide the target group of youngsters into three age groups: the categories of 14-18 years old, 19-25 years old and 26-30 years old. The target population of our research is the population of two Hungarian regions (Western and Central) between the ages of 14 and 30, who take part in any kind of cultural activity. The survey was shared electronically. The applied sampling method is not random, but quota sampling and the applied control characteristics are age and the place of living. The sample size of the survey conducted in 2016 is 318 respondents, 53 percent of whom were women and the rest of them were men. 26 percent of the respondents live in Budapest and the seats of the counties, where there are more opportunities for several kinds of cultural activity than in smaller rural towns (39%) and in villages (35%). The age composition of the sample is as follows: 33 percent (104 respondents) from the age group of 14-18 years old, 33 percent (106 respondents) from the age group of 19-25 years old and 34 percent (108 respondents) from the age group of 26-30 years old. We followed the typical Hungarian age classification originated from the education system, so our categories were slightly different from Bauer's categories.

To get a deeper and greater understanding of consumer evaluations during quantitative research we must focus on the very last cultural activity used by the respondents. A significant part of the respondent youngsters watched a movie (42%), took part in theater performances (31%), went to popular music concert (8.5%), went to a festival (12.5%), and only a few respondents indicated library (3%), museum (2%), and classical music concert (1%).

Results and Debate

The analysis of the relationship among perceived value, trust, and commitment; the testing of H1, H2 and H3 hypotheses

In our study we deal with the relationship between trust and commitment, focusing on cultural services. Our assumption is that perceived value as an antecedent lead to trust in and commitment to the cultural service provider.

Using a two-element scale to measure general *perceived value* regarding cultural activity ('Considering what I received and what I gave, my opinion is positive', 'It met my needs and requirements'). We performed principal component analysis, and reducing dimensions resulted in one value factor. The values of KMO (0.601) and Bartlett test (99.497, Sig.=0.000) meet the requirements (Malhotra 2010, p.638.). The correlation between the two variables is also adequate, $r=0.560$. With the help of the service value factor obtained this way we can explain 77.996 percent of the variance, which is an acceptable value in social sciences. The average belonging to the cultural service value factor is 4.15 (dispersion=0.727), which shows the good qualification of used cultural services (Table 2).

Commitment means positive attitude towards the cultural service provider and the fact that the given service provider is promoted over other service providers' heads. To measure commitment, the following statements were drawn up: 'I am strongly attached to the institution I like; The quality level of the institution is better compared to that of other service providers. By applying principal component analysis, we got one factor referring to the commitment to the cultural service provider (KMO=0.601 and Bartlett test=44.187, Sig.=0.000). The correlation between the two variables is also adequate, $r=0.585$. The obtained factor explains 64.270 percent of the variance, which meets the required threshold of 60 percent. The commitment of youngsters to the cultural service provider is lower than the data received for the cultural service's value; the average is 3.58, and the dispersion is 0.726 (Table 2).

In the present research, the cognitive dimension of *trust* in the organization was measured; this credibility-based trust represents ability dimension. Two items ('The institution-event organizer always keep their promises', 'The institution-event organizer is always honest') were adapted from Morgan and Hunt (1994) for the measurement. The requirement of the cultural consumer is built on the one hand, on the written or oral promise of the cultural service provider, and on the other hand, on the ability and the intention of the service provider to provide services trustfully and to behave predictably and honestly. The basis of trust is that the consumer and the service provider value each other's credibility and benevolence, thus at least one of them must have information about the previous behavior and promises of the other (Doney and Cannon 1997). From the viewpoint of the formation of trust, information-searching process, which precedes decision and takes place along different channels, has an important role. By applying principal component analysis, we got one factor referring to the trust of youngsters in cultural service providers. The values of statistical indicators (KMO=0.501 and Bartlett test=130.525, Sig.=0.000) prove the appropriateness of the factor analysis method. The measure of correlation between the two variables is also adequate, $r=0.620$. The obtained factor explains 81.024% of the variance, which exceeds the expected limit of 60 percent. The average value of trust in cultural service providers is medium (3.68) with a relatively high dispersion (1.3698), (Table 2).

Table 2: Descriptive statistics of the perceived value, trust, and commitment factors

<i>Factor</i>	<i>Mean</i>	<i>Standard deviation</i>
Perceived value	4.15	0.727
Trust	3.68	1.3698
Commitment	3.58	0.726

Source: own compilation

It is an important question whether ‘the perceived value → trust → commitment’ relation system is valid in the context of cultural services. In the relation system we reveal direct and indirect relations by applying path analysis. This research extends the measurements to two levels to know the impacts in more details. First, this paper introduces the correlations among the general value of cultural service, trust, and commitment, and then this research examines the relations among value factors, trust, and commitment. Regarding direct impacts, it can be stated that there are positive impacts among latent main components. Based on the findings of path analysis, we can say that trust in the service provider ($\beta=0.393$) has a greater impact on the commitment to the cultural service provider than perceived value has ($\beta=0.334$). Perceived value has a direct impact on trust, and its measure is weaker than medium ($\beta=0.402$). A summary of the results appears in *Table 3*. The value of cultural service has both a direct and indirect impact on commitment. Total impact is the sum of indirect impact ($\beta=0.334$) and direct impact – through trust, $0.361 \times 0.458 = 0.166$. The total impact of value on commitment (0.499) is slightly higher compared to indirect impact.

Table 3: The relationship among the value of cultural service, trust, and commitment

<i>Antecedents</i>	<i>Consequences</i>	<i>β (Sig.)</i>
Perceived value	Trust	0.402 (t=5.489; Sig.=0.000)
Perceived value	Commitment	0.334 (t=3.720; sig.=0.000)
Trust	Commitment	0.393 (t=2.828; sig.=0.005)
Perceived value → Trust → Commitment		0.361 (t=3.056; Sig.=0.041) 0.458 (t=5.675; Sig.=0.000)

Source: own compilation based on findings

All these mean that the value of cultural service affects commitment to service provider both directly and through other variables as well, thus final impact includes the positive impact of the intermediate variable, trust. The value of the coefficient of determination expressing explanatory power is 24.9 percent in case of commitment, so the value of cultural service explains commitment in a measure of 24.9 percent. To determine the level of explanatory power of this result, we must consider that 20 percent is valued as a high threshold in case of analyses regarding consumer behavior (Hair et al. 2014). Further literature about methodology also proves this: ‘If we seek for correlations among the elements of a thinking scheme, an explained rate above 20 percent can be considered a very good result’ (Székelyi and Barna 2002, p. 311.).

Subsequently, the value of cultural service used is a critical factor in the eval-

uation of the honest behavior of the cultural provider. The consumer, who trusts in the cultural organization, tends to reserve the relationship with it.

Our assumption can be proved, as the value of cultural service has a direct positive impact on trust in service providers, therefore hypothesis H1 can be confirmed. The value of cultural service has a direct and indirect (through trust) impact on commitment, thus hypothesis H2 is accepted. Trust in cultural service providers has a direct positive impact on commitment, so we found general support for H3 hypothesis.

In previous studies the relationship among trust, value and commitment was analyzed. Cognitive trust resulted in a more powerful impact in utilitarian sectors, like bank services (Chai et al. 2015). Research conducted in the banking sector (Aurier and N'Goala 2010) found a direct positive impact between trust and commitment. However, the direct correlation between the perceived value of bank service and relational commitment is more moderate. Chai et al. (2015) measured the correlation between cognitive and utility value as well as between affective trust and hedonist value separately. Among bank customers, cognitive trust's impact proved to be more powerful.

Post-qualitative research

To examine the validity of the results obtained by the survey, we conducted focus group interviews in 2020. Due to the epidemic situation, we conducted online focus group interviews among young people between the ages of 14 and 30. Through focus group interviews, we focused on the pre-epidemic period and explored young people's evaluation mechanism for cultural services and their trust and commitment to cultural providers. The results obtained from the focus group interviews support the results of a previous survey conducted in 2016.

Conclusion

This empirical research is part of a bigger and long-term research in which the analysis of a relatively less-researched topic has appeared. The issue of perceived value has been widely discussed in marketing literature, but cultural services did not emerge, and empirical data are scarce in this field. According to previous studies, the consumers' value perception influences the planned behavior and trust, and commitment are the consequences of consumer value.

Based on the research findings we make some recommendations for the actors of cultural sector. The maintenance and the rise of cultural service value have a key role in the trust in the service provider and in commitment.

Cultural institutions operate in a competitive environment, so it is crucial to explore the level of perceived value related to cultural services, the factor of trust and commitment to the cultural corporations. The qualitative information contributed understanding of experiences and elements used cultural services by young people. The results of quantitative research show different levels of cultural service value, trust and commitment to a cultural provider.

Successful organizations focus on consumer value. Since the competitive environment in cultural industry changes dynamically, cultural institutions should concentrate on the key factors.

The analysis of trust and commitment means a serious challenge in case of cultural services. Usually there is no contractual relationship between the cultural service provider and the consumer, as opposed to e.g., banking and the insurance sector or the communication sector. The relation system can be further modulated if we take into consideration whether the consumers use the service at the early or late stages of the

relationship. The research findings help understand which factors form commitment and this way how it can be improved. Building trust and providing good value are also important in the formation of commitment. Trust-building strategies, therefore, must focus on the cultural consumers' trust in the service provider.

A contribution of this article is the extension of the service value literature to cultural industry. The research provides valuable insights into how service value has a direct impact on trust and commitment in a cultural service context. Both the non-profit marketing area and the cultural sector can benefit from the exploration of the consequences of service value.

This research has more limitations which open avenues for future research. The first one is the limitation of the research to cultural services. In the evaluation of cultural services both affective and cognitive elements are important. In the cultural sector the range of services is wide, and the context of the research makes the findings valid to the whole sector. Secondly, we conducted cross-sectional research; however, commitment is seen as a dynamic process. Therefore, a longitudinal research would be necessary to understand trust and commitment to the service provider in a deeper way. Thirdly, this study refers to the classical service providing environment. We cannot neglect that using IT and its role are more and more important in the cultural consumption of the young generation. The extension of the analysis of service value to other target groups requires further research, which would enable value-based segmentation in the market of cultural services.

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