

---

# The impact of key attributes in nightclub experience of generation Z customers: The moderating role of gender

A dissertation submitted to  
Auckland University of Technology  
in partial fulfilment of the requirements  
for the degree of  
Master of International Hospitality Management (MIHM)

Student: Olivia Tian  
Primary supervisor: Professor Peter B. Kim  
Secondary supervisor: Dr Pola Wang

2020  
School of Hospitality and Tourism

---

## Table of Contents

Table of contents .....	i
List of Figures .....	iii
List of Tables.....	iv
Attestation of Authorship.....	v
Acknowledgements .....	vi
Abstract .....	viii
Chapter 1 Introduction .....	1
1.1 Background and problem statement .....	1
1.2 Research questions and objectives .....	3
1.3 Significance of the study .....	3
1.4 Dissertation overview .....	4
Chapter 2 Literature Review .....	6
2.1 Chapter preview .....	6
2.2 The nightclub industry, characteristics, and liminoid spaces .....	6
2.2.1 The nightclub industry .....	6
2.2.2 Generation Z.....	8
2.3 Nightclub experience.....	8
2.3.1 Customer experience in the nightclub.....	8
2.3.2 Major attributes of nightclub experience .....	12
2.4 Customer satisfaction .....	15
2.5 Customer loaylty .....	16
2.6 Gender's moderating role in the nightclub experience context .....	18
2.7 Research model .....	20
Chapter 3 Methodology.....	22
3.1 Rsearch paradigm .....	22
3.2 Sampling.....	24
3.3 Research instruments.....	26
3.4 Data collection procedure.....	29
3.5 Data analysis.....	29
3.6 Ethical considerations.....	32
Chapter 4 Result.....	33
4.1 Demographic profile of respondents .....	33

---

4.2	Exploratory factor analysis of nightclub experience model .....	33
4.3	Confirmatory factor analysis of nightclub experience model .....	35
4.4	Correlation in the nightclub experience model .....	36
4.5	Hypotheses testing for satisfaction and loyalty .....	38
4.6	Explore the role of gender in this study.....	39
4.6.1	Comparing correlations between males and females .....	39
4.6.2	Examining gender predicting role in the experience model.....	40
4.6.3	Hypotheses testing for gender as a moderator in the experience model ...	40
	Chapter 5 Discussion .....	45
5.1	Summary of key findings .....	45
5.2	Theoretical implications .....	46
5.3	Practical implications .....	48
5.4	Limitations and future research .....	50
	References .....	52
	Appendices .....	65
	Appendix A: Ethics Approval.....	65
	Appendix B: Tools .....	67
	Appendix B.a: Online Survey .....	67
	Appendix B.b: Participant Information Sheet.....	72
	Appendix B.c: Poster .....	74

**List of Figures**

Figure 1. Conceptual research model.....20

---

## List of Tables

Table 1. Main attributes of customer experience in the hospitality divisions.....	11
Table 2. Demographic profile of respondent (N=214).....	34
Table 3. Exploratory factor analysis of experience dimensions in nightclub .....	35
Table 4. Confirmatory factor analysis of the nightclub experience model .....	36
Table 5. Mean scores, standard deviations, reliability and correlations .....	37
Table 6. Regression analysis for the correlation in the conceptual experience model ...	38
Table 7. Reliability and correlations comparison between males and females.....	39
Table 8. Independent-samples t-test by gender.....	40
Table 9. Regression analysis for moderating role of gender (experience-satisfaction) ..	41
Table 10. Regression analysis for moderating role of gender (experience-loyalty) .....	43
Table 11. Regression analysis for moderating role of gender (satisfaction-loyalty) .....	44

## **Attestation of Authorship**

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no materials pervious published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of high learning.

Signed: Qiuyu Tian

Date: September 2020

## Acknowledgements

Writing this dissertation has been a great learning experience in my life. It has developed my logical thought and improved my academic writing skills, as well as encouraging me to understand the importance of being independent, patient, and rigorous in my work. These gifts received as a consequence of undertaking a dissertation are not only helpful to my academic study but also beneficial for my future life.

I want to take this opportunity to thank the Auckland University of Technology and all the people who directly and indirectly helped me complete this dissertation. Without support from supervisors, AUT staff, proof-readers, classmates and family members, it would not have been possible to complete this dissertation.

First, it is my pleasure to express my gratitude to my primary supervisor, Professor Peter Kim. Whenever I struggled with writing ideas and was confused about the flow of logic, Peter provided valuable advice to show me the direction of the research and clarify the structure of the dissertation. His advice improved the quality of the dissertation immensely. I also appreciate the support given by my secondary supervisor, Dr Pola Wang, who offered effective advice to solve problems, encouraged me, and gave me confidence.

Additionally, I want to thank Nat, who introduced the Qualtrics survey software to me. He gave up his valuable time to instruct me in how to distribute the survey and check the data. Without an online survey platform, I would not have been able to collect as much data as I did. I am also grateful for the support of my proof-reader, Associate Professor Jill Poulston, who helped me correct my writing problems and made the dissertation more reader-friendly. I also extend thanks to the respondents to my survey. This work would not have been possible without their participation. I also appreciate the help my friends gave me, helping to get the survey distributed.

The final thanks go to my friends and family members, who all gave me psychological support when I got frustrated during the research. They encouraged me to overcome the stress, keep positive, and fight against failure. Thank you all.

Ethics approval for this research was granted by the Auckland University of Technology Ethics Committee on 24th March 2020, approval number 20/100.

## **Abstract**

This study examines generation Z customers' nightclub experience and their impact on their satisfaction and loyalty, and further investigates the moderating role of gender difference in the relationships between nightclub experience, satisfaction, and loyalty. The nightclub viewed as a type of liminoid space has unique features. These features attract segmental customers from generation Z to visit the nightclub. Although customer experience becomes a significant concept in understanding customer behaviour, few efforts have been made in the literature to understand the customer nightclub experience.

This study adopted a positivist paradigm and quantitative research method. An online survey was completed by 214 participants in Auckland, New Zealand. In order to address the research questions, the study conducted a series of quantitative analyses including hierarchical multiple regression to test the hypotheses.

The results showed that the customer nightclub experience had a significant positive impact on its outcomes (customer satisfaction and loyalty). Specifically, club ambience experience had a stronger impact than social interaction experience on the outcomes of nightclub experience, and customer satisfaction had a positive impact on customer loyalty. Gender moderated the impacts of social interaction experience on satisfaction and customer loyalty respectively. Furthermore, gender had a moderating role in the impact of customer satisfaction on customer loyalty.

Findings of this study contribute to the understanding of the customer nightclub experience in the academic and practical fields. Theoretically, this study established a nightclub experience model to add to the academic literature. The findings might inspire nightclub practitioners to evaluate the importance of experience attributes in creating a favourable customer experience and developing customer satisfaction and loyalty.

---

## Chapter 1 Introduction

### 1.1 Background and problem statement

Entertainment is ingrained in the work and lives of city dwellers. Tighter regulatory regimes, the diversity of youth transitions, and increasing corporate activities, all explain why nightlife consumption is becoming popular (Hollands, 2002). Chatterton and Hollands (2002) indicated that segmented venues (e.g., bars, pubs and nightclubs) are the mainstream mode of nightlife culture. Of all the night-time entertainment styles, nightclubbing is generally considered an essential form of entertainment for young people (Chatterton & Hollands, 2002). A nightclub creates a carnival ambience, offering the opportunity for customers to escape from their highly structured societies and reduce their stress (Kovac & Trussell, 2015).

Data up to 2019 on Figure NZ (2020a) showed that over six years, club enterprises in New Zealand grew by 21.4% and 507 club enterprises in the statistical record in 2019. The club industry not only makes economic contributions to the government but also helps relieve unemployment in New Zealand society. The club industry provided 4250 job opportunities in 2019, accounting for 4.7% of employees (89600) in the New Zealand hospitality industry (Figure NZ, 2020b; Figure NZ, 2020c). The club industry is experiencing steady and flourishing growth in New Zealand.

Customer experience is significant in the hospitality industry, as experience helps create unique memories about products, services, and place (Lewis & Chambers, 2000). Each sector of the hospitality industry has its unique features. Those who are hungry visit restaurants for meals, whereas those wanting to relive their stress and enjoy the company of others, often visit a nightclub (Andaleeb & Conway, 2006; Reingle et al., 2009; Roberts, 2015). Nightclub attracts massive young people by meeting their desires of socialization and running away from stress. Therefore, the nightclub industry is unique in terms of customer experience. Nonetheless, extant research has tended to concentrate on customer experiences in restaurants and hotels (e.g. Hussein et al., 2018;

---

Ma et al., 2014; Ren et al., 2016) and limited studies focus on nightclub experiences. Furthermore, prior research on nightclub experience needs to be updated so it can be applied to contemporary practice (Kubacki et al., 2007; Moss et al., 2009; Skinner et al., 2008). This study, therefore, addresses the less studied area of customer nightclub experience.

Another gap in the literature is caused by the focus on previous studies on the customer experience and its antecedents, such as motivations to visit a nightclub (Reingle et al., 2009; Taheri et al., 2017), overlooking the relationships between nightclub experiences and their consequences, such as satisfaction and customer loyalty. According to Choi et al. (2013) and Lemke et al. (2011), experience has direct and indirect effects on customer satisfaction and loyalty. In the hospitality industry, companies seek customers' satisfaction and repurchase behaviours, which are predicted by the nature of their experience (Cetin & Dincer, 2014; Gallarza et al., 2015; Lin & Kuo, 2016). However, to the best of the writer's knowledge, no study to date has examined the main attributes of nightclub experience and their impacts on customer satisfaction and loyalty. To fill this gap, this study aims to investigate how the attributes of customer experience affect customer satisfaction and loyalty in the nightclub industry.

This research also examines the influence of a demographic characteristic on experience. The nightclub primary customer source is the young people who meet to the category of Generation Z. The research about Generation Z customer experience broadens in general marketing area without specific industry as an example (Williams & Page, 2011; Wood, 2013). And previous nightclub experience studies focus on young people rather than the Generation Z group. Therefore, Generation Z customer experience in the nightclub is a blank area where new knowledge needs to fill in. Gender difference has appeared as a moderator in customer experience research on the hotel and restaurant industry (e.g. Kim et al., 2018; Ma et al., 2014). However, there is little knowledge on the influence of gender on the nightclub customer experience (Moss et al., 2009). To

---

address this problem, this study investigates the moderating role of gender when examining the relationships between customer experience, satisfaction, and loyalty.

## **1.2 Research questions and objectives**

In the examination of customer nightclub experience in New Zealand, this study answers three major questions.

1. What attributes influence customers to evaluate their nightclub experience?
2. How do customers' experiences affect their satisfaction and loyalty?
3. Are there any gender differences in the impact of perceptions about experience at a nightclub, on satisfaction, and loyalty?

Three objectives were formulated to address the research questions:

1. Discover the important attributes that affect customer experience in the New Zealand nightclub industry;
2. Investigate the relationships among customer nightclub experience, satisfaction, and loyalty, in the generation Z customers;
3. Explore the role of gender in customer experience, satisfaction, and loyalty.

## **1.3 Significance of the study**

It is crucial for nightclub practitioners to understand how important nightclub attributes build customer experience, how customer experience impacts on satisfaction and customer loyalty, and how gender difference affects customer experience, satisfaction and loyalty. This study therefore makes contributions to the literature and industry in the following ways:

1. There are few studies about the nightclub industry, particularly about customer experience in a nightclub environment. This study reveals the features of customer experience in the liminoid space of a nightclub, and fills the gap in understanding of the nightclub industry. The findings of this study contribute to knowledge of nightclub experience in the New Zealand nightclub market.

- 
2. This study provides empirical evidence about generation Z customers' consumption behaviour in a nightclub.
  3. A new nightclub experience model is provided in this study, to explain how nightclub attributes affect nightclub experience from customers' perspectives. The findings also offer an opportunity for nightclub practitioners to manage customer experience effectively.
  4. This study not only examines how customer nightclub experience impacts on satisfaction and customer loyalty, but it also investigates the relationship between satisfaction and customer loyalty in a nightclub context. The results of the study provide customers' insights to explain how nightclub experiences impact on their satisfaction and loyalty. The findings will therefore help nightclub practitioners to understand the importance of the influence of nightclub experience on improving satisfaction and customer loyalty.
  5. This study clarifies the influence of gender difference on the relationships between customer experience, satisfaction, and customer loyalty in a nightclub context. Nightclub practitioners can therefore improve their understanding of how the moderating role of gender works between customer experience and its consequences (i.e., satisfaction and customer loyalty). It is hoped that the findings of this study will inspire nightclub practitioners to develop different strategies to manage their male and female customers separately.

#### **1.4 Dissertation overview**

There are five chapters in this study. The first chapter presents the background to the research, research questions and objectives, and indicates the possible contributions to academic and industry practice.

The second chapter overviews the relevant literature and presents an experience model in a nightclub context. The features of nightclub industry are then reviewed, identifying

the dimensions of customer nightclub experience, categorising experience attributes into two dimensions, before discussing satisfaction and customer loyalty. The review concludes with the development of the hypotheses and building the research model.

Chapter three explains the quantitative research method applied to explore consumers' nightclub experiences from a customer perspective. An online survey is used to collect data, to ensure respondents are anonymous. The methodology section also explains the process of conducting the survey, including restrictions around selecting valid participants, measuring constructs, and recruiting potential participants by posting online survey invitations.

Chapter four presents the results of the data analysis and examines the model developed in the previous chapter. The demographic profile of participants is presented, along with the results of the exploratory factor analysis and confirmatory factor analysis that verify the research model. Correlation tests and feasibility analyses were applied to find relationships in the research experience model. The hypotheses are then tested using a regression analysis.

Chapter five summarises the findings of the study and presents theoretical implications. Managerial implications and suggestions are offered for improving customer nightclub experiences. The limitations are also presented, and the recommended directions for further research. The dissertation finishes with the study's conclusions.

---

## **Chapter 2. Literature Review**

### **2.1 Chapter preview**

This chapter establishes that nightclubs are a major form of leisure and entertainment and overviews the common characteristics of nightclub customers. Wall et al.'s (2011) conceptual experience model is examined in relation to the nightclub environment. Five main attributes of nightclub are selected to evaluate the nightclub experience. The hypotheses arise from the reviewed literature and test connections between the two nightclub experience dimensions of satisfaction and customer loyalty. Five of these hypotheses determine the effect of gender on the relationships between nightclub experience, satisfaction, and customer loyalty.

### **2.2 The nightclub industry, characteristics, and liminoid spaces**

The nightclub industry is distinct from other hospitality sectors, such as the restaurant and hotel industries. This section explains and analyses the role of liminoid spaces in the nightclub sector, and the main characteristics of nightclub customers.

#### **2.2.1 The nightclub industry**

A nightclub can be viewed as a liminoid space that incorporates mass leisure experiences (Turner, 1974). Turner (1974) defined *liminoid* as a space that provides freedom to enjoy leisure and an escape from regular work and home life; visitors to nightclubs can leave their stresses and responsibilities temporarily outside the liminoid space. Caudwell and Rinehart (2014) interpreted *liminoid* as different from a structured life, providing an opportunity for rebellious normative ways of being, and representing non-dominant values and systems publicly. Liminoid spaces include bars, pubs, and clubs (Turner, 1974). Taheri et al. (2017) suggested that a nightclub is a type of liminoid setting providing optional escapism with commercial hospitality attributes.

A nightclub is a venue primarily offering dancing as a form of entertainment with genres of music that attract different groups of patrons, open from evening until early morning,

---

and serving alcoholic beverages (Crim, 2008; Purcell & Graham, 2005). Demant (2013) stated that a nightclub is a free and hedonistic place for those seeking enjoyment. In a playful nightclub environment, they can be subversive in relation to conventional social standards, in relative anonymity. Several reasons explain why nightclubs have become one of the most important recreational activities; for example, they have a mixture of music, dancing, and people enjoying each other (Gluhak, et al., 2006).

The New Zealand nightclub industry emerged in 1920, providing a space for people to dance to popular music (Teara, 2020a). As new laws formulated and enforced, the dining and drinking culture became mixed with the dance culture in nightclubs during their development stage. After the 1970s, the industry boomed, with many venues emerging as pub-based clubs (Teara, 2020b). Patrons often visited a bar or pub before they went clubbing, so nightclubs became spaces that offered the opportunity for people to socialise and dance. From the 1990s to 2000s, the explosion of dance music and disc jockey (DJ) culture became features of nightclubs (Teara, 2020b). Nightclubs are now synonymous with bars, and operate within a nightclub-bar structure in Auckland, New Zealand (Elen, 2019). This phenomenon might explain why the nightclub business has grown from a specific bar in 1981 (New Zealand History, 2020). Nightclubs in New Zealand are not as common as restaurants, which are found in many city streets (Elen, 2019), but concentrate in city centres such as Auckland (Heart of the City, 2020).

Auckland has the most intensive concentration of nightclubs of any city in New Zealand, and statistical evidence indicates that it also has the largest club industry. According to Figure NZ, there is 135 club business in Auckland; the Auckland club business is almost twice the size of that in the second busiest region (Canterbury) in 2020 (2020d). And there are more than twice as many licensed club managers in Auckland as there are in the Waikato (2020e).

---

## **2.2.2 Generation Z**

Generation Z is considered the main source of nightclub customers (Moss et al., 2009); and the dominant age segment of customers is 18-25 years in the late-night clubbing culture (Kubacki et al., 2007; Moss et al., 2009). *Generation Z* refers to young adults born between 1995 and the early 2000s (Vision Critical, 2016; Wood, 2013), so the oldest is 25 years old. Generational theory explains that sharing life experiences brought about by generational cohorts has led to the development of similar attitudes and beliefs (Lazarevic, 2012). Töröcsik et al. (2014) indicated that cohort experiences shape people's overall views within a generation; people of the same generation have similar consumption patterns caused by common generational values. Generation Z people appear to have unique consuming values, such as consumer-oriented consumption attitudes and low consumption loyalty (Williams & Page, 2011). These characteristics affect generation Z customers' consumption behaviour and increase the challenges of maintaining loyal customers. Because nightclub customers are mostly in the generation Z segment, club practitioners need to understand generation Z customers' experiences of nightclubs.

## **2.3 Nightclub experience**

### **2.3.1 Customer experience in a nightclub**

Pine and Gilmore (1998) proposed the notion that experience is the latest stage of enhancing business performance and building customer attachments. Experience, which combines goods, services, and the environment, creates personal memories (Lewis & Chambers, 2000; Pine & Gilmore, 1999). Experience extends beyond the limitations of products and services and engages customers to create memorable events to satisfy their emotional demands. Consumers are excluded from designing the consumption of products and services commodities, but experience involves them in consumption. Experience bases on the individual's mind that engages at an emotional, physical, intellectual, or even spiritual level. Customers can assess the quality of experience in unique ways (Pine & Gilmore, 1999). Compared with traditional commodities, service or

---

product delivery, customers' perceptions of value are evaluated according to the quality of experience in the consumption process (Pine & Gilmore, 1998). Pine and Gilmore (1998) explained that experience is an actual offering, the same as goods, services, and other commodities, and can be measured in specific ways.

People visit a nightclub to escape from daily stress. The nightclub creates a carnival atmosphere to isolate itself from the outside of the venue. The isolated environment drives individuals to forget the identity that they supposed to be and release tension from the daily grind (TaHERi et al, 2017). Besides, TaHERi et al (2016) stated that nightclub experience is associated with the spontaneous communitas. Spontaneous communitas believes the community is unstructured; individuals are prone to actively connect with others base on the equally mutual understanding (Tuner, 1974). Therefore, the nightclub is a favourable space to build bonds and enhance friendship.

The nightclub experience divides into two dimensions for this study, which adapts from Wall et al.'s (2011) conceptual experience model. Both products and services can be considered as components of experience. A feature of the hospitality industry is that customers' experiences are created by combining several tangible products and intangible services attributes (Israeli, 2014). Evaluating experience by attribute indicators helps researchers select attributes from subsystems to suit the objectives of their research (Mittal et al., 1999). Attributes level evaluation provides diverse perspectives for exploring experience. Therefore, an attribute level approach to examining experience is more appropriate and reliable than evaluating experience according to a product level. Consumption system theory is broadly applied in the hospitality industry to examine consumers' experiences and their consequences, for example, between a satisfactory experience and the potential consequence, loyalty (Gregory et al.; Zhang et al., 2019). Consumption system theory also offers a way to evaluate products' performance by attribute level. Consumption system theory explains that consumers' experiences are affected by all the attributes of a tangible product

subsystem or intangible service subsystem. Attributes, whether from the same or different subsystem, can impact on each other (Mittal et al., 1999).

This study examines customer nightclub experience by attribute level. Ponnampalani and Balaji (2014) indicated that customers evaluate products by distributing different weights to each attribute of the products, so it is important to examine how the weight of attributes impacts their purchase decisions. Evaluating experience by attributes is also appropriate to apply to a nightclub operation, as practitioners can directly improve experience performance by enhancing the lower performance attribute context.

Studies of experience attributes are plentiful in the literature. Previous research has covered the diverse important attributes of customer experience in the hospitality industry. Table 1 shows the important attributes of customer experience in restaurants, hotels, and nightclubs.

**Table 1.**  
*Studies on the Main Attributes of Customer Experience in Hospitality*

<b>Authors</b>	<b>Year</b>	<b>Study context</b>	<b>Research attributes</b>	
Ponnam & Balaji	2014	Restaurant	Menu variety Food taste Value for money Food presentation Ambience	Service quality Responsiveness Upscale image Design of restaurant
Josiam et al.	2017	Restaurant	Food quality Menu variety Value for money	Service quality Ambience Convenience
Hu et al.	2019	Hotel	Room quality Value for money Location	Service quality Cleanliness
Kim et al.	2019	Hotel	Human & environment capital Subsidiary facilities Utilitarian charm	Room quality Additional products Outward appearance Brand asset
Skinner et al.	2008	Nightclub	Mixed-sex clientele Seating arrangements Alcohol price and promotion	Security Dance floor location Music quality
Reingle et al	2009	Nightclub	Alcohol price Opposite sex clientele Dancing floor	Music Socializing opportunity
Taheri et al	2017	Nightclub	Music Escape stress space Light quality	Dancing space Noise level
Moss et al.	2009	Nightclub	Preferred venue type Entertainment atmosphere Service quality Music quality	Security Spatial functionality and layout Mixed-sex clientele Alcohol price

---

### 2.3.2 Major attributes of nightclub experience

Walls et al (2011) provided an experience framework, dividing experience into physical and social dimensions. Consumer experience consists of the physical environment dimension and the human interaction dimension, such as those with employees and other guests. Guests' characteristics can affect the quality of the customer experience. Cetin and Dincer (2014) argued that authors design different parameters based on their research interest in customer experience. The dimensions of customer experience also lack structural direction and depend on the content of the research. Therefore, in terms of motivations to visit nightclubs, two dimensions of experience are identified: *club ambience* and *social interaction*.

#### ***Club ambience***

Ambience is a broad topic that has been examined in hospitality experience research. Individuals can perceive and experience ambience by building connections with the environment (Heide et al., 2007). Jani and Han (2014) interpreted ambience as representing the intangible background environment. Bitner (1992) indicated that the ambience dimension of experience contains elements of temperature, smell, sound, lighting, and appearance. Wall et al. (2011) concluded that ambience comprises comfort, cleanliness, air quality, security and safety, lighting, colour, temperature and humidity, noise, and music.

The liminoid environment created by physical facilities helps relieve customers' stress. Lugosi (2009) pointed out that flashing discotheque lights and loud popular contemporary electronic music, highlight the energetic and playful nature of customers' experience in a nightclub. The physical facilities, therefore, contribute to improving a club environment.

Security attributes impact on customer experiences in a nightclub because nightclubbing can lead to risk-taking behaviours. A variety of risks are latent, such as alcohol-related issues, sexual aggression, and customer conflict (Demant, 2013; Reingle et al, 2009;

---

Tan, 2014). Cozens and Grieve (2014) indicated that controlled entry and technological measures are effective ways to reduce trouble and violence in a nightclub.

### ***Social interaction dimension***

*Interaction* is defined as the process of developing a relationship between individuals by exchanging information, emotions, and feelings, during an encounter (Wilson, 1976). In an encounter context, this explains how interactions impact on customers' psychological states. The human emotional system can influence customers' evaluations of the perceived quality of an experience. Grönroos and Voima (2013) further stated that value creation has a central role in interactions. Therefore, positive interactions in customer encounters lead to a higher perceived value in terms of their experience.

Experience is related to customer encounters with people who include service providers and other customers in a hospitality setting (Ali et al., 2018; Cetin & Dincer, 2014). Previous studies of experience have focused on interactions between customers and service providers. For example, Srivastava and Kaul (2014) indicated that interactions between employees and customers have a direct impact on the quality of customer experience. Furthermore, Pullman and Gross (2004) emphasized that successful customer experiences not only stem from physical elements but also come from customers and service providers sharing an identity and building emotional connections. Customers and customer interactions should, therefore, be considered when exploring nightclub experience because interactions between customers have an important role in a nightclub environment. Socialization motivates customers to visit a nightclub. Roberts (2015) stated that the liminoid space provides a playful, enjoyable, and exciting environment to celebrate and enhance friendship, particularly in a group of people. Clubbing is group behavior, and customers who visit nightclubs want to strengthen their friendship in a pleasant environment. Reingle et al. (2009) reported that a nightclub becomes a catalyst for young consumers to create and maintain friendship networks. Therefore, this study defines the *social interaction* construct as one that includes customer encounters with

---

both service providers and other customers. The three attributes of relationship-enhancing activities, the proportion of customers of the opposite gender, and alcohol, are all helpful for creating social interaction experiences in the nightclub.

Relationship-enhancing activities are an important attribute of a liminoid space. Liminoid spaces enable customers to control their experience. A liminoid experience requires an element of choice and lack of rules that may restrict consumers (Belk & Costa, 1998). A liminoid experience is not a passive experience created by service providers; it needs consumers to engage in interactions. Alba and Williams (2013) reported that customers gain high-quality experiences of hedonic consumption seeking playful activity and involving others in their experience. This suggests that liminoid experience consumption is influenced by other consumers (Roberts, 2015). Consumers will have a more enjoyable experience if they involve other consumers in their experiential consumption (Roeffen & Scholl-Grissemann, 2016), and can have a playful experience when they actively engage in liminoid activities (Lugosi, 2009).

The proportion of customers of the opposite gender is an important attribute affecting nightclub experiences. A nightclub is not only for customers' socialisation and drinking, but also a place to look for casual sex or romance (Reingle et al., 2009). Tan (2014) observed that post-feminists occupy liminoid spaces. In a nightclub, a postfeminist interprets that a woman takes her gender advantages to create empowerment, while a man is disempowered due to his gender identity. Nightclub customers look for the opportunity to interact with opposite gender customers. Seeking opposite gender customers therefore becomes a motivation in the *social interaction* dimension.

Alcohol also needs to be considered as a necessary attribute of a nightclub. Alcohol sales make a substantial contribution to nightclub revenue and are the main source of revenue (Suetrong, 2016). Alcohol sales contribute to more than two-thirds of nightclub revenue in the United States of America (US) and the United Kingdom (UK) (Lee et al.,

---

2018; Skinner et al., 2005). Nightclub customers are likely to have the intention of drinking alcohol, so alcohol consumption is an important part of clubbing activities.

Although alcohol is a tangible product, the purpose of alcohol consumption means alcohol is a socially related attribute of a nightclub environment, because consumption is motivated by socialisation (Roberts, 2015). Its social purpose may be the main reason for customers to consume excessive alcohol in a liminoid space. Roberts (2015) found that friendships related to emotional drinking behaviour and seeking fun when people are drunk, are features of social practices in liminoid spaces. A nightclub environment causes customers to drink excessive alcohol, which reduces the boundaries between people and encourages them to have encounters with others.

This study identifies five attributes of nightclub experience that fall within two distinct dimensions. Specifically, social interaction experience includes employees, other customers and alcohol attributes, and club ambience experience includes security and physical facility attributes.

## **2.4 Customer satisfaction**

Satisfaction is a consumer cognitive evaluation that occurs post-choice (Westbrook & Oliver, 1991). Satisfaction is a judgment, according to expectancy-disconfirmation theory, that states it compares a customer's pre-purchase expectations with the perceived post-purchase performance (Ekinici, 2002). It leads to customer satisfaction when customers confirm the perception of consumption as meeting or going beyond their expectations. Wirtz and Bateson (1999) indicated that satisfaction is not only a cognitive judgment of consumer experience, but also involves subjective affective evaluations of their experience. The emotional aspect of satisfaction causes consumers to gain an overall impression of service providers based on their consumption experiences (Ekinici et al., 2008). When consumers visit a company more than once, they build an emotional connection with the service providers, rather than remembering the accumulated details of their experience. Each consumption experience has the

---

capacity to influence customers' satisfaction with a service provider. Satisfaction also potentially affects price acceptance and customer behavioural intention to revisit (Ali et al., 2016; Ryu et al., 2012). Satisfied customers have a stronger intention to purchase and lower price sensitivity than do unsatisfied customers. Therefore, satisfaction is an important construct in terms of understanding customers.

Research has established that a causal relationship exists between customer experience and satisfaction in the hospitality industry (Ali et al. 2015; Ekinici et al., 2008), and Ali et al. (2016) found that customer experience is a significant predictor of satisfaction in a resort setting. Both the physical environment and service delivery are also strong antecedents of satisfaction for casino players (Wong & Fong, 2010). Furthermore, Ren et al. (2016) suggested that satisfaction is the consequence of four dimensions of customer experience in budget hotels: tangibility, staff aspects, aesthetic perceptions, and location. Based on these connections between experience and satisfaction in the hospitality industry, this study proposes that customer experience will have a positive effect on satisfaction in a nightclub. Therefore, the first two hypotheses proposed for this study are as follows.

H1: Social interaction experience has a positive effect on satisfaction in a nightclub.

H2: Club ambience has a positive effect on satisfaction in a nightclub.

## **2.5 Customer loyalty**

*Customer loyalty* refers to customers' commitment to consistently repurchasing a preferred product or service (Oliver, 1999). Purohit and Purohit (2013) indicated that hospitality companies should think of customers as an essential company asset and make efforts to create loyal customers, as loyal customers can bring sustainable benefits to a business. Loyal customers not only create profits through increasing revenue, being willing to pay more, and giving a positive word of mouth, but they also affect companies' competitiveness and sustainable development (Berezan et al., 2013; Kandampully et al., 2015).

---

Research shows that experience is an antecedent of customer loyalty in the hospitality sector, both directly and indirectly. Experience affects customer loyalty construct (Wu & Ai, 2016). Klaus and Maklan (2013) conducted a survey and concluded that customer experience had a significant and positive impact on customer loyalty. Ali et al. (2015) also asserted that creating a positive hedonic experience can attract loyal customers. In a boutique hotel setting, Hussein et al. (2018) found that social interactions were significantly associated with customer loyalty. Haghighi et al. (2014) observed that social interactions between service providers and consumers can build consumers' emotional attachments, and have a significant impact on increasing customer loyalty. Miller et al. (2013) similarly found that relationship-enhancing activities were positively associated with customer loyalty in a nightclub. Service providers could therefore attract more loyal customers by engaging them in service encounters. Ali et al. (2018) noted that both physical environment and social interactions with employees and other customers had a significant effect on positive emotions (e.g. delight) in theme parks, which led to customer loyalty. Interactions with other customers are an important factor for motivating customers to visit a venue again. Therefore, the third hypothesis proposed for this study is as follows.

H3: Social interaction experience has a positive effect on customer loyalty in a nightclub.

The physical environment is a tangible cue used by customers to evaluate the quality of their experience. Ryu et al. (2012) indicated that the physical environment had a positive effect on customer loyalty in a restaurant setting. Security, as an element of the physical environment, directly impacts event quality, which is positive and significantly associated with loyalty (Akhoondnejad, 2018; Theodorakis et al., 2013). Therefore, adjustments to the physical environment might help service providers develop loyal customers in nightclubs. It leads to the fourth hypothesis proposed for this study.

H4: Club ambience has a positive effect on customer loyalty in a nightclub.

---

Previous research has indicated that loyalty is the result of perceived customer satisfaction in a hospitality context (Ali et al., 2018; Ma et al., 2014; Zhang et al., 2019). Satisfaction is associated with both behavioural and attitudinal loyalty. An example of behavioural loyalty is repurchasing; attitudinal loyalty might appear as repurchasing intention or positive word of mouth. Ekinici et al. (2008) reported that satisfaction is a significant predictor of customers' intention to repurchase in a hotel and restaurant context. The positive relationship between satisfaction and consumers' behavioural intention is also found in a casino setting (Jeon & Hyun, 2013), and satisfied restaurant customers are more likely to recommend services to others (Sivadas & Jindal, 2017). Ma et al. (2014) reported that satisfaction is a strong predictor of customer loyalty in a fine dining setting, and satisfied theme park visitors are more likely to visit the park again (Ali et al., 2018). Therefore, this study proposes that satisfied nightclub customers are more loyal than customers with low satisfaction. This leads to the fifth hypothesis.

H5: Satisfaction has a positive effect on customer loyalty in a nightclub.

## **2.6 Gender's moderating role in a nightclub experience context**

Gender differences account for substantial differences in men's and women's social behaviours and market consumption (Evanschitzky & Wunderlich, 2006). Social role theory offers a foundation for understanding how gender moderates consumers' perceptions and behaviours. Social role theory reveals that men and women have different labour roles in a family, and these role differences develop and expand into diverse behaviours in wider society (Han & Ryu, 2007). Eagly and Wood (2016) stated that gender role difference is natural and inevitable, due to the innate and visible attributes of the sexes. However, gender differences are also a complex result of social, cultural, psychological, and environmental processes (Meyers-Levy & Loken, 2015). For example, according to social role theory, men are more likely to take risks than are women (Evanschitzky & Wunderlich, 2006). Therefore, Han and Ryu (2007) reported that the social role theory explains why gender difference appears in customers' revisit intentions concept.

---

The social role leads to gender differences in consumer behaviour. Previous researchers have revealed the moderating role of gender in various types of consumptions. Gender differences cause men and women focusing on the different attributes of experience. Luchs and Mooradian (2012) reported that women are more likely to express concern about broader experience attributes. For example, women are more concerned than are men, about social and environmental issues, causing women to have more socially and environmentally-friendly purchase behaviours. Kim et al. (2018) found gender differences in customers' hotel choices; women focused more on concrete attributes than did men when they chose a hotel for a time in the distant future. Gender differences also affect perceptions about fine dining restaurant food quality, employees' service quality, satisfaction, restaurant image, and loyalty (Ma et al., 2014). Gender differences can moderate the relationship between a dependent variable and an independent variable.

In terms of satisfaction as a dependent variable, gender is a moderator between five service quality aspects (tangibles, reliability, responsiveness, assurance, and empathy) and customer satisfaction in a restaurant (Omar et al., 2016). When customer loyalty viewed as a dependent variable, gender difference affects the relationship between customer loyalty and its predictors, for example, emotional attachment, experience, relationship quality and satisfaction (Khan & Rahman, 2017; Ma et al., 2014; Prayag et al., 2019). Despite the evidence that gender is a moderator of customer experience, no research examines gender as a moderator of the relationship between experience, satisfaction, and customer loyalty in nightclubs. Therefore, this study proposes the following five hypotheses.

H6: Gender moderates the impact of social interaction experience on satisfaction in a nightclub.

H7: Gender moderates the impact of club ambience experience on satisfaction in a nightclub.

H8: Gender moderates the impact of social interaction experience on customer loyalty in a nightclub.

H9: Gender moderates the impact of club ambience experience on customer loyalty in a nightclub.

H10: Gender moderates the impact of satisfaction on customer loyalty in a nightclub.

## 2.7 Research model

The research model (Figure 1) summarises the hypotheses. This model shows the relationship between the two experience dimensions of a nightclub: satisfaction and customer loyalty (H1 to H5). It also presents the moderating role of gender between these experience dimensions (H6 to H10).

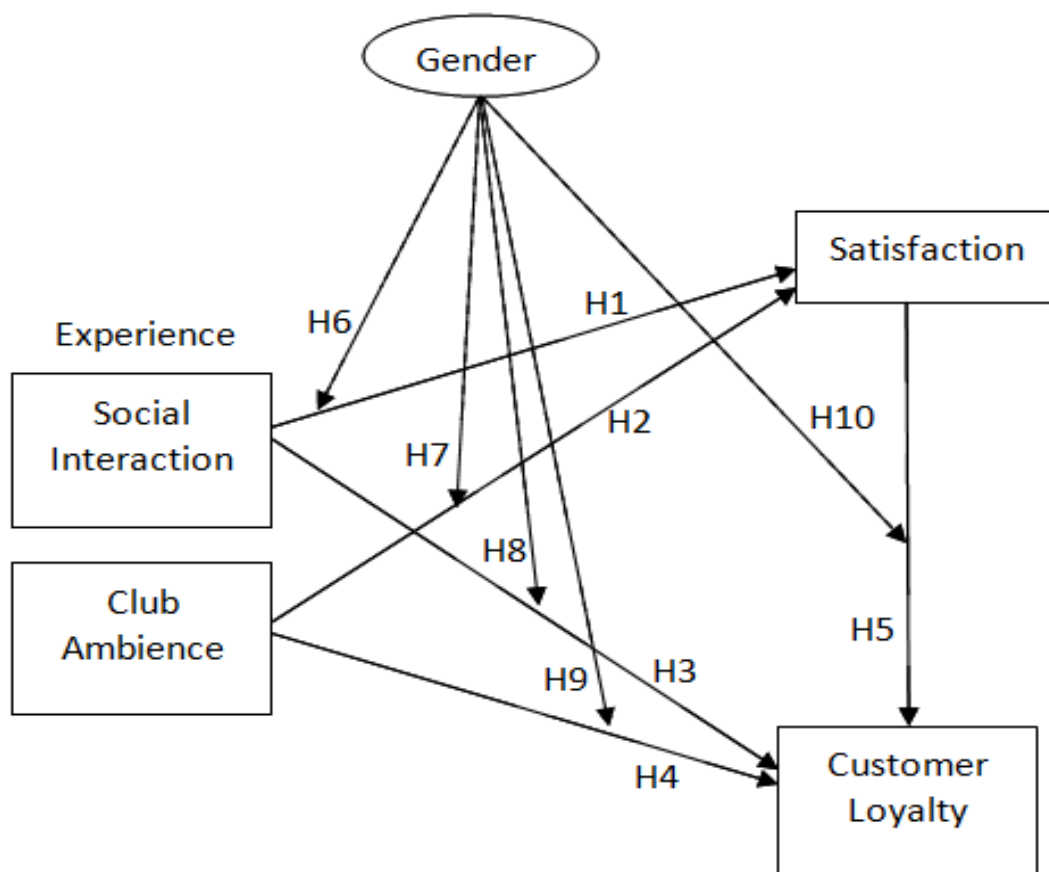


Figure1. *Conceptual Research Model*

- H1: Social interaction experience has a positive effect on satisfaction in a nightclub.
- H2: Club ambience has a positive effect on satisfaction in a nightclub.
- H3: Social interaction experience has a positive effect on customer loyalty in a nightclub.
- H4: Club ambience has a positive effect on customer loyalty in a nightclub.
- H5: Satisfaction has a positive effect on customer loyalty in a nightclub.
- H6: Gender moderates the impact of social interaction experience on satisfaction in a nightclub.
- H7: Gender moderates the impact of club ambience experience on satisfaction in a nightclub.
- H8: Gender moderates the impact of social interaction experience on customer loyalty in a nightclub.
- H9: Gender moderates the impact of club ambience experience on customer loyalty in a nightclub.
- H10: Gender moderates the impact of satisfaction on customer loyalty in a nightclub.

---

## Chapter 3. Methodology

The first section of this chapter explains the positivist paradigm and quantitative methodology used in this study. The second section justifies the target population and sample size, and the following section explains the research instruments. Then the data collection procedure is explained before presenting the data analysis process. The final section discusses the ethical considerations of the study.

### 3.1 Research paradigm

A paradigm is a basic set of beliefs that affects how researchers view the world and construct their theories, research methods, or assumptions (Guba & Lincoln, 1994). Grant and Giddings (2002) indicated that a paradigm can be thought of as the philosophical stance used to describe a worldview about values or knowledge, and provide the appropriate approach to analyse that knowledge. The paradigm is the fundamental key that leads research to be valid and successful (Fok, 2013; Myers & Avison, 2002). Denzin and Lincoln (2011) noted that the paradigmatic foundation involves ontology, epistemology, and methodology. Interconnections exist among these three elements of the paradigmatic foundation; both the epistemology and methodology are shaped by the ontology (Killam, 2013).

Ontology is associated with the nature of the social world (Hay, 2007), and realism is a category of ontology (Guba & Lincoln, 1994). One ontological view is that objective reality exists in individuals' behaviour in the world (Scotland, 2012). Realists believe that reality, which is controlled by natural laws, does not change with changes in human behaviour (Killam, 2013). This study adopted ontological realism.

By developing views on reality and defining the relationship between researchers and the subject of the research, ontological viewpoints shape epistemological beliefs (Bisman, 2010). *Epistemology* refers to assumptions about the nature of knowledge (Hay, 2007), and seeks to understand reality by dealing with nature and justifying

---

knowledge (Cohen et al., 2013). Three categories of epistemology were mentioned by Gray (2013), as subjectivism, objectivism, and constructivism. Objectivists believe that reality exists independently and is immune from the impact of human beings' awareness (Crotty 1998). Objectivists distance themselves from a research subject to discover the objective truth. An objectivist epistemology is consistent with ontological realism. Al-Saadi (2014) stated that when researchers view knowledge as objective, they need to employ a method aligned with the natural sciences, such as testing and measuring. Therefore, this study adopted an objectivist approach, which separates the researcher from the research process, and considers reality as measurable.

Positivism aligns with objectivism, and views reality as unrelated to the researcher (Al-Saadi, 2014). It means that positivist researchers believe that the truth of reality exists and is waiting to be discovered. Therefore, positivist researchers distance their biases, emotions, and interests, from the process of finding knowledge (Bisman, 2010; Hesse-Biber & Leavy, 2010). Positivism holds the assumption that there is a right way to describe and measure the truth accurately. Positivist researchers therefore use precise theories to explain and predict phenomena (Bisman, 2010). Hesse-Biber and Leavy (2010) wrote that a positivist researcher aims to find causal relationships between variables that can be identified and explained using natural scientific methods. The essence of objectivism leads to positivist approaches to discover knowledge using natural scientific methods such as hypothesis testing, causal explanations, and modelling (Al-Saadi, 2014). In this study, positivist approaches aimed to discover knowledge about nightclub customer experiences by identifying variables, proposing hypotheses, designing a survey, and collecting and analysing data.

The methodology shows the logic, reality, values, and what counts as knowledge in research (McGregor & Murnane, 2010). Sarantakos (2012) stated that a methodology is the translation of guidelines from paradigms. Positivism emphasises the objectives of the research and the unbiased position of the researchers (Hag, 2015). A positivist paradigm is frequently adopted for quantitative research, informed by epistemological

---

assumptions (Bahari, 2010). A quantitative methodology can meet the requirements of a positivist paradigm. Quantitative research follows deductive logic, which includes reviewing previous theories, setting hypotheses, collecting data, and confirming an experience model (Gray, 2013). A quantitative research approach enables a researcher to answer the research questions by explaining the relationship between cause and effect (Grant & Giddings, 2002).

A quantitative research method uses systematic hypotheses to understand the reasons behind a phenomenon by statistically analysing data (Apuke, 2017). Yilmaz (2013) noted that the advantage of the quantitative method is that it can obtain a succinct result from valid statistical data. Furthermore, a quantitative research method reduces bias from individuals because the statistical basis of a quantitative outcome reflects several peoples' opinions. The data used in quantitative research are collected objectively and systematically, and therefore, can be quantified (Queirós et al., 2017). Martin and Bridgmon (2012) suggested that the results of quantitative research can be viewed as the general opinion of an entire population.

Research topic can be an appropriate cue to choosing a research method. A quantitative research method is widely applied to explore social and human issues (Popping, 2012). A significant number of previous studies on customer experience employed quantitative research methods (e.g. Cetin & Dincer, 2014; Gallarza et al., 2015; Hussein et al., 2018), indicating that a quantitative approach is appropriate for exploring customer experiences in a nightclub environment. Therefore, this study adopted a quantitative research method to examine the relationship between customer experience, satisfaction, and customer loyalty.

### **3.2 Sampling**

The sample of a study intends to reflect the entire population's shared characteristics. Ponto (2015) indicated that it is feasible to select a subset of random samples to estimate the whole population of interest. This study used a convenience sampling

---

method to find potential participants. A *convenience sample* refers to the selection of people from a population that meets the required criteria and is easily accessed by the researcher (Robinson, 2014). A convenience sample also has the advantages of budget control, and the ease of obtaining willing participants (Rahi, 2017). Criteria for choosing appropriate respondents help contribute to the accuracy of research. This study aims to explore the generation Z customer nightclub experience and examines to nightclub experiences in New Zealand. Auckland has the largest nightclub business in New Zealand; therefore, the target sample, as reflected in the selection criteria, was generation Z customers who had visited a nightclub in Auckland city.

Deciding the correct sample size can be a challenge; a large sample size can improve accuracy dramatically (De Vaus & De Vaus, 2013). For example, the sampling error is reduced from ten percent to eight percent when the sample size increases from 100 to 156 (De Vaus & De Vaus, 2013). However, a large sample takes more time, energy, and cost to collect data. Furthermore, as Hair et al. (1995) explained, a sample of 400 or more will cause complications in probability tests and create difficulties generating results. There have been many debates about the ideal sample size for quantitative research. Hoyle (1995) suggested that a sample of between 100 and 200 is sufficient and optimal. Schönbrodt and Perugini (2013) reported that the trade-offs between accuracy and confidence are balanced when the sample approaches 250 in typical research, and Hair et al. (1995) claimed that a sample of 200 was helpful for achieving accuracy. Collis and Hussey (2013) provided a solution for the sample size question; they stated that the sample size needs to consider restrictions in relation to structural equation modelling techniques, such as confirmatory factor analysis. Structural equation modelling processes require at least 200 samples to get a reasonable result (Budaev, 2010). Concerning the limitations of the analysis techniques, the target sample size of this study set at between 200 and 250.

---

### 3.3 Research instruments

This study adopted an online survey to collect data. The survey was based on a modified IPA (importance performance analysis) method and contained five parts. The first part aimed at screening respondents with a true or false option, and the second and third parts solicited their opinions on the independent variables that were attributes of nightclub experience. In the second part, participants evaluated the importance of nightclub attributes to their nightclub experience generally, and in the third part, they scored the performance of nightclub attributes in relation to their experience during a specific previous visit. The fourth part covered customer perceptions of the dependent variables (i.e., satisfaction and customer loyalty). The final part collected data about respondents' demographic backgrounds, using single choice options.

Based on the objectives of the study, there were two screening questions in the first part: "are you in the age group of 18 to 25?" and "have you visited a nightclub in Auckland city within the past month?" Screening questions with limitations of age, date, and location of the respondents' last visit, made sure that respondents are appropriate for this study objectives. If they did not meet the required criteria, they were not able to participate in the study. For example, all potential participants could read the information sheet and answer the screen question. If the potential participants responded "No" in the screen question section, the potential participants would stop to answer the followed questions. This survey is not valid.

#### *Nightclub experience*

This study evaluated two nightclub dimensions attached to five main nightclub attributes. The two dimensions of the nightclub experience were *social interaction* and *club ambience*. The five main nightclub attributes were relationship-enhancing activities, the proportion of opposite gender customers, security, the quality of facility, and alcohol. The measurements of each attribute were developed in previous studies by Skinner et al. (2005) and Kubacki et al. (2007), and adapted to fit the nightclub environment of

---

Auckland city. The relationship enhancing activities attribute involved frontline staff communication, management reconciliation issues, and personalised service. The proportion of opposite gender customers attribute contained a balanced mix of clients and an imbalanced mix. Guards, safe reputation, and closed-circuit television (CCTV) measured the security attribute; music, light, dance floor, and toilet tested the facility quality attribute; and beer, liqueurs, and cocktails examined in the alcohol attribute. Appendix B.a presents the full version of the online survey.

Scales have previously measured customer experience (e.g. Kursunluoglu, 2014; Orel & Kara, 2014). All measurements were made using a 5-point scale. A high overall score indicated a positive attitude, whereas a low score denoted a negative attitude. Importance measurements ranged from 1 (*very unimportant*) to 5 (*very important*). Participants rated independent variables' performance on a 5-point scale ranging from 1 (*very poor*) to 5 (*very good*). Examples of measurements for the nightclub experience are as follow:

There is a guard in front of the entrance;

Music and light effects are remarkable; and

Beer price is reasonable.

### ***Satisfaction***

Four satisfaction items came from the study of Ali et al. (2016). These four items performed with highly acceptable internal reliability with a 0.85 Cronbach's alpha value in the Ali et al. (2016) study. A high Cronbach's alpha value indicates the instruments are reliable. Heale and Twycross (2015) stated that reliability does not appear the same when the instruments are reproduced, but an estimate of reliability is achievable through different measures. Therefore, these four satisfaction items adapted to the nightclub environment in this study. Satisfaction was measured using a 5-point scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). Four items were as follow:

---

I was satisfied with visiting this nightclub;

Choosing this nightclub was a wise choice;

I did the right thing to visit this nightclub; and

I felt that my visiting experience was enjoyable.

### ***Customer loyalty***

This study measured customer loyalty by using four items, which included two behavioural loyalty items and two attitudinal loyalty items. *Behavioural loyalty* refers to the intention to revisit by oneself. The two behavioural loyalty statements were from the studies of Rather and Hollebeek (2019) and Makanyeza and Chikazhe (2017). The other two attitudinal items implied suggestions to others to repeat their consumption behaviour. The attitudinal items reflected the recommendation to others and encouragement for them to visit. The two attitudinal items came from the study of Rather and Sharma (2017). Customer loyalty was measured using a 5-point scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). Examples of statements about customer loyalty were as follow:

I intend to visit this nightclub again; and

I will recommend this nightclub to someone who seeks my advice.

### ***Demographic information***

The demographic characteristics of participants arranged in the final part of the survey to help understand the participants' backgrounds. The questions covered age, gender, occupation, ethnicity, and frequency of visits to a nightclub. These questions in the final part of the survey aimed to explore the potential impact of participants' backgrounds on the customer nightclub experience, satisfaction, and customer loyalty.

---

### **3.4 Data collection procedure**

A pilot test was conducted before the primary data collection. A pilot survey enables a researcher to find vague words and misunderstandings (Gray, 2013). The pilot test aimed to reduce ambiguous content and ensure the survey was friendly to users. The survey was distributed to classmates at Auckland University of Technology and friends who met the requirements in the screening questions. A total of 20 respondents completed the pilot test. Feedback from respondents helps researchers edit grammatical mistakes and incorrect wording. The pilot test indicated that the average time needed to complete the survey was about five minutes, which became a benchmark to help reduce low-quality survey data, and increase survey accuracy for the data analysis step.

This study collected data through an anonymous online survey. Data collection was from late March 2020 to early May 2020. The online survey posted on the Qualtrics web platform (<http://www.qualtrics.com>), and Qualtrics provided an anonymous link and quick response (QR) code linking to the survey. A short link replaced the original Qualtrics long link so participants could insert the short link in their browsers to access the online survey. There were three main ways to access respondents. The first way was through a poster. Survey invitations were made as a poster (see Appendix B.c) to put on the notice boards of universities and backpacker hostels in the centre of Auckland. The second way was by social media. The researcher approached nightclub managers for permission to post an online survey invitation on their social media webpage and university communities' social media webpages, such as Facebook and Instagram. The survey agency Amazon Mturk involved in the data collection process. The data collection ended when received sufficient valid surveys.

### **3.5 Data analysis**

Data were analysed using the Statistical Package for Social Science (SPSS) program version 24. Ong and Puteh (2017) stated that SPSS is the appropriate statistical tool for preliminary data analysis in social sciences research due to its abilities of effectively checking the missing value and managing data distribution. Furthermore, SPSS is

---

friendly to users, reducing their requirements for applied mathematical analyses, and presents statistical results in visual diagrams (Bala, 2016). First of all, data needed to import into SPSS from the survey on the Qualtrics website. All data in this survey were coded in ordinal formats when exported into SPSS from Qualtrics. The coded data were then ready for the next step.

In the second step, researchers undertake data screening to reduce data errors. Data screening is an effective procedure for improving the normality of data (Osborne, 2013), and involves the common method bias test in the data set. According to Aminu and Shariff (2014), a common method bias exists when a single answer could explain more than half the variances. It happens when participants chose the same option to represent more than half of their opinions. Pallant (2013) reported that data screening also includes a process to evaluate valid data and identify outliers. This study excluded the extreme value and strange value combinations to improve the data normality.

This study employed exploratory factor analysis (EFA) with the varimax rotation method to evaluate the validity of data. Exploratory factor analysis aims to reduce the dimensions of variance by reducing the number of variables in a model. The variables' eigen value and the dimensions' Cronbach's alpha were the benchmarks used to examine the variances in the data. In the first step, all independent items were input into the EFA process. In the second step, the varimax rotation method was used to analyse the data. In the third step, several items were reduced due to the variables' eigen values in the factor extraction. Osborne et al. (2014) indicated that a model is acceptable if all factors' eigen values are greater than 1. An eigen value greater than 1 is the most common criterion for evaluating the importance of the dimension (Hinton et al., 2014). Therefore, items whose eigen values were lower than 1, were excluded. In the fourth step, data went through a dimension reliability test. According to Kiliç (2016), the premise of accepting a model is that all of Cronbach's alpha values of dimensions should be greater than 0.7.

---

The validity and reliability of the model were then verified by applying confirmatory factor analysis (CFA). The CFA was processed in the Analysis of Moments Structures (AMOS) version 20. All variables were input into AMOS. The variables' connections were built according to the proposed model setting, then data validity and data reliability were examined in the analysis process. According to Harun et al. (2016), an average variance extracted (AVE) of between 0.5 and 0.85 assures that a model is valid; when Cronbach's alpha is above 0.6, CR (composite reliability) greater than 0.6 and AVE greater than 0.5, the model is reliable according to the CFA test.

Pearson's correlation analysis performed to investigate the interrelations among the independent and dependent variables. Pearson's correlation coefficient measures the strength of a linear relationship between variables (Hinton et al., 2014). Schober et al. (2018) indicated that the Pearson correlation coefficient ranges from -1 to +1. A higher absolute value coefficient means the relationship between two variables is strong. A negative value means the correlation between two variables is negative.

This study applied regression analysis to examine the hypotheses. Pallant (2013) advised that a regression analysis enables a researcher to predict a causal relationship between two or more variables. Hinton et al. (2014) indicated that regression analysis shows how the variation of multiple independent variables impacts on the dependent variable. This study tested not only the prediction of the relationship of independent variables to the dependent variables, but also inserted the interaction variable concept to evaluate the gender moderating role between independent and dependent variables. An independent-sample t-test examined the gender function on signal constructs. An independent-sample t-test compares the mean scores of two unrelated groups to find whether there is an average difference in the two groups (Hinton et al., 2014). In this study, an independent-sample t-test was employed to examine whether gender difference existed in the nightclub experience, satisfaction, and customer loyalty. The result of the t-test proved that gender had a moderating rather than a predicting role in the experience model.

---

### **3.6 Ethical considerations**

This study collected primary data through an online survey. Ethical approval is a common requirement before approaching human respondents (Dixon-Woods et al., 2016). An ethics application was submitted with relevant documents: a participant information sheet, online survey, and a poster. Ethics approval for the study was from the Auckland University of Technology Ethics Committee (AUTEK) on 24<sup>th</sup> March 2020 (see Appendix A). The researchers take responsibility for survey distribution and data collection in line with approval.

Information for participants was inserted before the main questions. This information (Appendix B.b) explained the research protocol and helped participants understand the aim of the study. Participants read the contact details of the researcher, the primary supervisor, secondary supervisor, and AUTEK representative on the information sheet. Participants acknowledged that participation was voluntary and that they could stop answering questions at any time. Their consent to participate was validated when they clicked the “next” button in the information sheet section, which took them to the main questions. Once the answers produced, the data were recorded in the Qualtrics website database.

There were no risks to participants completing this online survey, and their answers were anonymous. No personal contact details requested, and it was not possible to track participant details, such as their addresses and identity. In this way, the use of an online survey reduced participants’ potential to experience discomfort, embarrassment, or psychological upset.

---

## Chapter 4. Results

### 4.1 Demographic profile of respondents

In total, 490 respondents accessed the online survey, producing 214 valid responses. Of the invalid samples, 126 respondents answered “no” to the screening questions, 86 respondents answered that age was not between 18 and 25 and the other 40 respondents claimed that they had not visited a nightclub in Auckland within the past month. Of those who started, 49 respondents did not complete the survey, and 101 respondents’ answers failed due to common method bias or extreme data.

Table 2 displays the summary of the respondent profile. The 214 participants consisted of 129 males (39.7%) and 85 females (60.3%). All participants were of generations Z, whose age was between 18 and 25, with a mean age of 23.36 years old. Most replied that they visited nightclubs a few times a month (N=96, 44.9%, many visited a nightclub once a week (N=67, 31.3%), and 13.1% (N=28) visited a nightclub more than once a week. Of total respondents, 59.8% (N=128) were in the employed state, and 29.4% (N=63) were studying. Most identified as European or Asian (N=96, 44.9% and N=95, 44.4% respectively).

### 4.2 Exploratory factor analysis of nightclub experience model

An exploratory factor analysis (EFA) reduced variables to a smaller amount of summary variables and uncover the underlying dimensions of nightclub experience. There were 15 independent variable items in the survey for respondents to report on their experience in a nightclub. Deleting items with low extraction scattered loadings on more than one factor; nine items maintained. Four items were under the *social interaction* construct; five items were under the *club ambience* construct. All measured items showed significant loadings above the accepted requirement of 0.5 for the sample size range around 200 (see MacCallum et al., 1999). Table 3 presents the result by employing the varimax rotation method into the exploratory factor analysis.

**Table 2.**  
*Demographic Profile of Respondents (N=214)*

<b>Attribute</b>	<b>Frequency (N)</b>	<b>Percent (%)</b>
<b>Gender</b>		
Female	85	39.7
Male	129	60.3
<b>Age</b>		
18	5	2.3
19	5	2.3
20	10	4.7
21	24	11.2
22	14	6.5
23	31	14.5
24	35	16.4
25	90	42.1
<b>Frequency</b>		
More than weekly	28	13.1
Once a week	67	31.3
A few times monthly	96	44.9
A few times a year	23	10.7
<b>Occupation</b>		
Employed work	128	59.8
Study	63	29.4
Self-employed	16	7.5
Unemployed	4	1.9
Other	3	1.4
<b>Ethnic group</b>		
Maori	4	1.9
European	96	44.9
Other	18	8.4
Asian	95	44.4
Pacifika	1	0.5

The EFA showed that all extracted variables were associated with latent variables. The results interpreted the two dimensions of nightclub experience; the two dimensions explained 61.15% of the overall variance. One dimension (*club ambience*) which included five items, explained 49.48% of the total variance with an eigenvalue of 4.45; the other dimension (*social interaction*) which involved four items, explained 11.67% of the total variance with an eigenvalue of 1.05. After bringing the two dimensions of

nightclub experience into a reliability analysis, the experience model was accepted in term of Cronbach's alpha value, as were both above 0.7 (see Kiliç, 2016). Two dimensions of reliability analysis verified that the constructs had internal consistency.

**Table 3.**

*Exploratory Factor Analysis of Experience Dimensions in Nightclubs*

Dimension	Loading	Eigen value	% Variance explained	Alpha
<b>Club ambience</b>				
CA1	.79	4.45	49.48	.83
CA2	.77			
CA3	.71			
CA4	.70			
CA5	.67			
<b>Social interaction</b>				
SI1	.80	1.05	11.67	.79
SI2	.79			
SI3	.69			
SI4	.62			
<b>Total variance explained (%)</b>			61.15	

### 4.3 Confirmatory factor analysis of nightclub experience model

This study applied Confirmatory factor analysis (CFA) to verify the two underlying dimensions of nightclub experience. Nine variables of *experience*, four variables of *satisfaction*, and four variables of *loyalty* loaded into the CFA. The summary of the CFA presented in Table 4. The model fit showed that  $\chi^2$  (44, N =109) =168.337, RMSEA = 0.051, GFI = 0.917, AGFI = 0.884, NFI = 0.919, and CFI = 0.969. All items showed statistically significant loadings at the alpha level of .01. The Cronbach's value of each construct was greater than 0.7, which meant all constructs had internal consistency. The uni-dimensionality with the corresponding construct was accepted by the composite reliability (CR) of each construct being greater than the requirement of 0.7 (see Hair et al., 2016). Hair et al. (2016) indicated that the model is acceptable when the average variance extracted is more than 0.5. The average variance extracted of *social interaction* and *club ambience* was below 0.5. However, 0.48 and 0.49 are almost 0.5. Therefore, the CFA

confirmed that each construct was independent, and the nightclub experience model was sufficiently reliable to use to examine the hypotheses of this study.

**Table 4.**

*Confirmatory Factor Analysis of the Nightclub Experience Model*

Constructs and indicators	Completely standardised loading	t-value	Cronbach's alpha	Composite reliability (CR)	Average variance extracted
<b>Social interaction</b>			.79	.76	.48
SI1	.70	10.21			
SI2	.51	7.01			
SI3	.71	10.31			
SI4	.82	-			
<b>Club ambience</b>			.83	.81	.49
CA1	.68	8.66			
CA2	.76	9.49			
CA3	.65	7.78			
CA4	.75	9.43			
CA5	.68	-			
<b>Satisfaction</b>			.81	.82	.52
SA1	.72	10.63			
SA2	.72	10.60			
SA3	.72	10.63			
SA4	.71	-			
<b>Customer loyalty</b>			.86	.86	.62
LI1	.80	12.75			
LI2	.78	12.26			
LI3	.80	12.83			
LI4	.79	-			

#### 4.4 Correlation in the nightclub experience model

Mean scores, standard deviations, Cronbach's reliabilities, variable internal reliabilities and significant correlations among the dependent variables and the independent variable present in Table 5. The average of *social interaction* experience (M=3.66, S.D.=0.83) was lower than the mean performance of *club ambience* (M=3.86, S.D.=0.81).

**Table 5.**  
*Mean Scores, Standard Deviations, Reliability, and Correlations*

Variable	M	S.D.	Variable							
			1	2	3	4	5	6	7	
1. Social interaction	3.66	.83	<b>.79</b>							
2. Club ambience	3.86	.81	.64**	<b>.83</b>						
3. Satisfaction	3.78	.78	.68**	.73**	<b>.81</b>					
4. Customer loyalty	3.72	.89	.60**	.63**	.88**	<b>.86</b>				
5. Gender <sup>a</sup>	.60	.49	.16*	.13	.15*	.14*				
6. Age	23.36	1.90	.30**	.29**	.16*	.09	.18**			
7. Visit frequency	2.53	.85	-.02	.06	-.01	-.09	-.04	-.10		

Note: \* $p < 0.05$ , \*\* $p < 0.01$ ; a. Gender: females=0/males=1; Bold: internal reliability

*Satisfaction* was significantly and positively correlated with *social interaction* ( $r=0.68$ ,  $p < 0.01$ ), *club ambience* ( $r=0.73$ ,  $p < 0.01$ ) and *customer loyalty* ( $r=0.88$ ,  $p < 0.01$ ).

Therefore, H1, H2 and H5 were supported. The significant positive relationship of *customer loyalty* with *social interaction* ( $r=0.60$ ,  $p < 0.01$ ) and *club ambience* ( $r=0.63$ ,  $p < 0.01$ ) supported H3 and H4.

*Gender* appeared to have a positive relationship with *social interaction* ( $r=0.16$ ,  $p < 0.05$ ), *satisfaction* ( $r=0.15$ ,  $p < 0.05$ ) and *customer loyalty* ( $r=0.14$ ,  $p < 0.05$ ). The relationship between *gender* and constructs (*social interaction*, *satisfaction* and *customer loyalty*) revealed that males had better social interaction experiences, being more satisfied and more loyal than were females.

Two unexpected results emerged from the data analysis. Firstly, the significant positive relationship between *social interaction* and *club ambience* experience ( $r=0.64$ ,  $p < 0.01$ ) demonstrated that better club ambience experience likely led customers to have a better social interaction experience.

There was also a correlation between *age* and other variables of *social interaction* ( $r=0.30$ ,  $p < 0.01$ ), *club ambience* ( $r=0.29$ ,  $p < 0.01$ ), *satisfaction* ( $r=0.16$ ,  $p < 0.05$ ) and *customer loyalty* ( $r=0.18$ ,  $p < 0.01$ ). Correlations of variables with age implied that older

customers perceived more positive social interaction experience, club ambience experience, more satisfaction, and more loyalty than did younger customers in a nightclub.

#### 4.5 Hypotheses testing for satisfaction and loyalty

**Table 6.**

*Regression Analysis for the Correlation in the Conceptual Experience Model*

	Satisfaction		Customer loyalty		Customer loyalty	
	Step 1	2	step 1	2	step 1	2
Beta						
Age	.14*	-.12*	.07	-.16**	.07	-.06
Frequency	.01	-.05	-.08	-.12*	-.08	-.08*
Gender <sup>a</sup>	.12	.04	.12	.05	.12	.02
Social interaction		.38**		.34**		
Club ambience		.52**		.46**		
Satisfaction						0.88**
<b>R<sup>2</sup></b>	.04	.62	.03	.50	.03	.78
<b>ΔR<sup>2</sup></b>		.61		.47		.77
<b>ΔF</b>	2.88	159.73	2.16	96.66	2.16	693.02
<b>p</b>	.04*	.00**	.09	.00**	.09	.00**

\* p<.05, \*\* p<.01; a. Gender:

females=0/males=1

ΔR<sup>2</sup> = R<sup>2</sup> changed, ΔF= F changed

Hierarchical regression analysis examined the correlation between the independent and dependent variables. Control variables of *age*, *frequency*, and *gender*, were in step 1. As the table shows, control variables were not dependent variables' predictor in these three models (p>0.05). Each model entered the independent variable was entered in step 2.

Table 6 shows the outcome of the hierarchical regression analysis. The results demonstrated that the independent variable was the statistically significant antecedent of the dependent variable. H1 and H2 were approved in the first *experience-satisfaction* model (β=0.38, p<0.01; β=0.52, p<0.01). H3 and H4 were approved in the *experience-loyalty* model (β=0.34, p<0.01; β=0.46, p<0.01), and H5 was approved in the

*satisfaction-loyalty* model ( $\beta=0.88$ ,  $p<0.01$ ). In addition, the higher  $\beta$  weight of the independent variable had a stronger impact on the dependent variable (see Kraha et al., 2012). Therefore, the coefficient demonstrated that *club ambience* was stronger than *social interaction* in predicting *satisfaction* ( $0.52>0.38$ ) and *loyalty* ( $0.46>0.34$ ).

## 4.6 Exploring the role of gender

### 4.6.1 Comparing correlations between males and females

**Table 7.**

*Reliability and Correlations Comparison between Males and Females*

Variable	Females (N=85)					Males (N=129)				
	1	2	3	4	5	1	2	3	4	5
Social interaction	<b>.72</b>					<b>.81</b>				
Club ambience	.62**	<b>.86</b>				.65**	<b>.81</b>			
Satisfaction	.66**	.75**	<b>.81</b>			.69**	.70**	<b>.80</b>		
Customer loyalty	.59**	.60**	.89**	<b>.89</b>		.61**	.65**	.87**	<b>.83</b>	
Age	.47**	.31**	.19	.14		.19*	.24**	.09	.01	
Frequency	-.14	-0.05	-.08	-.18	-.26*	.05	.15	.05	.00	.04

Note: \* $p<.05$ , \*\* $p<.01$ ; Bold: internal reliability

Table 7 presents the reliability and correlation comparison between male and female customers. The internal consistency of males' social interaction experience ( $r=0.81$ ) was stronger than that of females ( $r=0.72$ ). Male customers had more similar social interaction experiences than did females, while data on females showed a higher internal consistency than did males on *club ambience* ( $r=0.86>0.81$ ), *satisfaction* ( $r=0.81>0.80$ ) and *loyalty* ( $r=0.89>0.83$ ). It indicated that females had more consistent club ambience experience, satisfaction, and loyalty perceptions than did males. *Social interaction* had a more positive impact on *satisfaction* ( $r=0.69>0.66$ ,  $p<0.01$ ) and *loyalty* ( $r=0.61>0.59$ ,  $p<0.01$ ) for males than for females. It supported H6 and H8. H7 was supported by the stronger correlation between *club ambience* and *satisfaction* for females than for males ( $r=0.75>0.70$ ,  $p<0.01$ ). Data on males showed a stronger correlation between *club ambience* and *customer loyalty* than for females, supporting H9. H10 was related to the higher correlation between *satisfaction* and *loyalty* for females than for males

( $r=0.89>0.87$ ,  $p<0.01$ ). Furthermore, there was an unexpected result of the gendered correlation between *age* and *social interaction*. *Age* had a more significant positive effect on female *social interaction* experience than it did for males ( $r=0.47>0.19$ ;  $p<0.01$  and  $p<0.05$  respectively).

#### 4.6.2 Examining gender predicting role in the experience model

**Table 8.**

*Independent-samples t-test by Gender*

Factor	Males (N=129)	Females (N=85)	Significance
Social interaction	3.76	3.50	.02*
Club ambience	3.94	3.73	.06
Satisfaction	3.87	3.64	.35
Customer loyalty	3.82	3.57	.05

Note: \* $p<.05$ , \*\* $p<.01$

This study examined whether gender as an antecedent, led to differences in male and female respondents' perceptions of nightclub experience, satisfaction, and customer loyalty. Independent-sample t-tests were performed to explore the difference. Table 8 presents the gender comparison on the single variable level. *Gender* emerged as a statistically significant difference only on the *social interaction* dimension experience. Males ( $M=3.76$ ) perceived higher social interaction experience than did females ( $M=3.50$ ) in a nightclub. However, even if the males rated a higher score on *experience* dimensions, *satisfaction* and *loyalty* than did females, there was no statistical evidence to suggest that gender drove males and females to perceive a difference in club ambience, satisfaction and customer loyalty.

#### 4.6.3 Hypotheses testing for gender as a moderator in the experience model

Hierarchical regression analysis was performed to examine the moderating function of *gender* among the experience dimensions of *satisfaction* and *customer loyalty*. Table 9 demonstrates the *gender* moderating role in the relationship between nightclub experience dimensions and customer perceived satisfaction. The first part of the *social interaction-satisfaction* model illustrated that *gender* was a moderator between *social*

*interaction* and *satisfaction*. Control variables of *age* and *frequency* explained 3% of the variances in *satisfaction*. In step 2, when *gender* and *social interaction* added in the model, *gender* and *social interaction* variables together explained 44% of the variance. *Social interaction* ( $\beta=0.69$ ,  $p<0.01$ ) was a significant predictor of *satisfaction*. *Satisfaction* was not a consequence of *gender* ( $\beta=0.05$ ,  $p>0.05$ ). Then, step 3 added an interaction term (*social interaction* \* *gender*) to examine the *gender* moderating role. The interaction term added 1% to explain the variance of *satisfaction*. The interaction term (*social interaction* \* *gender*) was the predictor of *satisfaction* ( $\beta=-0.56$ ,  $p<0.05$ ). More specifically, the *social interaction* variable had a significant positive effect on *customer satisfaction*, and *gender* as an interaction term, was a negative predictor of *satisfaction*. Therefore, H6 was supported; *gender* moderates the relationship between *social interaction* experience and *satisfaction*. Men perceived a stronger connection between *social interaction* experience and *satisfaction* than did women.

**Table 9.**

*Regression Analysis for Moderating Role of Gender (Experience-Satisfaction)*

	Social interaction			Club ambience		
	Step			Step		
	1	2	3	1	2	3
B						
Age	.16*	-.06	-.08	.16*	-.07	-.07
Frequency	.00	-.01	.00	.00	-.06	-.06
Gender <sup>a</sup>		.05	.55*		.06	.15
Independent variable		.69**	.87**		.74**	.76**
Independent variable*Gender			-0.56*			-.09
<b>R<sup>2</sup></b>	.03	.47	.48	.03	.54	.54
<b><math>\Delta R^2</math></b>		.44	.01		.51	.00
<b><math>\Delta F</math></b>	2.75	86.92	4.05	2.75	115.87	.14
<b>P</b>	.07	.00**	.00**	.07	.00**	.00**

Dependent variable: *satisfaction*

a. Gender: females=0/males=1

\*  $p<.05$ , \*\*  $p<.01$ ,  $\Delta R^2 = R^2$  changed,  $\Delta F = F$  changed

In the second part of Table 9, the *club ambience-satisfaction* model examined H7.

*Gender* was not a moderator between *club ambience* and *satisfaction*. *Gender* and *club ambience* entered in step 2 to explain the extra 51% of variance after the control variables in step 1. In step 2, *club ambience* was a significant antecedent of *satisfaction* ( $\beta=0.74$ ,  $p<0.01$ ) while *gender* did not predict *satisfaction* ( $\beta=0.06$ ,  $p>0.05$ ). The interaction term (*club ambience \* gender*) added in step 3 of the model. The interaction term did not add extra value to explain *satisfaction* variance ( $\Delta R=0.000$ ). However, the interaction term showed that *gender* did not moderate the relationship between *club ambience* and *satisfaction* ( $\beta=-.009$ ,  $p>0.05$ ). Therefore, H7 was rejected as *gender* did not moderate between *club ambience* and *satisfaction*.

Table 10 presents the summary of the hierarchical regression analysis for examining *gender* as a moderator between *experience* and *customer loyalty*. Step 2 of the *social interaction-customer loyalty* model indicated that *social interaction* had a significant impact on *customer loyalty* with  $\beta= 0.62$  and  $p< 0.01$ , while *gender* was not a predictor of *customer loyalty* ( $\beta=0.06$ ,  $p>0.05$ ). *Social interaction* and *gender* together explained 36% of the variance in step 2 and controlled variables which involved *age* and *frequency*, explained 2% of the variance. When the interaction term (*social interaction \* gender*) added into step 3, the interaction term significant predicted *customer loyalty* ( $\beta=-0.83$ ,  $p<0.01$ ) and added 2% to explain the variance in *loyalty*. Therefore, H8 was accepted, as *gender* moderated the relationship between *social interaction* and *customer loyalty*. Male customers perceived more positive impacts of social interaction on customer loyalty than did female customers.

In the *club ambience-loyalty* model (Table 10), *club ambience* and *gender* entered in step 2. The result showed that *gender* and *club ambience* together explained 42% of variance after the controlled variables of *age* and *frequency*. *Club ambience* was a significant predictor of *customer loyalty* ( $\beta=0.67$ ,  $p<0.01$ ), while *gender* was not a predictor of *customer loyalty* ( $\beta=0.07$ ,  $p>0.05$ ). In addition, the interaction term (*club ambience \* gender*) entered in step 3. The interaction term did not predict *customer loyalty* ( $\beta=-0.10$ ,

$p > 0.05$ ). Therefore, H9 was not supported. No difference existed on the impact of *club ambience* on *satisfaction*.

**Table 10.**

*Regression Analysis for the Moderating Role of Gender (Experience-Loyalty)*

	Social interaction			Club ambience		
	Step 1	2	3	Step 1	2	3
Beta						
Age	.09	-.11	-.14*	.09	-.12*	-.13*
Frequency	-.08	-.08	-.07	-.08	-.14*	-.14*
Gender <sup>a</sup>		.06	.80**		.07	.16
Independent variable		.62**	.88**		.67**	.69**
Independent variable*Gender			-.83**			-.12
<b>R<sup>2</sup></b>	.02	.37	.40	.02	.43	.43
<b>ΔR<sup>2</sup></b>		.36	.02		.42	.00
<b>ΔF</b>	1.62	59.65	7.48	1.62	76.37	.14
<b>P</b>	.20	.00**	.00**	.20	.00**	.00**

Dependent variable: customer loyalty

a. Gender: Females=0/males=1

\*  $p < .05$ , \*\*  $p < .01$ ,  $\Delta R^2 = R^2$  changed,  $\Delta F = F$  changed

Table 11 illustrates the moderating role of *gender* in *satisfaction* and *customer loyalty*. In step 2, *satisfaction* significantly predicted *customer loyalty* ( $\beta = 0.88$ ,  $p < 0.01$ ), while *gender* was not an antecedent of *customer loyalty* ( $\beta = 0.02$ ,  $p > 0.05$ ). *Gender* and *satisfaction* as a set explained a total of 76% of variance after step 1 control variables, which were *age* and *frequency*. When the interaction term (*satisfaction \* gender*) entered in step 3, it explained an extra 7% of variance after step 2. In step 3, *satisfaction* was a significant positive antecedent of *customer loyalty* ( $\beta = 0.98$ ,  $p < 0.01$ ), and the interaction term had a significant negative effect on *customer loyalty* ( $\beta = -0.43$ ,  $p < 0.05$ ). It indicated that the interaction term had a negative effect on the dependent variable. Therefore, H10 was supported; gender difference exists in the relationship between *satisfaction* and *customer loyalty* from a customer's perspective.

**Table11.***Regression Analysis for the Moderating Role of Gender (Satisfaction-Loyalty)*

	<b>Customer loyalty</b>		
	<b>Step</b>		
	<b>1</b>	<b>2</b>	<b>3</b>
<b>B</b>			
Age	.09	-.06	-.06
Frequency	-.08	-.08*	-.08*
Gender <sup>a</sup>		.02	.41*
Satisfaction		.88**	.98**
Satisfaction*Gender			-.43*
<b>R<sup>2</sup></b>	.02	.78	.78
<b>ΔR<sup>2</sup></b>		.76	.01
<b>ΔF</b>	1.62	353.37	6.27
<b>P</b>	.20	.00**	.01**

Dependent variable: customer loyalty; a. Gender:  
females=0/males=1

\* p<.05, \*\* p<.01, ΔR<sup>2</sup> = R<sup>2</sup> changed, ΔF= F changed

---

## Chapter 5. Discussion

### 5.1 Summary of key findings

This study employed the exploratory factor analysis and confirmatory factor analysis to justify the validity of the two-dimension experience in this study. The significant loading on the *social interaction* variable and *club ambience* variable indicated that the two-dimension experience construct is feasible for measuring customer nightclub experience. *Social interaction* experience contained three subordinating attributes: relationship-enhancing activities, the proportion of customers of the opposite gender, and alcohol. The security and physical facility were underlying attributes of club ambience experience. The attributes from *club ambience* were the dominant contributors to the nightclub experience from the customer perspective. The scores from Cronbach's reliabilities and variable internal reliabilities explained that the nightclub experience model was highly reliable. Therefore, the first research objective achieved.

To meet the second research objective, multiple regression analysis examined the correlations among *nightclub experience*, *satisfaction*, and customer *loyalty* in the nightclub experience model. The findings showed that customer nightclub experience attributes were positive predictors of satisfaction, and satisfaction was more dependent on club ambience than on social interaction. Both club ambience and social interaction were significant predictors of customer loyalty, and club ambience had a stronger positive effect on customer loyalty. This study verified that customer loyalty was a significant outcome of satisfaction in a nightclub context.

The third research objective was to explore the gender role in the nightclub experience model. The results indicated that gender was not an antecedent of experience, satisfaction or customer loyalty. However, gender played a strong moderating role in the nightclub experience model. In particular, gender moderated the relationship between social interaction and satisfaction, between social interaction and customer loyalty, and between satisfaction and customer loyalty. Overall, gender difference led to

---

men perceiving a stronger impact of social interaction on satisfaction and customer loyalty, and a strong impact of satisfaction on customer loyalty in a nightclub.

## **5.2 Theoretical implications**

Theoretically, the study contributes by establishing a nightclub experience model based on empirical evidence. The model divides nightclub experience into two dimensions, and the findings demonstrate that these two dimensions are correlated. Club ambience had a statistically significant and positive effect on social interaction. That is, customers who have a positive club ambience experience, also perceive better social interaction experiences in a nightclub.

Results of this study indicate that customer type might be an influence on customers' evaluations of their consumption experience. The physical club environment, rather than the social interactions, had a significant impact on customers' nightclub loyalty.

However, this result does not agree with the work of Ali et al. (2018), who found that human interaction, more than the physical environment, had a strong indirect effect on customer loyalty through customer delight in theme parks; and customers' interactions with other customers were the most important factor impacting on customer delight. The difference between Ali et al.'s (2018) work and this study, explains the importance of customer type in experience consumption. A theme park caters to a family-based customer segment, and many customers go to a theme park for entertainment in a unit of families or friends. Therefore, customers in theme parks enjoy encounters and interactions and build family bonds rather than focussing on relaxing. However, nightclub customers are friendship-based. The physical ambience plays an essential role in creating an environment for customers who want to escape from their daily routines and relieve their stress in a liminoid space. Therefore, this study offers empirical proof that customer type is an element to be concerned with experience research.

A further theoretical contribution is that the study explains how customers evaluate the impact their experiences on satisfaction and loyalty, and how satisfaction predicts

loyalty in a nightclub venue. The results show that both social interaction and club ambience lead to satisfaction and loyalty. This finding is consistent with those of studies on the hospitality industry (e.g. Gregory et al., 2016; Hussein et al., 2018; Ma et al., 2014). Specifically, the results reveal that club ambience is a crucial factor for determining customer satisfaction and loyalty; club ambience is the dominant antecedent of satisfaction and customer loyalty in a nightclub. This result is consistent with results in a study by Ren et al. (2016), which reported that tangible and sensory experience is the strongest predictor of customer satisfaction as compared to other types of experience.

This study offers empirical evidence supporting how the gender difference works in different venue types. In terms of the gender predicting role of experience, satisfaction and customer loyalty, gender makes a moderately significant difference to social interaction ( $P < 0.05$ ). Males perceive more positive social interaction experience than do females in a nightclub environment. This study presents contrary conclusions to those in a study by Ma et al. (2014), which found that females were more socially-oriented than were males in a fine-dining restaurant. The reason for the contrary results could be related to gendered socially-oriented characteristics changes based on the environment of the experience. Audrain-Pontevia and Vanhuele (2016) explained that males are more oriented to a broader social relationship that has a more abstract group of individuals, while females desire more intimate, interdependent relationships in a small group of individuals.

This study is the first to identify the relationships between gender difference and customer nightclub experience, satisfaction, and customer loyalty. The study reveals that gender is not an antecedent of satisfaction and customer loyalty, and has a moderating role in nightclub experience. The findings show that gender moderates the impact of just a single dimension of experience, and men perceive the stronger relationship between social interaction and satisfaction, and the stronger relationship between social interaction and customer loyalty than women. This interesting result

---

might be explained using a word of mouth perspective. Nightclub customers may be more likely to share emotion-related intangible interaction experiences with others, than talk about tangible club ambience experiences. Brocato et al. (2015) suggested that the primary emotional attachment is to social interactions with other consumers. Social interactions are unique experiences and different from the physical ambience. Emotion regulation motivates people intending to share their emotional experience with others; impression management encourages them to share a unique experience (Berger, 2014). Sharing a positive experience with others strengthens the positive effect of the experience on the speaker. Berger (2014) indicated that positive perception grows when people re-access previous positive emotional experiences. Based on the results of this study, it concludes that men have more positive social interaction experiences than do women. That is to say, the more positive social interaction that men experience, the stronger their motivation to talk about the experience with others. A more positive perception of the experience develops in their minds by talking about the experience with others. This impression reinforcement of a positive nightclub experience generates more perceived satisfaction and stronger customer loyalty.

This study shows positive correlations between satisfaction and loyalty in a nightclub, which is consistent with the findings of an earlier study by Jeon and Hyun (2013) undertaken in a casino setting. The result contributes to explaining that better satisfied customers have stronger intentions to revisit or recommend the venue to others. Furthermore, gender is a moderator between satisfaction and customer loyalty. This result is consistent with the work of Ma et al. (2014) undertaken in a fine dining restaurant setting.

### **5.3 Practical implications**

This study not only examined the relationship between nightclub customer experience, satisfaction, and customer loyalty, but also explored the gender moderating role in nightclub experience. The findings offer practical implications for nightclub practitioners. First of all, the study establishes the two dimensions of nightclub

---

experience and explains how customers evaluate nightclub experiences by attributes. In order to improve customer experiences, nightclub practitioners should therefore concentrate on developing their nightclubs' attributes. The results of this study offer an effective way to improve customers' experiences by focusing on developing the attributes that relate to club ambience; the physical facility and security attributes are the main components in club ambience experience. Therefore, nightclub practitioners could determine how customers perceive their physical facility and security by seeking feedback with an oral or online review.

Secondly, club ambience is the dominant predictor of satisfaction and customer loyalty. This result should encourage nightclub practitioners to focus on creating a favourable club environment to satisfy their customers and enhance their loyalty, for example, by improving safety in and around the nightclub, investing in the facility's quality, and selecting customer-oriented music.

Social interaction was found to be an antecedent of satisfaction and customer loyalty, which are both related to interactions in human socialisation, for example, in personalised service and having the preferred opposite gender customer proportions. To enhance satisfaction and customer loyalty, nightclub practitioners could design activities to increase customer engagement by offering alcohol promotions for large groups of customers. Nightclub managers could also improve social interaction experiences by applying co-creation strategies. For example, this could be achieved by giving customers a card with a word on it when they arrive, and providing gifts when they create a sentence by combining their words with those on cards from other customers.

Thirdly, the study also demonstrates the correlation between two dimensions of experience: club ambience experience is significantly and positively related to social interaction experience. Favourable club ambience could provide an opportunity for

customers to have better social interactions. Therefore, nightclub practitioners should consider investing capital in creating favourable club ambience as a priority.

Lastly, the findings show that females have a more vulnerable position in nightclub experience. There is no significant gender difference in the relationship between club ambience and its outcome, but gender differences caused women to perceive weaker relationships between social interactions and their outcomes. That is to say, when men and women are in the same social interaction environment, women are less satisfied and less loyal to the nightclub than are men. This phenomenon increases the challenges for nightclub practitioners in managing female customers' satisfaction and loyalty.

However, female customers are indispensable for creating positive nightclub experiences. Therefore, nightclub practitioners should pay more attention to increasing female customers' social interaction experiences. Female engagement strategies might help women to perceive a better social interaction experience; such a strategy might include designing VIP services for female customers.

#### **5.4 Limitations and further research**

The study has several limitations that can be addressed by future research. Firstly, the study concentrated on customers' experiences in a nightclub. Participants were limited to Generation Z customers. Data showed that the venue type led to a difference in customer experience between theme parks and nightclubs. Caution should notice before generalising the findings to other liminoid spaces.

Secondly, the study divided nightclub experience into two dimensions to examine the relationship between experience and customer loyalty. However, the main attributes in this study do not represent all the attributes that might impact on customer experiences. Other attributes not examined in this study might also affect customer experience, for example, having a crowded environment, noise, or a dress code. Therefore, future research could explore broader attributes to examine customer experience in a nightclub context.

Thirdly, this study concentrated on gender differences in the nightclub experience rather than on age. The data showed that the impact of age on a nightclub experience is stronger than is gender. It suggests it would be useful to take age into consideration when researching generation Z customer experience. However, the age distribution was imbalanced in this study, and the results mainly demonstrate the older generation Z customers' views on nightclub experience. For example, 59% of the generation Z respondents were 24 or 25 years old, while only 4.6% were 18 or 19 years old. Therefore, this study offers only an approximate guide to the influence of age on a nightclub experience. Further research could examine the moderating role of age on nightclub experience.

Further research might also expand the consequences of experience, such as customer delight and word of mouth recommendations. This study focused only on nightclub customer experience, but further research might enlarge the scope of samples to other liminoid spaces to examine customer experiences in liminoid spaces more widely. Lastly, data showed that age impacted on experience.

---

## References

- Akhoondnejad, A. (2018). Loyalty formation process of tourists in sporting event: The case of Turkmen horse races. *Journal of Hospitality and Tourism Management*, 34, 48-57. <https://doi.org/10.1016/j.jhtm.2017.11.006>
- Alba, J. W., & Williams, E. F. (2013). Pleasure principles: A review of research on hedonic consumption. *Journal of Consumer Psychology*, 23(1), 2-18. <https://doi.org/10.1016/j.jcps.2012.07.003>
- Ali, F., Amin, M., & Cobanoglu, C. (2016). An integrated model of service experience, emotions, satisfaction, and price acceptance: an empirical analysis in the Chinese hospitality industry. *Journal of Hospitality Marketing & Management*, 25(4), 449-475. <https://doi.org/10.1080/19368623.2015.1019172>
- Ali, F., Kim, W. G., Li, J., & Jeon, H. M. (2018). Make it delightful: Customers' experience, satisfaction and loyalty in Malaysian theme parks. *Journal of Destination Marketing & Management*, 7, 1-11. <https://doi.org/10.1016/j.jdmm.2016.05.003>
- Ali, F., Ryu, K., & Hussain, K. (2015). Creative tourists' experience, memories, satisfaction and behavioural intentions. *Journal of Travel and Tourism Marketing*, 33(1), 85-100.
- Al-Saadi, H. (2014). Demystifying Ontology and Epistemology in research methods. *Research Gate*, 1(1), 1-10. [https://www.researchgate.net/publication/260244813\\_Demystifying\\_Ontology\\_and\\_Epistemology\\_in\\_Research\\_Methods](https://www.researchgate.net/publication/260244813_Demystifying_Ontology_and_Epistemology_in_Research_Methods)
- Aminu, I. M., & Shariff, M. N. M. (2014). Strategic orientation, access to finance, business environment and SMEs performance in Nigeria: Data screening and preliminary analysis. *European Journal of Business and Management*, 6(35), 124-132.
- Andaleeb, S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction - specific model. *Journal of Services Marketing*, 20(1), 3-11. <https://doi.org/10.1108/08876040610646536>
- Apuke, O. D. (2017). Quantitative research methods: A synopsis approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 33(5471), 1-8. <https://doi.org/10.12816/0040336>

- 
- Audrain-Pontevia, A. F., & Vanhuele, M. (2016). Where do customer loyalties really lie, and why? Gender differences in store loyalty. *International Journal of Retail & Distribution Management*, 44(8), 799-813.  
<https://doi.org/10.1108/ijrdm-01-2016-0002>
- Bahari, S. F. (2010). Qualitative versus quantitative research strategies: contrasting epistemological and ontological assumptions. *Sains Humanika*, 52(1).  
<https://doi.org/10.11113/jt.v52.134>
- Bala, J. (2016). Contribution of SPSS in Social Sciences Research. *International Journal of Advanced Research in Computer Science*, 7(6).
- Belk, R. W., & Costa, J. A. (1998). The mountain man myth: A contemporary consuming fantasy. *Journal of Consumer Research*, 25(3), 218-240.  
<https://doi.org/10.1086/209536>
- Berezan, O., Raab, C., Yoo, M., & Love, C. (2013). Sustainable hotel practices and nationality: The impact on guest satisfaction and guest intention to return. *International Journal of Hospitality Management*, 34, 227-233.  
<https://doi.org/10.1016/j.ijhm.2013.03.010>
- Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, 24(4), 586-607.  
<https://doi.org/10.1016/j.jcps.2014.05.002>
- Bisman, J. (2010). Post positivism and accounting research: A (personal) primer on critical realism. *Australasian Accounting, Business and Finance Journal*, 4(4), 3-25.
- Bitner, M. J. (1992). Service-scapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57-71.
- Brocato, E. D., Baker, J., & Voorhees, C. M. (2015). Creating consumer attachment to retail service firms through sense of place. *Journal of the Academy of Marketing Science*, 43(2), 200-220. <https://doi.org/10.1007/s11747-014-0381-x>
- Budaev, S. V. (2010). Using principal components and factor analysis in animal behaviour research: Caveats and guidelines. *Ethology*, 116(5), 472-480.  
<https://doi.org/10.1111/j.1439-0310.2010.01758.x>
- Caudwell, J., & Rinehart, R. E. (2014). Liminoidal spaces and the moving body: Emotional turns. *Emotion, space and society*, 12, 1-3.  
<https://doi.org/10.1016/j.emospa.2013.12.006>

- 
- Cetin, G., & Dincer, F. I. (2014). Influence of customer experience on loyalty and word-of-mouth in hospitality operations. *Anatolia*, 25(2), 181-194. <https://doi.org/10.1080/13032917.2013.841094>
- Chatterton, P., & Hollands, R. (2002). Theorising urban playscapes: Producing, regulating and consuming youthful nightlife city spaces. *Urban Studies*, 39(1), 95-116. <https://doi.org/10.1080/00420980220099096>
- Choi, E. K., Wilson, A., & Fowler, D. (2013). Exploring customer experiential components and the conceptual framework of customer experience, customer satisfaction, and actual behavior. *Journal of Foodservice Business Research*, 16(4), 347-358. <https://doi.org/10.1080/15378020.2013.824263>
- Cohen, L., Manion, L., & Morrison, K. (2013). *Research methods in education*. Routledge.
- Collis, J., & Hussey, R. (2013). *Business research: A practical guide for undergraduate and postgraduate students*. Macmillan International Higher Education.
- Cozens, P., & Grieve, S. (2014). Situational crime prevention at nightclub entrances in Perth, Western Australia: Exploring micro-level crime precipitators. *Crime Prevention and Community Safety*, 16(1), 54-70. <https://doi.org/10.1057/cpcs.2013.14>
- Crim, S. J. (2008). *Developing a theory of nightclub location choice* (Master's thesis, Massachusetts Institute of Technology, Cambridge, MA) <https://dspace.mit.edu/handle/1721.1/44354>
- de Vaus, D., & de Vaus, D. (2013). *Surveys in social research*. Routledge.
- Demant, J. (2013). Affected in the nightclub. A case study of regular clubbers' conflictual practices in nightclubs. *International Journal of Drug Policy*, 24(3), 196-202. <https://doi.org/10.1016/j.drugpo.2013.04.005>
- Denzin, N. K., & Lincoln, Y. S. (Eds.). (2011). *The Sage handbook of qualitative research*. Sage.
- Dixon-Woods, M., Foy, C., Hayden, C., Salman, R. A. S., Tebbutt, S., & Schroter, S. (2016). Can an ethics officer role reduce delays in research ethics approval? A mixed-method evaluation of an improvement project. *BMJ open*, 6(8). <https://doi.org/10.1136/bmjopen-2016-011973>
- Eagly, A. H., & Wood, W. (2016). Social role theory of sex differences. *The Wiley Blackwell encyclopedia of gender and sexuality studies*, 1-3.

- Ekinci, Y. (2002). A review of theoretical debates on the measurement of service quality: Implications for hospitality research. *Journal of Hospitality & Tourism Research*, 26(3), 199-216. <https://doi.org/10.1177/1096348002026003001>
- Ekinci, Y., Dawes, P. L., & Massey, G. R. (2008). An extended model of the antecedents and consequences of consumer satisfaction for hospitality services. *European Journal of Marketing*, 42(1/2), 35-68. <https://doi.org/10.1108/03090560810840907>
- Elen, T. (2019). *Nightlife in New Zealand: Bars, clubs, and more*. Tripsavvy. <https://www.tripsavvy.com/nightlife-in-new-zealand-4774328>
- Evanschitzky, H., & Wunderlich, M. (2006). An examination of moderator effects in the four-stage loyalty model. *Journal of Service Research*, 8(4), 330-345. <https://doi.org/10.1177/1094670506286325>
- Figure NZ (2020a). *Enterprises in the club industry (hospitality) in New Zealand*. <https://figure.nz/chart/IW0xisEu03j4YW09-j9FaoeO90pYNjXJ6>
- Figure NZ (2020b). *Employees in the club industry (hospitality) in New Zealand*. <https://figure.nz/chart/tAQeOoJ0aDCZo3ER-bS4JAmj2vPwMbXAI>
- Figure NZ (2020c). *Employees in the hospitals industry in New Zealand*. <https://figure.nz/chart/tAQeOoJ0aDCZo3ER-Ns28ZDQw6aK6lkhM>
- Figure NZ (2020d). *Businesses in the club industry (hospitality) in New Zealand*. <https://figure.nz/chart/qD7YkkfAFcmrk6MJ-TW3P7IYexskTA4oc>
- Figure NZ (2020e). *Licensed club managers in New Zealand*. <https://figure.nz/chart/9PvSpPYhJ1LHMpTU>
- Fok, E. K. (2013). The integral paradigm for quantitative research of the common good in corporate social responsibility. *SSRN 2284573*.
- Gallarza, M. G., Arteaga, F., Del Chiappa, G., & Gil-Saura, I. (2015). Value dimensions in consumers' experience: Combining the intra-and inter-variable approaches in the hospitality sector. *International Journal of Hospitality Management*, 47, 140-150. <https://doi.org/10.1016/j.ijhm.2015.03.007>
- Gluhak, A., Bandara, U., Presser, M., Moessner, K., & Morikawa, H. (2006). *UbiClub—A context-aware environment for nightclub entertainment and management*. Paper presented at the 15th IST Mobile Communications Summit, 2006, Myconos, Greece.
- Grant, B. M., & Giddings, L. S. (2002). Making sense of methodologies: A paradigm framework for the novice researcher. *Contemporary Nurse*, 13(1), 10-28.

---

Gray, D. E. (2013). *Doing research in the real world*. Sage.

Gregory, A. M., Severt, D. E., & Hahm, J. (2016). An attribution approach and the subsequent satisfaction, value, and loyalty of service delivery in private residence clubs. *Journal of Hospitality Marketing & Management*, 25(1), 91-112.  
<https://doi.org/10.1080/19368623.2014.987894>

Grönroos, C., & Voima, P. (2013). Critical service logic: making sense of value creation and co-creation. *Journal of The Academy of Marketing Science*, 41(2), 133-150.  
<https://doi.org/10.1007/s11747-012-0308-3>

Guba, E. G., & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. *Handbook of qualitative research* (pp. 105-117). Sage.

Haghighi, A. M., Baum, T., & Shafti, F. (2014). Dimensions of customer loyalty in hospitality micro-enterprises. *The Service Industries Journal*, 34(3), 251-273.  
<https://doi.org/10.1080/02642069.2013.763928>

Hair Jr, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1995). *Multivariate data analysis with reading*. Prentice-Hall.

Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modelling (PLS-SEM)*. Sage.

Han, H., & Ryu, K. (2007). Moderating role of personal characteristics in forming restaurant customers' behavioral intentions: An upscale restaurant setting. *Journal of Hospitality & Leisure Marketing*, 15(4), 25-54.  
[https://doi.org/10.1300/j150v15n04\\_03](https://doi.org/10.1300/j150v15n04_03)

Harun, Z., Zaki, P. H., Ismail, M. H., & Awang, K. W. (2016). The Confirmatory Factor Analysis (CFA) on GST Compliance Research Model in Malaysia. *Imperial Journal of Interdisciplinary Research*, 2(4), 758-763.

Hay, C. (2007). Does ontology trump epistemology? Notes on the directional dependence of ontology and epistemology in political analysis. *Politics*, 27(2), 115-118.

Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence-based nursing*, 18(3), 66-67.

Heart of the City. (2020). *Best clubs in Auckland*.  
<https://heartofthecity.co.nz/auckland-nightlife/clubs>

Heide, M., Lærdal, K., & Grønhaug, K. (2007). The design and management of ambience—Implications for hotel architecture and service. *Tourism Management*, 28(5), 1315-1325.

- 
- Hesse-Biber, S. N., & Leavy, P. (2010). *The practice of qualitative research*. Sage.
- Hinton, P. R., McMurray, I., & Brownlow, C. (2014). *SPSS explained*. Routledge.
- Hollands, R. (2002). Divisions in the dark: Youth cultures, transitions and segmented consumption spaces in the night-time economy. *Journal of Youth Studies*, 5(2), 153-171. <https://doi.org/10.1080/13676260220134421>
- Hoyle, R. H. (1995). *Structural equation modeling: Concepts, issues, and applications*. Sage.
- Hussein, A. S., Hapsari, R. D. V., & Yulianti, I. (2018). Experience quality and hotel boutique customer loyalty: Mediating role of hotel image and perceived value. *Journal of Quality Assurance in Hospitality & Tourism*, 19(4), 442-459. <https://doi.org/10.1080/1528008x.2018.1429981>
- Israeli, A. A. (2014). An inter-paradigmatic agenda for research, education and practice in hospitality management. *International Journal of Hospitality Management*, 42, 188-191. <https://doi.org/10.1016/j.ijhm.2014.07.005>
- Jani, D., & Han, H. (2014). Testing the moderation effect of hotel ambience on the relationships among social comparison, affect, satisfaction, and behavioral intentions. *Journal of Travel & Tourism Marketing*, 31(6), 731-746.
- Jeon, S. M., & Hyun, S. S. (2013). Examining the influence of casino attributes on baby boomers' satisfaction and loyalty in the casino industry. *Current Issues in Tourism*, 16(4), 343-368. <https://doi.org/10.1080/13683500.2012.685703>
- Josiam, B. M., Malave, R., Foster, C., & Baldwin, W. (2017). Assessing quality of food, service and customer experience at a restaurant: The case of a student-run restaurant in the USA. *Hospitality Marketing and Consumer Behavior: Creating Memorable Experiences*.
- Kandampully, J., Zhang, T., & Bilgihan, A. (2015). Customer loyalty: A review and future directions with a special focus on the hospitality industry. *International Journal of Contemporary Hospitality Management*, 27(3), 379-414. <https://doi.org/10.1108/ijchm-03-2014-0151>
- Khan, I., & Rahman, Z. (2017). Brand experience and emotional attachment in services: The moderating role of gender. *Service Science*, 9(1), 50-61. <https://doi.org/10.1287/serv.2016.0169>
- Kiliç, S. (2016). Cronbach's alpha reliability coefficient. *Psychiatry and Behavioral Sciences*, 6(1), 47.

- 
- Killam, L. (2013). *Research terminology simplified: Paradigms, axiology, ontology, epistemology and methodology*. Laura Killam.
- Kim, J., Kim, P. B., & Kim, J. E. (2018). Impacts of temporal and gender difference on hotel selection process. *Journal of Hospitality Marketing & Management*, 27(6), 711-732. <https://doi.org/10.1080/19368623.2018.1438325>
- Klaus, P. P., & Maklan, S. (2013). Towards a better measure of customer experience. *International Journal of Market Research*, 55(2), 227-246. <https://doi.org/10.2501/ijmr-2013-021>
- Kraha, A., Turner, H., Nimon, K., Zientek, L., & Henson, R. (2012). Tools to support interpreting multiple regression in the face of multicollinearity. *Frontiers in Psychology*, 3, 44. <https://doi.org/10.3389/fpsyg.2012.00044>
- Kovac, L. D., & Trussell, D. E. (2015). 'Classy and Never Trashy': Young Women's Experiences of Nightclubs and the Construction of Gender and Sexuality. *Leisure Sciences*, 37(3), 195-209. <https://doi.org/10.1080/01490400.2014.986347>
- Kubacki, K., Skinner, H., Parfitt, S., & Moss, G. (2007). Comparing nightclub customers' preferences in existing and emerging markets. *International Journal of Hospitality Management*, 26(4), 957-973. <https://doi.org/10.1016/j.ijhm.2006.12.002>
- Kursunluoglu, E. (2014). Shopping centre customer service: Creating customer satisfaction and loyalty. *Marketing Intelligence & Planning*, 32(4), 528-548. <https://doi.org/10.1108/mip-11-2012-0134>
- Lazarevic, V. (2012). Encouraging brand loyalty in fickle generation Y consumers. *Young Consumers*, 13(1), 45-61. <https://doi.org/10.1108/17473611211203939>
- Lee, J. P., Pagano, A., Morrison, C., Gruenewald, P. J., & Wittman, F. D. (2018). Late night environments: Bar "morphing" increases risky alcohol sales in on-premise outlets. *Drugs: Education, Prevention and Policy*, 25(5), 431-437. <https://doi.org/10.1080/09687637.2017.1327572>
- Lemke, F., Clark, M., & Wilson, H. (2011). Customer experience quality: An exploration in business and consumer contexts using repertory grid technique. *Journal of the Academy of Marketing Science*, 39(6), 846-869. <https://doi.org/10.1007/s11747-010-0219-0>
- Lewis, R. (2000). *Marketing leadership in hospitality*. John Wiley & Sons.
- Lin, C. H., & Kuo, B. Z. L. (2016). The behavioral consequences of tourist experience. *Tourism Management Perspectives*, 18, 84-91. <https://doi.org/10.1016/j.tmp.2015.12.017>

- 
- Lin, J. H., Lee, S. J., Yeh, C., Lee, W. H., & Wong, J. Y. (2014). Identifying gender differences in destination decision making. *Journal of Tourism & Recreation, 1*(1), 1-11. <https://doi.org/10.12735/jotr.v1i1p01>
- Luchs, M., & Mooradian, T. (2012). Sex, personality, and sustainable consumer behaviour: Elucidating the gender effect. *Journal of Consumer Policy, 35*(1), 127–144. <https://doi.org/10.1007/s10603-011-9179-0>
- Lugosi, P. (2009). The production of hospitable space: Commercial propositions and consumer co-creation in a bar operation. *Space and Culture, 12*(4), 396-411. <https://doi.org/10.1177/1206331209348083>
- Ma, E., QU, H., & Eliwa, R. A. (2014). Customer loyalty with fine dining: The moderating role of gender. *Journal of Hospitality Marketing & Management, 23*(5), 513-535. <https://doi.org/10.1080/19368623.2013.835250>
- MacCallum, R. C., Widaman, K. F., Zhang, S., & Hong, S. (1999). Sample size in factor analysis. *Psychological Methods, 4*(1), 84.
- Makanyeza, C., & Chikazhe, L. (2017). Mediators of the relationship between service quality and customer loyalty: Evidence from the banking sector in Zimbabwe. *International Journal of Bank Marketing, 35*(3), 540-556. <https://doi.org/10.1108/ijbm-11-2016-0164>
- Martin, W. E., & Bridgmon, K. D. (2012). *Quantitative and statistical research methods: From hypothesis to results* (Vol. 42). John Wiley & Sons.
- McGregor, S. L., & Murnane, J. A. (2010). Paradigm, methodology and method: Intellectual integrity in consumer scholarship. *International Journal of Consumer Studies, 34*(4), 419-427.
- Meyers-Levy, J., & Loken, B. (2015). Revisiting gender differences: What we know and what lies ahead. *Journal of Consumer Psychology, 25*(1), 129-149. <https://doi.org/10.1016/j.jcps.2014.06.003>
- Miller, C. E., Skudienė, V., & Reardon, J. (2013). Managing customer loyalty in the entertainment industry in a transitional economy. *Review of Management Innovation & Creativity 6*(18), 114-129.
- Mittal, V., Kumar, P., & Tsiros, M. (1999). Attribute-level performance, satisfaction, and behavioral intentions over time: A consumption-system approach. *Journal of Marketing, 63*(2), 88-101. <https://doi.org/10.1177/002224299906300206>

- 
- Moss, G. A., Parfitt, S., & Skinner, H. (2009). Men and women: Do they value the same things in mainstream nightclubs and bars? *Tourism and Hospitality Research*, 9(1), 61-79. <https://doi.org/10.1057/thr.2008.37>
- Myers, M. D., & Avison, D. (Eds.). (2002). *Qualitative research in information systems: A reader*. Sage.
- New Zealand History. (2020). *Club culture*.  
<https://nzhistory.govt.nz/media/photo/club-culture>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4), 33-44.  
<https://doi.org/10.2307/1252099>
- Omar, M. S., Ariffin, H. F., & Ahmad, R. (2016). Service quality, customers' satisfaction and the moderating effects of gender: A study of Arabic restaurants. *Procedia-Social and Behavioral Sciences*, 224, 384-392.  
<https://doi.org/10.1016/j.sbspro.2016.05.393>
- Ong, M. H. A., & Puteh, F. (2017). Quantitative data analysis: Choosing between SPSS, PLS, and AMOS in social science research. *International Interdisciplinary Journal of Scientific Research*, 3(1), 14-25.
- Orel, F. D., & Kara, A. (2014). Supermarket self-checkout service quality, customer satisfaction, and loyalty: Empirical evidence from an emerging market. *Journal of Retailing and Consumer Services*, 21(2), 118-129.  
<https://doi.org/10.1016/j.jretconser.2013.07.002>
- Osborne, J. W. (2013). *Best practices in data cleaning: A complete guide to everything you need to do before and after collecting your data*. Sage.
- Osborne, J. W., Costello, A. B., & Kellow, J. T. (2014). *Best practices in exploratory factor analysis* (pp. 86-99). CreateSpace Independent Publishing Platform.
- Pallant, J. (2013). *SPSS survival manual*. McGraw-Hill Education.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76, 97-105.
- Pine, B., & Gilmore, J. H. (1999). *The experience economy: Work is theatre and every business a stage*, Harvard: HBS Press. <https://doi.org/10.5860/choice.37-2254>
- Ponnam, A., & Balaji, M. (2014). Matching visitation-motives and restaurant attributes in casual dining restaurants. *International Journal of Hospitality Management*, 37, 47-57. <https://doi.org/10.1016/j.ijhm.2013.10.004>

- 
- Ponto, J. (2015). Understanding and evaluating survey research. *Journal of the Advanced Practitioner in Oncology*, 6(2), 168.
- Popping, R. (2012). Qualitative decisions in quantitative text analysis research. *Sociological Methodology*, 42(1), 88-90.
- Prayag, G., Hosany, S., Taheri, B., & Ekiz, E. (2019). Antecedents and outcomes of relationships in casual dining restaurants: The mediating effects of relationship quality and moderating roles of gender. *International Journal of Contemporary Hospitality Management*, 31(2), 575-593.  
<https://doi.org/10.1108/ijchm-10-2017-0706>
- Pullman, M. E., & Gross, M. A. (2004). Ability of experience design elements to elicit emotions and loyalty behaviors. *Decision Sciences*, 35(3), 551-578.  
<https://doi.org/10.1111/j.0011-7315.2004.02611.x>
- Purcell, J., & Graham, K. (2005). A typology of Toronto nightclubs at the turn of the millennium. *Contemporary Drug Problems*, 32(1), 131-167.  
<https://doi.org/10.1177/009145090503200109>
- Purohit, G., & Purohit, D. (2013). From customer satisfaction to customer delight: A new trend in hospitality industry. *Global Journal of Management and Business Studies*, 3(5), 545-548. [http://www.ripublication.com/gjmbs\\_spl/gjmbsv3n5\\_14.pdf](http://www.ripublication.com/gjmbs_spl/gjmbsv3n5_14.pdf)
- Queirós, A., Faria, D., & Almeida, F. (2017). Strengths and limitations of qualitative and quantitative research methods. *European Journal of Education Studies*, 3(9).  
<https://doi.org/10.5281/zenodo.887089>
- Rahi, S. (2017). Research design and methods: A systematic review of research paradigms, sampling issues and instruments development. *International Journal of Economics & Management Sciences*, 6(2), 1-5.
- Rather, R. A., & Hollebeck, L. D. (2019). Exploring and validating social identification and social exchange-based drivers of hospitality customer loyalty. *International Journal of Contemporary Hospitality Management*, 31(3), 1432-1451.  
<https://doi.org/10.1108/ijchm-10-2017-0627>
- Rather, R. A., & Sharma, J. (2017). The effects of customer satisfaction and commitment on customer loyalty: Evidence from the hotel industry. *Journal of Hospitality Application and Research*, 12(2), 41-60.
- Reingle, J., Thombs, D. L., Weiler, R. M., Dodd, V. J., O'Mara, R., & Pokorny, S. B. (2009). An exploratory study of bar and nightclub expectancies. *Journal of American College Health*, 57(6), 629-638. <https://doi.org/10.3200/jach.57.6.629-638>

- 
- Ren, L., Qiu, H., Wang, P., & Lin, P. M. (2016). Exploring customer experience with budget hotels: Dimensionality and satisfaction. *International Journal of Hospitality Management*, 52, 13-23. <https://doi.org/10.1016/j.ijhm.2015.09.009>
- Roberts, M. (2015). 'A big night out': Young people's drinking, social practice and spatial experience in the 'liminoid' zones of English night-time cities. *Urban Studies*, 52(3), 571-588. <https://doi.org/10.1177/0042098013504005>
- Robinson, O. C. (2014). Sampling in interview-based qualitative research: A theoretical and practical guide. *Qualitative Research in Psychology*, 11(1), 25-41. <https://doi.org/10.1080/14780887.2013.801543>
- Roeffen, D., & Scholl-Grissemann, U. (2016). The importance of customer co-creation of value for the tourism and hospitality industry. In *Open Tourism* (pp. 35-46). Springer.
- Ryu, K., Lee, H. R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*. 24(2), 20-223. <https://doi.org/10.1108/09596111211206141>
- Sarantakos, S. (2012). *Social research*. Macmillan International Higher Education.
- Schober, P., Boer, C., & Schwarte, L. A. (2018). Correlation coefficients: appropriate use and interpretation. *Anesthesia & Analgesia*, 126(5), 1763-1768. <https://doi.org/10.1213/ANE.0000000000002864>
- Schönbrodt, F. D., & Perugini, M. (2013). At what sample size do correlations stabilize? *Journal of Research in Personality*, 47(5), 609-612. <https://doi.org/10.1016/j.jrp.2013.05.009>
- Scotland, J. (2012). Exploring the philosophical underpinnings of research: Relating ontology and epistemology to the methodology and methods of the scientific, interpretive, and critical research paradigms. *English Language Teaching*, 5(9), 9-16.
- Sivadas, E., & Jindal, R. P. (2017). Alternative measures of satisfaction and word of mouth. *Journal of Services Marketing*, 31(2), 119-130. <https://doi.org/10.1108/jsm-09-2015-0282>
- Skinner, H., Kubacki, K., Kubacki, K., Parfitt, S., & Moss, G. (2008). Polish nightclubs and bars: Management insights into what customers really want. *Journal for East European Management Studies*, 154-169. <https://doi.org/10.5771/0949-6181-2008-2-154>

- 
- Skinner, H., Moss, G., & Parfitt, S. (2005). Nightclubs and bars: What do customers really want? *International Journal of Contemporary Hospitality Management*, 17(2), 114-124. <https://doi.org/10.1108/09596110510582314>
- Srivastava, M., & Kaul, D. (2014). Social interaction, convenience and customer satisfaction: The mediating effect of customer experience. *Journal of Retailing and Consumer Services*, 21(6), 1028-1037. <https://doi.org/10.1016/j.jretconser.2014.04.007>
- Suetrong, T. (2016). *A study of the nightclub industry in Bangkok: Key success factors*. Faculty of Commerce and Accountancy, Thammasat University.
- Taheri, B., Farrington, T., Gori, K., Hogg, G., & O’Gorman, K. D. (2017). Escape, entitlement, and experience: Liminoid motivators within commercial hospitality. *International Journal of Contemporary Hospitality Management*. 29(4), 1148-1166. <https://doi.org/10.1108/ijchm-05-2015-0256>
- Taheri, B., Gori, K., O’Gorman, K., Hogg, G., & Farrington, T. (2016). Experiential liminoid consumption: the case of nightclubbing. *Journal of Marketing Management*, 32(1-2), 19-43. <https://doi.org/10.1080/0267257x.2015.1089309>
- Tan, Q. H. (2014). Postfeminist possibilities: unpacking the paradoxical performances of heterosexualized femininity in club spaces. *Social & Cultural Geography*, 15(1), 23-48. <https://doi.org/10.1080/14649365.2013.860186>
- Teara. (2020a). *Cabarets and wartime clubs, 1920s to 1950s*. <https://teara.govt.nz/en/nightclubs/page-2>
- Teara. (2020b). *Nightclub boom, 1970s to 2000s*. <https://teara.govt.nz/en/nightclubs/page-4>
- Theodorakis, N. D., Alexandris, K., Tsigilis, N., & Karvounis, S. (2013). Predicting spectators’ behavioural intentions in professional football: The role of satisfaction and service quality. *Sport Management Review*, 16(1), 85-96. <https://doi.org/10.1016/j.smr.2012.05.004>
- Töröcsik, M., Szűcs, K., & Kehl, D. (2014). How generations think: Research on generation Z. *Acta universitatis Sapientiae, communicatio*, 1(1), 23-45. <http://grupespsichoterapija.lt/wp-content/uploads/2017/09/comm1-3.pdf>
- Turner, V. (1974). Liminal to liminoid, in play, flow, and ritual: An essay in comparative symbology. *Rice Institute Pamphlet-Rice University Studies*, 60(3).

- 
- Vision Critical. (2016). The everything guide to Generation Z, *Maru/VCR&C*.  
<https://cdn2.hubspot.net/hubfs/4976390/E-books/English%20e-books/The%20everything%20guide%20to%20gen%20z/the-everything-guide-to-gen-z.pdf>
- Walls, A., Okumus, F., Wang, Y., & Kwun, D. J.-W. (2011). Understanding the consumer experience: An exploratory study of luxury hotels. *Journal of Hospitality Marketing & Management*, 20(2), 166-197.  
<https://doi.org/10.1080/19368623.2011.536074>
- Westbrook, R. A., & Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of Consumer Research*, 18(1), 84-91.  
<https://doi.org/10.1086/209243>
- Williams, K. C., & Page, R. A. (2011). Marketing to the generations. *Journal of Behavioral Studies in Business*, 3(1), 37-53
- Wilson, D. T. (1976). Dyadic interaction: An exchange process, in *Advances in Consumer Research*, Anderson, B. (Ed.). Ohio: Association for Consumer Research.
- Wirtz, J., & Bateson, J. E. (1999). Consumer satisfaction with services: Integrating the environment perspective in services marketing into the traditional disconfirmation paradigm. *Journal of Business Research*, 44(1), 55-66.
- Wong, I. A., & Fong, V. H. (2010). Examining casino service quality in the Asian Las Vegas: An alternative approach. *Journal of Hospitality Marketing & Management*, 19(8), 842-865. <https://doi.org/10.1080/19368623.2010.514553>
- Wood, S. (2013). *Generation Z as consumers: Trends and innovation*. North Carolina State University.  
<https://iei.ncsu.edu/wp-content/uploads/2013/01/GenZConsumers.pdf>
- Wu, H. C., & Ai, C. H. (2016). Synthesizing the effects of experiential quality, excitement, equity, experiential satisfaction on experiential loyalty for the golf industry: The case of Hainan Island. *Journal of Hospitality and Tourism Management*, 29, 41-59. <https://doi.org/10.1016/j.jhtm.2016.05.005>
- Yilmaz, K. (2013). Comparison of quantitative and qualitative research traditions: Epistemological, theoretical, and methodological differences. *European Journal of Education*, 48(2), 311-325.
- Zhang, M., Kim, P. B., & Goodsir, W. (2019). Effects of service experience attributes on customer attitudes and behaviours: The case of New Zealand café industry. *Journal of Hospitality Marketing & Management*, 28(1), 28-50.  
<https://doi.org/10.1080/19368623.2018.1493711>

---

## Appendices

### Appendix A: Ethics Approval

The logo for Auckland University of Technology (AUT) features the letters 'AUT' in a bold, white, sans-serif font on a black rectangular background.

TE WĀNANGA ARONUI  
O TĀMAKI MAKĀU RAU

#### Auckland University of Technology Ethics Committee (AUTECH)

Auckland University of Technology

D-88, Private Bag 92006, Auckland 1142, NZ

T: +64 9 921 9999 ext. 8316

E: [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz)

[www.aut.ac.nz/researchethics](http://www.aut.ac.nz/researchethics)

24 March 2020

BeomCheol (Peter) Kim

Faculty of Culture and Society

Dear Peter

Re Ethics Application: **20/100 An exploratory study of generation Z customers' experiences in nightclubs: A comparison of gender difference**

Thank you for providing evidence as requested, which satisfies the points raised by the Auckland University of Technology Ethics Committee (AUTECH).

Your ethics application has been approved for three years until 24 March 2023.

#### Standard Conditions of Approval

1. The research is to be undertaken in accordance with the [Auckland University of Technology Code of Conduct for Research](#) and as approved by AUTECH in this application.
2. A progress report is due annually on the anniversary of the approval date, using the EA2 form.
3. A final report is due at the expiration of the approval period, or, upon completion of project, using the EA3 form.
4. Any amendments to the project must be approved by AUTECH prior to being implemented. Amendments can be requested using the EA2 form.
5. Any serious or unexpected adverse events must be reported to AUTECH Secretariat as a matter of priority.
6. Any unforeseen events that might affect continued ethical acceptability of the project should also be reported to the AUTECH Secretariat as a matter of priority.

7. It is your responsibility to ensure that the spelling and grammar of documents being provided to participants or external organisations is of a high standard and that all the dates on the documents are updated.

AUTEC grants ethical approval only. You are responsible for obtaining management approval for access for your research from any institution or organisation at which your research is being conducted and you need to meet all ethical, legal, public health, and locality obligations or requirements for the jurisdictions in which the research is being undertaken.

Please quote the application number and title on all future correspondence related to this project.

For any enquiries please contact [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz). The forms mentioned above are available online through <http://www.aut.ac.nz/research/researchethics>

(This is a computer-generated letter for which no signature is required)

The AUTEC Secretariat

**Auckland University of Technology Ethics Committee**

Cc: tianqiuyu91@gmail.com; Pola Wang

---

## Appendix B: Tools

### Appendix B.a: Online Survey

#### Customer Experience in Auckland Nightclubs

##### Screening Questions

Q1 Are you within the age group of 18 to 25?

Yes

No

Q2 Have you visited a nightclub in Auckland city within the past month?

Yes

No

##### Main Questions

##### Importance

Importance relate with how the specific factors are important to you. In terms of your perception of visiting nightclub experience, rate the importance of the following factors for a nightclub venue. Please access your answer.

*1=Not at all important; 2=Not important; 3=Neutral; 4=Important; 5=Very important*

##### Q3 Relationship enhancing activities

	1	2	3	4	5
Frontline staff actively communicate with customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managers accommodate customers' requests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A nightclub provides personalised service (e.g., birthday gifts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

##### Q4: Opposite gender proportion

	1	2	3	4	5
A good number of opposite gender customers are in a nightclub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A nightclub has balanced proportion of male and female customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

A nightclub has more opposite gender customers than my gender's customers

**Q5 Security** 1 2 3 4 5

There is a guard in front of the entrance

A nightclub has a good reputation for security

There are CCTV cameras in the area

**Q6 Quality of facilities** 1 2 3 4 5

Music and light effects are remarkable

Dance area is large enough to dance

Toilets are clean

**Q7 Alcohol price** 1 2 3 4 5

Beer price is reasonable

Liquor price (e.g., vodka, whisky and rum) is affordable

Cocktail price is affordable

### **Performance**

Performance refers to how well of you last nightclub experience in terms of those factors. Referring nightclub experience you visit last time. Evaluate the nightclub performance in those relative attributes. And answer those questions based on that.

*1=Very poor; 2=Poor; 3=Average; 4=Good; 5=Very Good; N/A=Not applicable*

**Q8 Relationship enhancing activities** 1 2 3 4 5

Frontline staff actively communicated with customers

Managers accommodated customers' requests

The nightclub provided personalised service (e.g., birthday gifts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Q9 opposite gender proportion</b>	1	2	3	4	5
There was a good number of opposite gender customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It had balanced proportion of male and female customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There were more opposite gender customers than of my gender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Q10 Security</b>	1	2	3	4	5
There was a guard in front of the entrance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It had a good reputation for security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There was CCTV cameras in the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Q11 Facility quality</b>	1	2	3	4	5
The music and light effect were remarkable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dance area was large enough to dance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The toilets were clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Q12 Alcohol price</b>	1	2	3	4	5
The beer price was reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The liquor price (e.g., vodka, whisky and rum) was affordable

The cocktail price was affordable

**Q13** Overall those five factors, how is your last visiting nightclub experience?

Very poor    Poor    Average    Good    Very good

How you agree these sentences based on your last nightclub experience.

1=strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree

**Q14 Satisfaction**

1   2   3   4   5

I was satisfied with visiting this nightclub

Choosing this nightclub was a wise choice

I did the right thing to visit this nightclub

I felt that my visiting experience was enjoyable

**Q15 Customer loyalty**

1   2   3   4   5

I will visit this nightclub again

I will make this nightclub my first choice

I will recommend this nightclub to friends who seek my advice

I will encourage others to go this nightclub

---

---

**Q16** When was your last nightclub visit?

- Within one week       Within two weeks       Within one month
- Within six months       More than six months

**Q17** How often do you visit a nightclub?

- More than once a week       Once a week       Few times a month       Few times a year

**Q18** What is your birth year?

- 1995     1996     1997     1998     1999     2000     2001     2002

**Q19** What is your gender?

- Female       Male       Other

**Q20** What is your ethnic group?

- Maori     Other pacifika     European     Asian     Others

**Q21** What is your occupation?

- Employed work     Self employed     Study     Unemployed     Others

## Appendix B.b: Participant Information Sheet



### Participant Information Sheet

My name is Olivia Tian. I invite you to participate in this research which explores customer experience in a nightclub venue.

The purpose of this research is to find out about the customer perception of five important attributes in the nightclub. It also examines the relationship between customer experience and customer loyalty. This survey will take you around 5-10 minutes to complete, and your participation will be both anonymous and voluntary. Data collected will be used in my dissertation and possible academic publications.

#### **How was I identified and why am I being invited to participate in this research?**

You read to a poster in the university or on official nightclub social media webpage. If you are interested in participating the survey, you will click the online survey link or scan QR code to access this survey. You are invited to participate in this survey because you meet the criteria (your age is between 18-25 and you visited nightclub within the past month) and would like to participate to complete this survey.

#### **How do I agree to participate in this research?**

Your participation in this research is voluntary (it is your choice) and whether or not you choose to participate will neither advantage nor disadvantage you. You are able to stop from the survey at any time. However, once the findings have been produced, removal of your data may not be possible. If you want to participate in this survey, please click this link to complete the online survey. The result of this research will be available on the New Zealand Tourism Research Institute website: [Http:// www.nztri.org](http://www.nztri.org). You are more than welcome to visit the website and view the findings.

#### **What are the benefits?**

The findings of this research will show the importance of nightclub experience in customers' perception and the relationship between nightclub experience and customer loyalty. The result of the research could help the nightclub's manager to know which attributes are important to hold the main generation Z customers' loyalty.

#### **What opportunity do I have to consider this invitation?**

The online survey will be valid for 2 weeks.

#### **What do I do if I have concerns about this research?**

Any concerns regarding the nature of this project should be notified in the first instance to Dr Peter Kim. [peter.b.kim@aut.ac.nz](mailto:peter.b.kim@aut.ac.nz), 9219999 ext 6105

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTECH, [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz), (+649) 921 9999 ext 6038.

---

**Whom do I contact for further information about this research?**

Please keep this Information Sheet for your future reference. You are able to contact the research team as follows:

**Researcher Contact Details:** Primary researcher: Olivia Tian, [tianqiuyu91@gmail.com](mailto:tianqiuyu91@gmail.com).  
0225248491

**Project Supervisor Contact Details:** If you have any concerns about this research or survey, please feel free to contact

Project supervisor: Dr Peter Kim. [peter.b.kim@aut.ac.nz](mailto:peter.b.kim@aut.ac.nz), 9219999 ext 6105

Secondary supervisor: Dr Pola Wang. [pola.wang@aut.ac.nz](mailto:pola.wang@aut.ac.nz), 9219999 ext 6544

**Please complete the survey from link:**

**[https://aut.au1.qualtrics.com/jfe/form/SV\\_3vEAx5IdZhw7HAp](https://aut.au1.qualtrics.com/jfe/form/SV_3vEAx5IdZhw7HAp)**

Approved by the Auckland University of Technology Ethics Committee on **24 March 2020**, AUTEK Reference number **20/100**.

---

## Appendix B.c: Poster

# Do you regularly visit nightclubs?



I am a student from the Master of International Hospitality Management programme at AUT. I am doing my dissertation which is about young customer's experience in nightclubs.

If you have visited a nightclub within the past month and are aged between 18 and 25, may I ask for your help by participating in this survey?

This online survey will take 5-10 minutes to complete and is completely anonymous. Your answers cannot be link back to you and will be only used for my research.

If you meet the above criteria and are interested in participate the survey please visit: **[cutt.ly/Olivia](https://cutt.ly/Olivia)**

Or scan the QR code for the online survey:



Thank you for your participation.

Warm regards

Olivia Tian