

**Elisabeth Lagebram**

**The Influence of Sociocultural Factors on  
Service Quality Perception. A  
Christkindlesmarkt Nuremberg Study**

**Bachelor Thesis**

# YOUR KNOWLEDGE HAS VALUE



- We will publish your bachelor's and master's thesis, essays and papers
- Your own eBook and book - sold worldwide in all relevant shops
- Earn money with each sale

Upload your text at [www.GRIN.com](http://www.GRIN.com)  
and publish for free



**Bibliographic information published by the German National Library:**

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

This book is copyright material and must not be copied, reproduced, transferred, distributed, leased, licensed or publicly performed or used in any way except as specifically permitted in writing by the publishers, as allowed under the terms and conditions under which it was purchased or as strictly permitted by applicable copyright law. Any unauthorized distribution or use of this text may be a direct infringement of the author s and publisher s rights and those responsible may be liable in law accordingly.

**Imprint:**

Copyright © 2017 GRIN Verlag  
ISBN: 9783346043344

**This book at GRIN:**

<https://www.grin.com/document/503514>

**Elisabeth Lagebram**

**The Influence of Sociocultural Factors on Service Quality Perception. A Christkindlesmarkt Nuremberg Study**

## **GRIN - Your knowledge has value**

Since its foundation in 1998, GRIN has specialized in publishing academic texts by students, college teachers and other academics as e-book and printed book. The website [www.grin.com](http://www.grin.com) is an ideal platform for presenting term papers, final papers, scientific essays, dissertations and specialist books.

### **Visit us on the internet:**

<http://www.grin.com/>

<http://www.facebook.com/grincom>

[http://www.twitter.com/grin\\_com](http://www.twitter.com/grin_com)

# BACHELOR THESIS

---

## The Influence of Sociocultural Factors on Service Quality Perception

A Christkindlesmarkt Nuremberg Study

## Abstract

This thesis investigates the quality of service at the Christkindlesmarkt Nuremberg and reveals how the sociocultural factors region, gender, and age, influence the visitors' perception of service quality.

The first part of this thesis reviews the existing literature on service quality and the influence of the selected sociocultural factors on perception of service quality. The subsequent empirical portion was conducted through personal interviews at the Christkindlesmarkt in November and December 2016. The final sample of interviews consisted of 800 responses and was compiled by using a combination of stratified and quota sampling.

The results provide support for using a two-dimensional model to measure service quality at the Christkindlesmarkt. The conclusion of the research is that these two dimensions differ in their relative influence on the overall perception. Additionally, the analysis of the collected data implicates an influence of selected sociocultural factors on service quality perception.

Based on the findings of the study, this work provides recommendations for improvement. The results of the study enhance the understanding about the service quality on the Christkindlesmarkt Nuremberg. Overall, the findings emphasize that when investigating service quality, considering variables pertaining to the individual characteristics of the visitors and the service itself is of major importance.

## Table of Contents

<b>1. Introduction .....</b>	<b>1</b>
<b>2. Theoretical Background .....</b>	<b>3</b>
<b>2.1 Christkindlesmarkt Nuremberg .....</b>	<b>3</b>
<b>2.2 Consumer behavior .....</b>	<b>4</b>
<b>2.3 Service Quality .....</b>	<b>4</b>
2.3.1 Definition .....	5
2.3.2 Measurements .....	6
<b>2.4 Sociocultural factors .....</b>	<b>11</b>
2.4.1 Socioculture .....	11
2.4.2 The factors region, gender, and age.....	12
<b>2.5 Literature Review .....</b>	<b>15</b>
2.5.1 The Influence of geographic background on service quality perception .....	15
2.5.2 The Influence of gender on service quality .....	16
2.5.3 The Influence of age on service quality .....	17
<b>2.6 Research objectives and hypothesis .....</b>	<b>19</b>
<b>3. Method .....</b>	<b>20</b>
<b>3.1 Sample .....</b>	<b>20</b>
3.1.1 Sampling procedure.....	20
3.1.2 Sample characteristics.....	22
<b>3.2 Technique .....</b>	<b>25</b>
3.2.1 Data collection .....	26
3.2.2 Data analysis .....	28
<b>4. Results .....</b>	<b>30</b>
<b>4.1 Overall Service Quality perception.....</b>	<b>30</b>
<b>4.2 Hypotheses tests .....</b>	<b>32</b>
<b>5. Discussion .....</b>	<b>37</b>
<b>5.1 Interpretation of the results .....</b>	<b>37</b>
<b>5.2 Implications and recommendations.....</b>	<b>40</b>
<b>5.3 Limitations and implications for future research.....</b>	<b>41</b>
<b>References .....</b>	<b>VII</b>
<b>Appendix A: Questionnaire .....</b>	<b>XI</b>
<b>Appendix B: Figures and Tables.....</b>	<b>XIII</b>