

Comparing nightclub customers' preferences in existing and emerging markets.

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Abstract

This research aims to compare the needs of nightclub and bar customers from two very different markets--the existing and well-established British late-night economy and emerging and developing Polish market by examining customer preferences towards the servicescape and service offerings provided by such venues in both countries. The findings point to the significant similarities and differences between British and Polish club goers, indicating the importance of various elements of the servicescape in influencing customer decisions to enter a venue. These findings can assist mainstream venues in the UK and Poland improve their competitive position by understanding and then providing both groups of customers with service offerings that match their preferences. (PsycINFO Database Record (c) 2009 APA, all rights reserved)

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