

EFFECT OF ENVIRONMENTAL DIMENSIONS THAT INFLUENCE BEHAVIOR INTENTIONS

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Abstract

Introduction

Venue selection is an important aspect for event planners because it influences the event experience (Cvent, 2019). Limited studies were conducted related to this topic. The purpose of this study is to examine the impact venue selection on attendees' perceptions and behavioral intentions. The expected results of this study will fill aforementioned research gap. The findings of the study can give meeting planners tools to choose an ideal site.

Literature Review

The variables that affect the individuals' behavioral intentions depend on environmental dimensions and the holistic environment (Wakefield & Blodgett, 1996). The environmental dimensions are elements such as location, layout accessibility, facilities available, and seating comfort, electronic displays, and cleanliness. The holistic environment is the attendee's perceived quality of servicescape, and the quality of service experiences or service encounters. According to Johns (1999), individual's internal responses including ones' satisfaction are affected by servicescape, such as the ambient conditions, layout & functionality, and signs. Based on these findings, the current study assumes that favorable environmental dimensions and holistic environment of an eventscape will lead to greater attendees' satisfaction and behavioral intentions.

Methodology

This study will utilize a quantitative approach with the survey instrument. The research subjects survey respondents will be attendees that have attended meetings recently. The questionnaire will include measurement scales of environmental dimensions and holistic environments of the event venues. And it will also include measures of event attendees' perceptions and behavioral intentions and demographic questions. Structural Equation Modeling (SEM) will be employed to test the proposed hypotheses.