

# Examining the Effect of Economic Approaches of the Artist on Selling Artistic Production

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## Abstract

This article is a summary extract from a graduate thesis conducted as a comparative evaluation of the artists' and other people of culture and art views' about the impact of economic values and approaches of the artist on the sale of artworks as a case study in Isfahan. The present study is descriptive-analytical, in terms of purpose, it is applied, and considering the method, it is survey. All artists and other people of culture and art in Isfahan are identified as the population of this research. Out of 384 participants in this study, the views of 86 artists (creator of the artworks) and the views of 298 people from other branches of art and culture, selected using stratified sampling, have been examined. The tool for collecting the data required for testing the hypotheses is a researcher-questionnaire containing 24 questions in four dimensions of designing. Alpha coefficients for data collection tool data for values and economic attitudes (total score) is 0.897, and for factors of price, quality, advertising, and perceived value are 0.768, 0.738, 0.760, and 0.702 respectively. After collecting the distributed questionnaires and analysis of this data, it was determined that economic values and attitudes of the artist have a significant impact on the sales of artwork artists from the perspective of the artists and other people from of art and culture. In addition, price, quality, advertising, and perceived value of art products have a significant impact on the sales of artwork in Isfahan on from the perspective of the artists and other people from of art and culture.

**Key words:** Value, Attitude, Economy, Sales, Quality, Advertising.

## 1. Introduction

In the most general definition, art can be defined in two ways: philosophical and sociological definitions. The main difference between these two definitions is the essence of art in philosophical definition and attention to cases and artistic perceptions in sociological definition. A summary of this discussion, whose detail is discussed more elsewhere (Ravadrad, 2003: 3), the point is not that we should not pay attention to other vital sectors of life, or be unaware of the planning and the economic and social priorities. However, the point is that, in today's deeply intertwined and complex world, cultural products, art represent the communities, and the society with approach of

trust in its artists has released their capacity for creation, and will have an edge in international relations and will have a distinctive identity. Our system experience has been that so far, except in a few short moments, artists have not been trusted. This distrust can be explained with some intellectual reasons as follows: A) Artists are the enemies of the country, B) artists such as children do not recognize the pure and impure, and C) artists are like incapable people and should be guided. Although hardly anyone in all these years have claimed that artists are enemies of the country, the quality of managing cultural and artistic presence over the years shows the deep presence of the second (immaturity of artists) and the third (incapability of artists) views in the officials. It is this view that counts the employment in the field of culture and art as a privilege and requires artists to obtain permission and make them be constantly monitored for any work of art. Moreover, all the time, it is talked of cultural invasion and soft war (Yousefi, 2011: 9).

When we look at the course of development theories, we realize that in different times according to becoming major, one section of industry, agriculture, and services has changed.

Given that, services sector is considered the most important sector in the twenty-first century and culture as one of the sub-sectors has had a growing share in increasing the national income per capita in developed countries, development routes have turned to cultural development (especially creative industries). Thus, attention to these industries has been the focus of attention of knowledge-based industries (González-Benito et al., 2010: 113).

Normally, when it comes to art, something transcendent and extraterrestrial come to our minds where a kind of revelation, attention to spiritual values and neglecting material values constitute the main elements. Such a conception of art prevails in society as artists define themselves thus and art critics make this even bolder with their discussions. In fact, an indirect way of promoting art is inducing this impression, so people who are tired of repetitive everyday realities seek their utopia in art, in the hope that they enter a wonderful and relaxing place in this world. Today, the dominant idea about the art of promise a completely different and achievable world that is traceable only in artwork. However, this conception is a product of the period of the history of art in which art was closely related to religion and displayed religious beliefs and values (Fallahi, 2014: 13). In Isfahan province and Isfahan city, as the capital of culture and arts of Iran, from long time ago living has been through the work of art in the history of people's activities, and people have been involved in the production of works of art and art has been considered as technology and artist as a technician.

In recent years, that the high documents of the country in the field of culture and art consider "Arts Entrepreneurship" and "economy of art" as their top priorities this section, social needs and the potential of value creation through cultural heritage makes it emphatic. This research is necessary because, up to now such research has not been done in the country, and this research could be the first step of the way called attention to the artists' economy.

Therefore, to understand the factors associated with the views of artists and other people of culture and art about the relationship between values and economic attitudes of the artist is of great importance. As it seems, the sales programs, including any improvement in relations of economic values and attitudes of the artist, who is after growth

and excellence, the value system of values and attitudes about the economy and the art market as the most important variable in the study of strategic management need attention. What effects do economic values and attitudes of the artists have on the sales of the works of art in Isfahan?

## 2. Research History

There has been research conducted in this area. Mirzamohamadi et al. (2015), in a study as the relationship between economy and art imply that cultural industries are very wide and in all branches of art we have the advantage to gain a substantial profit. Perhaps, we are not among the best in the world, because we are faced with powerful competitors, but at the regional level, Asia and the Muslim world, we doubtlessly would have some potential advantages.

In a study entitled examining the factors affecting the position of culture in the economy of the country, Fallahi (2014) suggests that we should study the relationship between economy and culture at both micro and macro spheres of the economics. In macroeconomics, the debate of entry into foreign markets arises, and in other concepts, in macroeconomics, it must be dealt with exports, but in microeconomics, more attention should be paid to domestic markets, and the cultural consumer is Iranian families.

In microeconomics and macroeconomics, our arts and culture have a tremendous capacity to fulfill which we need planning, even in some cases we have to restructure that means we need to create market for our products, and in the international field, we must consider which markets we can enter.

Naghizadeh (2013) has done a study entitled economic and art in traditional and modern communities. In examining the relationship between art and the economy, there is a general state that however definition we consider for "economy" and "art" the possibility of creating a work of art without financial support would not be possible. Cinema is one of the most prominent of these kinds of arts. This is because cinema, as a multifaceted phenomenon, by no means can be considered an independent "art" or "industry" that away from the normal flow of production of a work (merchandise) for the audience (consumer) that is universal and the relationship of the arts to the economy (meaning its income) are different. Some arts require an initial capital so that they can emerge, like film and architecture. Some arts in a balanced way need tools and devices, such as music, art, and some others that with a pen and paper can come to fruition like works of literature, poetry, and music.

In a study entitled the relationship between economic development and cultural development, Yousefi et al. (2011) state that cultural development in any country is based on three pillars: 1) the people of culture and art, 2) audiences or people, and 3) the government. The three pillars are like the three sides of a triangular that cover cultural development and removing any of them can be problematic. It should be planned in such a way that, each of these three pillars are placed in their original position, and according to the other two pillars, act correctly that needs a detailed discussion.

It should be noted that the audience is the main pillar of cultural development, and as far as there is no audience, art does not make sense, so these three pillars are indispensable. The positioning of each of these three pillars and the type and amount of relations between them should be made based on circumstances, which needs a great discussion.

### Hypotheses include

#### The main hypothesis

economic values and attitudes of the artists have a significant impact on the sales of artistic works in Isfahan.

#### Sub-hypotheses

1. The conceptual value of art has a significant impact on the sales of artwork.
2. Art product price has a significant impact on the sales of artwork.
3. Art product quality has a significant impact on the sales of artwork.
4. Advertising art products has a significant impact on the sales of artwork.

Thus, the model will be as Figure 1:

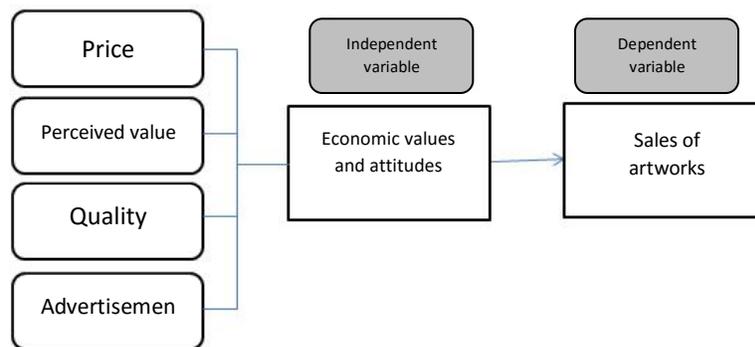


Figure 1: The conceptual model

### Data Collection Tools

The aim of this study is to evaluate and compare the views of artists and other people of culture and art about the relationship between the economic values and attitudes of the artist and the sales of artworks in Isfahan. The present study is descriptive-analytical, in terms of purpose, it is applied, and considering the method, it is survey.

The population in this study is all the artists and people of culture and art of Isfahan. In this study, by referring to Isfahan Department of Culture and providing a list of artists, 384 artists who were willing to work with me in the thesis were selected.

Using Morgan table, from among 384 participants in this study, 86 artists (creator of the artwork) and 298 from other companions of culture and art were selected. In this study, sampling is stratified random. Research tool is a

researcher-made questionnaire as follows. The questionnaire has 24 questions that have been developed in four dimensions.

Table 1: Dimensions and Questions of the questionnaire

<b>Inventory dimensions</b>	<b>Number of the questions</b>
Price	1-10
Quality	11-16
Advertising	17-27
Perceived value	28-34

### **Validity and Reliability of the Tool**

Validity of the content of the questionnaire was approved by the supervisor and is valid. In this study, Cronbach's alpha is used to determine the reliability of the test.

Table 2: Cronbach's alpha coefficient

<b>Inventory dimensions</b>	<b>Alpha coefficient</b>
Price	0.768
Quality	0.738
Advertising	0.760
Perceived value	0.702

Given the results of Cronbach's alpha coefficient, both questionnaires have good reliability.

### **3. Research Findings**

#### **Examining the Normality of Variables**

Before examining the research hypotheses in question, first the normal distribution of variables should be determined to see which method (parametric or non-parametric) should be used to test research hypotheses. Thus, to examine normal distribution of main variables, Kolmogorov-Smirnov test has been used. The results are given in the table below.

Table 3: Test to determine the normality of the variables

Variable	Artist		Other companions of culture and art	
	Kolmogorov-Smirnov statistic	P value*	Kolmogorov-Smirnov statistic	P value
<b>Values and economic attitudes</b>				
<b>price of products</b>	0.679	0.746	0.987	0.286
<b>Quality Products</b>	0.924	0.360	0.892	0.493
<b>Advertising Products</b>	0.768	0.597	0.311	0.121
<b>Perceived value</b>	0.353	0.052	0.917	0.370
<b>Total score</b>	0.671	0.758	0.872	0.387

Thus, it is concluded that distribution of all variables is normal. Thus, parametric test is used to evaluate the research hypotheses.

#### Examining Research Hypotheses

The main hypothesis: economic values and attitudes of the artists have a significant impact on the sales of artistic works in Isfahan.

Table 4: One sample t test to determine the effect of economic values and attitudes of artist on the sale of artworks

Variable	Group	t statistic	DF	P value	SD	Confidence interval 95%	
						Low	High
Values and economic attitudes (total score)	Artists of other companions of culture and art	10.377	85	0.000	0.74	0.53	0.79
		27.534	297	0.000		0.69	0.79

According to the results presented in Table 4, we can say that, from the perspective of both artists and other people of culture and art, with 95% level of confidence, there is a significant relationship between average economic impact of values and attitudes of artist on the sales of artworks with a constant amount 3 ( $p < 0.05$ ). Given the positive marks of both sides with the confidence interval, it can be concluded that from the perspective of both samples, values and

economic attitudes of the artist have higher-than-average effect on the sales (3). Thus, we can conclude that the resultant of the responses of the artists and other people of culture and art on the effect of values and attitudes and economic thoughts of the artists have focused on high to very high options. Thus, we can say that values and economic attitudes of artist have a significant effect on sales of works of art in Isfahan from the perspective of artists and other professionals in art and culture. Thus, the main hypothesis is confirmed

Table 5: Results of independent t-test to compare mean effect of economic values and attitudes of the artist on the sales of artworks between the perspective of artists and other people of culture

Variable	Mean		t statistic	DF	P value	SD	Confidence interval 95%	
	Artists	Other companions of culture and art					Low	High
<b>Economic values and attitudes</b>	3.67	3.74	-1.345	382	0.179	-0.08	-0.20	0.04

In Table 5, from t and p values obtained, it can be concluded that the average economic impact of values and attitudes of artist on sales of works between artists and people of culture and art perspective has no significant differences ( $p < 0.05$ ).

**First sub-hypothesis:** the price of works of art has a significant effect on the sales of works of art in Isfahan from the perspective of artists and other people of culture and art.

Table 6: The one-sample t test to check the effect of price of artworks on the sales of the works

Variable	Group	t statistic	DF	P value	SD	Confidence interval 95%	
						Low	Low
<b>Works price</b>	Other companions of culture and art	13.003	85	0.000	0.81	0.68	0.93
		29.607	297	0.000	0.78	0.73	0.83

According to the results presented in Table 6, we can say that, from the perspective of both artists and other people of culture and art, with a probability of 95%, there is a significant difference between the average effect of products price on sales of works of art with the constant value 3 ( $p < 0.05$ ). Given the positive marks of both sides with the confidence interval, it can be concluded that from the perspective of both samples, the price of the works of art has higher-than-average effect on the sales (3). Thus, we can conclude that the resultant of the responses of the artists and other people of culture and art on the effect of the price of the works of art have focused on high to very high options. Thus, we can say that the price of the works of art has a significant effect on sales of works of art in Isfahan from the perspective of artists and other professionals in art and culture. Thus, the first sub-hypothesis is confirmed.

Table 7: Results of independent t-test for comparison of the average price impact on sales of works of art between artists and other people of culture and art perspective

Variable	Mean		t statistic	DF	P value	SD	Confidence interval 95%	
	Artists	Other companions of culture and art					Low	High
Price of artworks	3.81	3.78	0.452	382	0.625	0.03	-0.09	0.14

In Table 7, from t and p values obtained, it can be concluded that the average price of works of art on sales of works between artists and people of culture and art perspective has no significant differences ( $p < 0.05$ ).

### The second sub-hypothesis

Art product quality has a significant impact on the sales of artwork from the perspective of artists and other people of culture and art.

Table 8: One sample t-test to check the quality of products on sales of works of art

Variable	Group	t statistic	DF	P value	SD	Confidence interval 95%	
						Low	Low
Quality of products	Other companions of culture and art	8.872	85	0.000	0.72	0.55	0.88
		22.50	297	0.000	0.82	0.75	0.89

According to the results presented in Table 8, we can say that, from the perspective of both artists and other people of culture and art, with a probability of 95%, there is a significant difference between the average effect of products quality on sales of works of art with the constant value 3 ( $p < 0.05$ ).

Given the positive marks of both sides with the confidence interval, it can be concluded that from the perspective of both samples, the quality of the works of art has higher-than-average effect on the sales (3).

Thus, we can conclude that the resultant of the responses of the artists and other people of culture and art on the effect of the quality of the works of art have focused on high to very high options. Thus, we can say that the quality of the works of art has a significant effect on sales of works of art in Isfahan from the perspective of artists and other professionals in art and culture. Thus, the second sub-hypothesis is confirmed.

Table 9: Results of independent t-test for comparison of the average quality impact on sales of works of art between artists and other people of culture and art perspective

Variable	Mean		t statistic	DF	P value	SD	Confidence interval 95%	
	Artists	Other companions of culture and art					Low	High
<b>Quality of products</b>	3.72	3.82	-1.234	382	0.218	-0.1	-0.26	0.06

In Table 9, from t and p values obtained, it can be concluded that the average quality of works of art on sales of works between artists and people of culture and art perspective has no significant differences ( $p < 0.05$ ).

### The third sub-hypothesis

Advertising art products has a significant impact on the sales of artwork from the perspective of artists and other people of culture and art.

Table 10: One sample t-test to check the effect of advertisement of products on sales of works of art

Variable	Group	t statistic	DF	P value	SD	Confidence interval 95%	
						Low	Low
<b>Advertisement of products</b>	Other companions of culture and art	7.487	85	0.000	0.57	0.42	0.72
		23.609	297	0.000	0.71	0.65	0.77

According to the results presented in Table 10, we can say that, from the perspective of both artists and other people of culture and art, with a probability of 95%, there is a significant difference between the average effect of products advertisement on sales of works of art with the constant value 3 ( $p < 0.05$ ).

Given the positive marks of both sides with the confidence interval, it can be concluded that from the perspective of both samples, the advertisement of the works of art has higher-than-average effect on the sales (3).

Thus, we can conclude that the resultant of the responses of the artists and other people of culture and art on the effect of the advertisement of the works of art have focused on high to very high options. Thus, we can say that the advertisement of the works of art has a significant effect on sales of works of art in Isfahan from the perspective of artists and other professionals in art and culture. Thus, the third sub-hypothesis is confirmed.

Table 11: Results of independent t-test for comparison of the average advertisement impact on sales of works of art between artists and other people of culture and art perspective

Variable	Mean		t statistic	DF	P value	SD	Confidence interval 95%	
	Artists	Other companions of culture and art					Low	Low
<b>Product advertisement</b>	3.57	3.71	-1.781	382	0.078	10.14	-0.31	0.01

In Table 11, from t and p values obtained, it can be concluded that the average advertisement of works of art on sales of works between artists and people of culture and art perspective has no significant differences ( $p < 0.05$ ).

The fourth sub-hypothesis: The conceptual value of art has a significant impact on the sales of artwork in Isfahan from the perspective of artists and other people of culture and art.

Table 12: Single-sample t test to determine the effect of perceived value on the sale of works of art

Variable	Group	t statistic	DF	P value	SD	Confidence interval 95%	
						Low	Low
<b>Perceived value</b>	Other companions of culture and art	7.133	85	0.000	0.54	0.39	0.69
		18.523	297	0.000	0.64	0.58	0.71

According to the results presented in Table 12, we can say that, from the perspective of both artists and other people of culture and art, with a probability of 95%, there is a significant difference between the average effect of perceived value on sales of works of art with the constant value 3 ( $p < 0.05$ ).

Thus, we can conclude that the resultant of the responses of the artists and other people of culture and art on the effect of perceived value of the works of art have focused on high to very high options. Thus, we can say that the perceived value of the works of art has a significant effect on sales of works of art in Isfahan from the perspective of artists and other professionals in art and culture. Thus, the fourth sub-hypothesis is confirmed.

Table 13: Results of independent t-test for comparison of the average perceived value impact on sales of works of art between artists and other people of culture and art perspective

Variable	Mean		t statistic	DF	P value	SD	Confidence interval 95%	
	Artists	Other companions of culture and art					Low	Low
Perceived value	3.54	3.64	-1.406	382	0.161	-0.1	-0.26	0.04

In Table 13, from t and p values obtained, it can be concluded that the average perceived value of works of art on sales of works between artists and people of culture and art perspective has no significant differences ( $p < 0.05$ ).

#### 4. Conclusion

The aim of this study was to evaluate and compare the views of artists and other people of culture and art about the relationship between the economic values and attitudes of the artist and the sales of artworks in Isfahan. For this purpose, after collecting questionnaires distributed and analysis of data, it was revealed that values and economic attitudes of artist have a significant effect on sales of works of art in Isfahan from the perspective of artists and other people of culture and art. Among other findings was that the price of products of art has a significant effect on the selling works of art from the perspective of artists and other professionals of art and culture in Isfahan. This result is consistent with the findings of Cutler (1999), Lgan (1999), Musharraf Javadi et al. (2015), Geravand et al. (2010) and Seyedinzaded (2015). To explain these findings, it should be said that it is necessary that the managers today should consider the issue of pricing as a strategic step and not as an automatic and rapid decision. Lack of a suitable pricing strategy may lead to lower sales, customer loss, lower market share, and reduced profit. This is because pricing is one of the key components of marketing. Quality and price of a product are two essential factors in satisfying customers from the purchase of the product. Effective marketing uses a mix of pricing strategies to employ to determine prices that primarily attracts customers and meets organizational goals. Lower price with higher quality can act as a strategy and as a competitive advantage for the company to enter new markets. In fact, the

proper price can be the line between success and failure of an enterprise. In addition, it was found that the quality of art works has a significant effect on the sales of art works in Isfahan from the perspective of artists and other people of culture and art. This result is consistent with the result of Cutler (1999), Lgan (1999), Musharraf Javadi et al. (2015) and Seyedinzadeh (2015). To explain these findings, it can be said that when the products of an artist are of the goods that customers are more comfortable to buy with spending less time, the motivation for the search on finding similar goods is reduced, so they prefer to meet their needs by buying the works of the artist in question. Thus, these artist should try to further improve the quality of their products and satisfy their customers because, as mentioned, the quality and price of a product are two essential factors in satisfaction of customers with buying the product.

In addition, it was found that advertisement of art works has a significant effect on the sales of art works in Isfahan from the perspective of artists and other people of culture and art. This result is consistent with the result of Cutler (1999), Lgan (1999), Geravand et al. (2015) and Seyedin (2015). To explain these findings, we can say that honestly the sellers should set most of their activities in introducing the real characteristics and features of products to market so that the true and fair mentality of the characteristics of products is created for the audience. In other words, with the entry of new competitors into the market and offering similar products to that of cooperatives, these vendors must use the appropriate propaganda tools to distinguish their products from similar products available in the market. Finally, it was found that the perceived value of art works has a significant effect on the sales of art works in Isfahan from the perspective of artists and other people of culture and art. This result is consistent with the result of Lgan (1999), Musharraf Javadi et al. (2015) Geravand et al. (2010). To explain these findings, we can say that customers compare the values they get from different products and choose the product that, according to them, provides more value to them. Perhaps apparently, customers cannot articulate the above comparison process, but they sure made this comparison in mind, and when you decide to buy a certain product, in fact, they have concluded that the value of this product is higher than the other products available. Thus, obviously, when the perceived value of the product is more in customers' idea, product sales will also increase.

In Table 14, a final comparison of the views expressed by artists and other people of culture and art has been presented.

Table 14: A final comparison of the views expressed by artists and other people of culture and art

<b>Other people of culture and art</b>	<b>Artists</b>
Values and economic attitudes of artists have a significant impact on the sales of works of art in Isfahan from the perspective of other people of culture and art	Values and economic attitudes of artists have a significant impact on the sales of works of art in Isfahan from the perspective of artists
Art Product prices have a significant impact on the sales of works of art in Isfahan from the perspective	Art Product prices have a significant impact on the sales of works of art in Isfahan from the perspective

of other people of culture and art	of artists
The quality of art products has a significant impact on the sales of works of art in Isfahan from the perspective of other people of culture and art	The quality of art products has a significant impact on the sales of works of art in Isfahan from the perspective of artists
Advertising of the works of art has a significant impact on the sales of works of art in Isfahan from the perspective of other people of culture and art	Advertising of the works of art has a significant impact on the sales of works of art in Isfahan from the perspective of artists
Perceived value of the works of art has a significant impact on the sales of works of art in Isfahan from the perspective of other people of culture and art	Perceived value of the works of art has a significant impact on the sales of works of art in Isfahan from the perspective of artists

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