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Mark Nagel

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PROVIDING CONSISTENT SERVICE AT THE CONCESSIONS STAND: A POTENTIAL PROBLEM

Mark Nagel

Building: Hilton Ocean Front Resort

Room: Promenade 8

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Abstract

Concession sales are a critical revenue stream for sport and entertainment venues. Most research investigating concession revenues has focused upon quality and availability of food choices as well as the servicescape (Bigelow, 2004; Zeithaml, Bitner, & Gremler, 2006). Though these are important areas of concern, one area that has not been extensively researched is the appearance, speed, and efficiency of individual concession stations in relation to their in-venue counterparts. This study investigated the consistency of concession operations at a National Collegiate Athletic Association (NCAA) Division I men's basketball game. Results indicated that a large discrepancy existed among concession outlets in regards to physical appearance of the environment, number of staff members working, and speed of customer transactions.