

Print ISSN: 2288-4637 / Online ISSN 2288-4645
doi: 10.13106/jafeb.2014.vol1.no4.29.

A Study upon Effects of Family Restaurant Consumption Values upon Satisfaction, Reliability and Behavioural Intentions in Korea: Focused on College Students at Metropolitan Area

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[Received: July 13, 2014 Revised: October 23, 2014 Accepted: November 14, 2014]

Abstract

This study investigated effects of five consumption values of family restaurants, that is to say, functional value, economic value, social value, creative value and emotional value, upon consumers' satisfaction and brand reliability, and effects of satisfactions upon brand reliability, and effects of satisfaction and brand reliability upon consumers' behavioral intention to help develop family restaurant industry.

Frequency analysis was done. The interviewees had demographic characteristics of gender: 156 men (54.4%) and 131 women (45.6%). The interviewees live in the places: 136 persons (47.4%) in Gyeonggi and Metropolitan area, 57 persons (27.0%) in Gangbuk, Seoul, 38 persons (13.2%) in other areas in Seoul, 34 persons (11.8%) in Gangnam, Seoul, 18 persons (6.3%) in Incheon and 4 persons (1.4%) in other regions.

Values of the use of family restaurants, for instance, functional value, economic value, social value, emotional value and rarity value had influence upon satisfaction and brand reliability, had influence upon satisfaction as well as brand reliability.

This study investigated consumption values of which consumers thought much, effects of consumption values upon satisfaction and brand reliability, effects of consumer's satisfaction upon brand reliability, and consumer's satisfaction and brand reliability upon behavioral intention, and to verify effects having influence upon local and foreign family restaurant.

Keywords: Family Restaurant, Consumption Values, Satisfaction, Reliability, Behavioural Intentions

JEL Classifications: L81, L89, M30, M31, M39.

1. Introduction

In the last ten years, the Koreans often ate out owing to higher income, better living level, more leisure time and women's entry in public affairs to expand and grow dining market quickly, so that food service industry has become promising. Family restaurant industry has also expanded quickly to increase various kinds of home and foreign brands.

Foreign family restaurant brands had occupied most of domestic family restaurant market in the past: Growth of family restaurant industry area has produced various kinds of domestic family restaurant brands to compete each other. Even if those businesses have made efforts to differentiate product prices and quality, food service industry had almost no technical gap between businesses to be equalized.

Investigation into reason why consumers visited family restaurant and what values made consumers select family restaurant was needed considering current situation of family restaurant.

This study investigated effects of five consumption values of family restaurants, that is to say, functional value, economic value, social value, creative value and emotional value, upon consumers' satisfaction and brand reliability, and effects of satisfactions upon brand reliability, and effects of satisfaction and brand reliability upon consumers' behavioral intention to help develop family restaurant industry.

2. Precedent Studies

2.1. Relations between Consumption Values and Satisfactions

2.1.1. Satisfactions

At satisfaction, consumers have been compensated either properly or improperly from sacrifice from cognitive point of view (Howard & Sheth, 1969). Satisfaction was said to be psychological state after experiencing products and/or services of enterprise with static and/or continuous emotion (Oliver, 1980).

In other words, satisfaction means emotional reaction to the experience of product and/or service bought, retailer, shopping

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and/or purchasing behavior (Westbrook, & Reilly, 1983).

Therefore, satisfaction that consumers feel satisfied with service and/or product to have affirmative emotion is said to be subjective emotion. Satisfaction that is important factor of relationship management is index to forecast consumers' future behavior. (Grace & O'Cass, 2005). A lot of papers investigated satisfaction (Lee & Bea, 2006; Kang et al., 2011; Koo, 2005; Yu & Yoon, 2011; Kwon & Yu, 2014).

2.1.2. Hypotheses of Consumption Values and Satisfaction

The consumption value has expressed consumers' basic desire to be used to let consumer do self-realization (Feather, 1975). The consumption value explains reasons why consumers buy and make use of products and/or services, and pursues different values of the same product (Chen & Tsai, 2008; Kang & Chae, 2011) to have the most important influence at consumers' selection of market and to have powerful and comprehensive influence upon individuals' cognition of the product. (Ryu, 2002). And, the consumers attain a goal by specific product and/or service to pursue pleasure and experience (Kim & Cho, 2013).

A lot of researchers classified consumption values: The consumption values that have influence upon consumers' buying behavior have functional, practical and physical attributes, and they have relations with functional values, social group and economic position that have influence upon customers' selection behavior, and have relations with social values, fear, romance and other emotional reaction, affection and comfort and other aesthetic alternative of specific consumption group and/or social classes to include situation values and cognitive values (Sheth et al., 1991), and to have functional value, emotional value, social value and economic values including monetary expenses, time, efforts and other expenses (Sweeney & Soutar, 2001). And, the consumption value included consumer value (Lee & Yang, 2012).

This study classified consumption values into five, that is to say, functional value, economic value, social value, creative value and emotional value.

- H1: Functional value has positive influence upon satisfaction;
- H2: Economic value has positive influence upon satisfaction;
- H3 : Social value has positive influence upon satisfaction.

The creative value is said to be value that a business produces by itself to differentiate it from other businesses, for instance, new experience, uniqueness, excellent tradition and differential image that other shops have not. Hypotheses of creative value and satisfaction are:

- H4: Creative value has positive influence upon satisfaction.
- H5: Emotional value has positive influence upon satisfaction.

2.2. Relation between Consumption Value and Brand Reliability

2.2.1. Brand Reliability

The brand reliability was said to be customer's belief that brand is able to do a function (Chaudhuri & Holbrook, 2001). The brand reliability was defined to be customer's belief that brand might give customers the highest profit based on goal-and/or value shared of both customers and enterprises (Blackston, 1992). The brand credibility was said to give credibility by brand entity from point of view of professionalism, reliability and good impression (Keller, 1993).

The reliability combines customer's loyalty so that brand reliability is very much important to control customers successfully (Kim et al., 2014; Hwang & Shin, 2012; Kim et al., 2012; Kim et al., 2011).

2.2.2. Relation between Consumption Value and Brand Reliability

The consumer value had significant influence upon brand reliability (Cho, 2014). Hypotheses between consumption value and brand reliability are:

- H6: Functional value has positive influence upon brand reliability.
- H7: Economic value has positive influence upon brand reliability.
- H8: Social value has positive influence upon brand reliability.
- H9: Creative value has positive influence upon brand reliability.
- H10: Emotional value has positive influence upon brand reliability.

2.3. Relation between Satisfaction and Brand Reliability

Customers who were satisfied with products and services after making use of specific brand might have attitudes and reliability on products and services. The satisfaction had affirmative influence upon both credit and goodwill of the reliability under offline retail environment (Walsh et al., 2010). Customers who were satisfied with specific brand might have more brand reliability at higher affirmative satisfaction on credit and goodwill.

Hypotheses are:

- H11: Satisfaction has positive influence upon brand reliability.

2.4. Relation among Satisfaction, Brand Reliability and Behavioral Intention

Consumers who were satisfied or dissatisfied after experiencing commodities might take actions after buying (Hawkins et al., 2007). Consumers who were satisfied with values cognized might take actions, for instance, increase of times of the use, recommendation, repurchase, preference of the commodity and words-of-mouth. Other studies on behavioral intention were Kang et al. (2013) and Yang and Shim (2013).

In this study, satisfaction and brand reliability had influence upon behavioral intention based on reuse intention, use together

with friends and/or relatives, active and affirmative recommendation intention, and recommendation intention at application to recommendation of the intimates.

Hypotheses are:

H12: Satisfaction has positive influence upon behavioral intention.

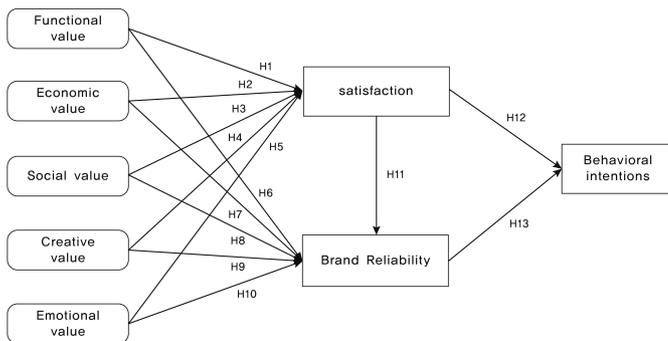
H13: Brand reliability has positive influence upon behavioral intention.

3. Methodologies

3.1. Models

This study investigated effects of customer satisfaction and brand reliability upon behavior intention based on reuse intention, use together with friends and relatives, positive and affirmative recommendation intention, and recommendation intention at application to recommendation of the relatives.

Hypotheses are:



<Figure 1> Research Model

3.2. Material Collection and Methodologies

The study investigated effects upon selection of the stores by questionnaire survey seven days from October 1, 2014 to October 8, 2014: The subject was many and unspecified consumers who visited family restaurants. Preliminary investigation verified validity and then main investigation was done based on the material. The authors collected 289 copies among 300 copies, and finally made use of 287 copies after excluding copies having errors such as partial omission of fill out and unfaithful answers.

4. The Findings

4.1. Demographic Characteristics

Frequency analysis was done. The interviewees had demographic characteristics of gender: 156 men (54.4%) and 131

women (45.6%).

The interviewees live in the places: 136 persons (47.4%) in Gyeonggi and Metropolitan area, 57 persons (27.0%) in Gangbuk, Seoul, 38 persons (13.2%) in other areas in Seoul, 34 persons (11.8%) in Gangnam, Seoul, 18 persons (6.3%) in Incheon and 4 persons (1.4%) in other regions.

The interviewees had demographic characteristics (Table 1):

<Table 1> Demographic Characteristics of the Interviewees

Section		Number of persons (persons)	Ratio (%)
Gender	Men	156	54.4
	Women	131	45.6
Residential areas	Gangnam, Seoul	34	11.8
	Gangbuk, Seoul	57	19.9
	Other regions at Seoul	38	13.2
	Incheon	18	6.3
	Gyeonggi and Metropolitan area	136	47.4
	Others	4	1.4
Eating-out expenses a month on average	Less than 100,000 KRW	61	21.3
	100,000~less than 150,000 KRW	76	26.5
	150,000~less than 200,000 KRW	75	26.1
	200,000~less than 250,000 KRW	50	17.4
	250,000 KRW or more	25	8.7
Monthly pocket money on average (income)	Less than 200,000 KRW	39	13.6
	200,000~ less than 300,000 KRW	68	23.7
	300,000~ less than 400,000 KRW	95	33.1
	400,000~ less than 500,000 KRW	63	22.0
	500,000 KRW or more	22	7.7
Parents' monthly income on average	Less than million KRW	0	0
	Million ~less than 2 million KRW	26	9.1
	2 million~ less than 3 million KRW	61	21.3
	3 million~ less than 4 million KRW	85	29.6
	4 million ~ less than 5 million KRW	39	13.6
5 million KRW or more	76	26.5	
Total		287	100

4.2. Use of Family Restaurants

Frequency analysis was used. The interviewees made use of family restaurant (Table 2):

<Table 2> The interviewee's use of family restaurant

Section		Frequency (persons)	Ratio (%)
Brand restaurant to visit	Vips	41	14.3
	Outback	23	8.0
	Ashley	87	30.3
	TGI Friday	11	3.8
	Bennigans	21	7.3
	Bono-bono	7	2.4
	Madforgarlic	14	4.9
	Seven Springs	4	1.4
	Muscus	4	1.4
	Dmaris	3	1.0
	Today	8	2.8
	China Factory	4	1.4
Others	60	20.9	
Selection of reason to select family restaurant	Delicious taste of food	124	43.2
	Reasonable price	58	20.2
	Atmosphere	24	8.4
	Employee' service	16	5.6
	Brand reputation	42	14.6
	Others	23	8.0
	Times to visit family restaurant	Less than 1 time	171
2~3 times		72	25.1
4~5 times		30	10.5
6 times or more		14	4.8
Channel to hear family restaurant information	Acquaintance (word-of-mouth)	87	30.3
	Experience of the visit	122	42.5
	Advertising (TV, newspapers)	13	4.5
	Internet	33	11.5
	Outdoor billboard	6	2.1
	Others	26	9.1
Purpose to visit family restaurant	Take a meal alone	42	14.6
	Meeting of job and/or informal social gathering	88	30.7
	Congratulation meeting	18	6.3
	Family meeting	59	20.6
	Place of the promise	71	24.7
	Others	9	3.1
Total		287	100

The interviewees selected family restaurants considering delicious taste of food (124 persons, 43.2%), followed by price (58 persons, 20.2%) and brand reputation (42 persons, 14.6%), and those three reasons occupied more than 78.0%.

The interviewees got information of family restaurant by experience of the use (122 persons, 42.5%), and acquaintance (words-of-mouth) (87 persons, 30.3%), and those two reasons occupied 72.8%.

Residents in Gyeonggi-do and Metropolitan area occupied 136 persons (47.4%), and the ones in Gangbuk, Seoul did 57 persons (27.0%), followed by other regions in Seoul (38 persons, 13.2%), Gangnam, Seoul (34 persons, 11.8%), Incheon

(18 persons, 6.3%) and other areas (4 persons, 1.4%) in order.

4.3. Construct Validity

4.3.1. Analysis upon Value Factors of Use of Family Restaurant

Analysis upon value factors of the use of family restaurant was done according to each factor:

<Table 3> Classifications for Factor Analysis

Factors	Questions	Factor analysis result
Functional values	Delicious taste of food	excluded
	Constant quality	included
	Inside and outside convenience facilities	included
	Spacious and comfortable indoor environment	included
	Convenient layout	included
	Employee's kindness	included
Economic value	Time to deliver food	excluded
	Food quality	included
	Food quantity	included
Emotional value	Service quality	included
	Pleasure of taking a meal	included
	Pleasant experience of taking a meal	included
	Free feeling of taking a meal	included
Social value	More pleasant experience than other family restaurants	included
	Comfort	excluded
	Think of values when acquaintance often visits family restaurant.	included
	Feel a sense of social belonging	included
	Represent me	included
Creative value	Elevate social status	included
	Give other persons good impression.	excluded
	New experience	included
	Unusual theme	included
	Excellent tradition	excluded
	Differential image	included
	Be tired of other family restaurants	included
	Menu that stimulates curiosity	included

Factor analysis upon family restaurant classified factors having influence upon satisfaction and brand reliability into five, that is to say, functional value, creative value, emotional value, social value and economic value. Those factors were evenly distributed to have even characteristics.

<Table 4> Factor Analysis upon the Values

Factors	Questions	Component				
		1	2	3	4	5
1. Functional value	Easy to move and make layout	.838	.067	.092	.160	.052
	Comfortable indoor environment	.786	.067	.404	-.053	.075
	Interior and external convenience facilities	.735	.052	.472	-.079	.101
	Kind service	.689	-.165	-.033	.112	.235
	Uniform quality	.560	-.044	.326	.082	.187
2. Rarity value	Differential image	.001	.841	-.059	.082	-.003
	Unusual theme	.120	.832	.088	.065	.127
	New experience	-.049	.780	-.011	.238	.114
	Menu giving stimulus to the curiosity	-.071	.603	-.064	.244	-.056
	By verifying another restaurant	-.033	.601	-.178	.400	-.163
3. Emotional value	Free feeling	.108	-.072	.807	.015	.232
	Comparable pleasant experience	.172	-.063	.763	.314	.041
	Pleasant experience	.253	-.029	.754	-.068	.245
	Pleasure when taking a meal	.267	.043	.624	-.143	.507
4. Social value	Represent oneself	-.078	.230	.035	.852	.080
	Social isolation	.202	.163	-.138	.824	.118
	Rise of social status	-.138	.384	.077	.705	.054
	Values through acquaintance	.263	.055	.210	.592	.042
5. Economic value	Food quantity considering price	-.042	.113	.190	.123	.829
	Food quality considering price	.224	.070	.194	-.008	.806
	Service quality considering price	.221	-.097	.191	.171	.693

4.3.2. Satisfaction with Use of Family Restaurant

Family restaurant users had value factors of satisfaction to have the highest factor of functional value, followed by emotional value and economic value in order. Values did not vary much between value factors.

<Table 5> Satisfaction with Use of Family Restaurant

Factors	Contents	Mean	Standard deviation
Satisfaction with use of family restaurant	Satisfaction with functional value	3.33	.713
	Satisfaction with economic value	3.20	.736
	Satisfaction with emotional value	3.26	.808
	Satisfaction with social value	3.15	.751
	Satisfaction with rarity value	3.15	.873

4.3.3. Brand Reliability Analysis upon the Use of Family Restaurant

Factor analysis upon brand reliability of family restaurant users was: Functional value was the highest, followed by economic value, emotional value and creative value in order. Values between

factors did not vary much to have no great influence:

<Table 6> Brand Reliability on Empirical Value at the Use of Family Restaurant

Factor	Contents	Mean	Standard deviation
Brand reliability at the use of family restaurant	Brand reliability on functional value	3.54	.801
	Brand reliability on economic value	3.35	.717
	Brand reliability on emotional value	3.29	.721
	Brand reliability on social value	3.26	.747
	Brand reliability on rarity value	3.28	.734

4.3.4. Behavioral Intention Analysis upon the Interviewee's Satisfaction and Brand Reliability

The interviewees who had visited family restaurant wanted to visit together with acquaintance, family members and acquaintance and/or to recommend the restaurant to them, and wanted to visit again less despite revisit intention.

<Table 7> The Interviewees' Satisfaction and Behavioral Intention on Brand Reliability

Factor	Contents	Mean	Standard deviation
Behavioral intention at the use of family restaurant	Visit the restaurant often and continuously.	3.29	.758
	Want to visit again.	3.50	.770
	Give priority at selection of restaurant.	3.25	.754
	Want to visit the restaurant together with friends and/or relatives.	3.56	.786
	Recommend the restaurant actively to friends and/or relatives.	3.43	.785

4.4. Hypothesis Testing

4.4.1. Effects of Satisfaction with Use Value of Family Restaurant

Hypotheses testing result of use value of family restaurant were:
 Hypothesis 1 was adopted: Functional value had positive influence upon satisfaction with use of family restaurant to be significant (0.01), and t of 4.451.
 Hypothesis 2 was adopted: Economic value had positive influence upon satisfaction with use of family restaurant to be significant (0.01), and t of 4.149.
 Hypothesis 3 was adopted: Social value had positive influence upon satisfaction with use of family restaurant to be significant (0.01), and t of 4.208.
 Hypothesis 4 was adopted: Creative value had positive influence upon satisfaction with use of family restaurant to be significant (0.01), and t of 5.846. Creative value had the greatest influence among experiential values.
 However, hypothesis 5 was not adopted: Emotional value has positive influence upon satisfaction with use of family restaurant to be significant (0.01), and t of -2.257.
 Emotional value had no influence upon the satisfaction to differ from expectation.

<Table 8> Effects of Experiential Values upon Satisfaction

Dependent variable	Independent variable	Standard deviation	B	T value	Significance probability	Tolerance
Satisfaction with use of family restaurant	Constant	.179	-	6.765	.000	-
	Functional value (hypothesis 1)	.043	.255	4.451	.000	.669
	Economic value (hypothesis 2)	.039	.235	4.149	.000	.682
	Social value (hypothesis 3)	.038	.232	4.208	.000	.724
	Rarity value (hypothesis 4)	.039	.317	5.846	.000	.747
	Emotional value (hypothesis 5)	.045	-.141	-2.257	.025	.561
	R = .619 , R2 = .383 , R2 corrected = .372 , F = 34.830 , p = 0.000 , Durbin - Watson = 1.849					

4.4.2. Effects of Brand Reliability upon Use Value of Family Restaurant

Hypotheses testing of effects of use value of family restaurant upon brand reliability were:
 Hypothesis 6 was adopted: Functional value had positive influence upon brand reliability to be significant (0.05), and T value of 2.409.
 Hypothesis 7 was adopted: Economic value had positive influence upon brand reliability not to be significant (0.01 and 0.05), and to be significant (0.1), and T value of 1.684.
 Hypothesis 8 was adopted: Social value had positive influence upon brand reliability to be significant (0.01), and T value of 2.986.
 Hypothesis 9 was adopted: Creative value had positive influence upon brand reliability to be significant (0.01), and T value of 4.392. Creative value had the greatest influence among experiential values.
 Hypothesis 10 was adopted: Emotional value had positive influence upon brand reliability, and T value of 2.087.

<Table 9> Effect of experimental value upon brand reliability

Dependent variable	Independent variable	Standard deviation	B	T value	Significant probability	Tolerance
Brand reliability on the use of family restaurant	Constant	.197	-	7.223	.000	-
	Functional value (hypothesis 6)	.047	.150	2.409	.017	.669
	Economic value (hypothesis 7)	.043	.104	1.684	.093	.682
	Social value (hypothesis 8)	.041	.179	2.986	.003	.724
	Rarity value (hypothesis 9)	.043	.259	4.392	.000	.747
	Emotional value (hypothesis 10)	.050	.142	2.087	.038	.561
	R = .518 , R2 = .268 , R2 corrected = .255 , F = 20.611 , p = 0.000 , Durbin - Watson = 1.984					

4.4.3. Effects of Restaurant Users' Satisfaction upon Brand Reliability

Restaurant users' satisfaction had influence upon brand reliability.
 Hypothesis 11 was adopted: Family restaurant users' satisfaction had positive influence upon brand reliability to be significant (0.01), and T-value of 8.918 that was very much high.
 Hypothesis 12 was adopted: Satisfaction of the use of family restaurant had positive influence upon behavioral intention to be significant (0.01), and T value of 6.792.
 Hypothesis 13 was adopted: Brand reliability had positive influence upon behavioral intention to be significant (0.01), and T-value of 6.040. T-value had more influence upon behavioral intention than brand reliability had.

<Table 10> Effects of Experiential Satisfaction upon Brand Reliability

Dependent variable	Independent variable	Standard deviation	B	T value	Significant probability	Tolerance
Brand reliability on the use of family restaurant	Constant	.172	-	10.597	.000	-
	Satisfaction (hypothesis 11)	.053	.467	8.918	.000	1.000
	R = .467 , R2 = .218 , R2 corrected = .215 , F = 79.534 , p = 0.000 , Durbin - Watson = 1.928					

<Table 11> Effects of Experimental Satisfaction and Brand Reliability upon Behavioral Intention

Dependent variable	Independent variable	Standard deviation	B	T value	Significant probability	Tolerance
Behavioral intention	상수	.184	-	6.368	.000	-
	Satisfaction (hypothesis 12)	.054	.367	6.792	.000	.782
	Brand reliability (hypothesis 13)	.053	.326	6.040	.000	.782
	R = .594 , R2 = .353 , R2 corrected = .348 , F = 77.354 , p = 0.000 , Durbin - Watson = 1.845					

4.5. Results

Values of the use of family restaurants, for instance, functional value, economic value, social value, emotional value and rarity value had influence upon satisfaction and brand reliability, had influence upon satisfaction as well as brand reliability.

All of other hypotheses than hypothesis 5 were adopted: Values of use of family restaurant had positive influence upon satisfaction:

Hypotheses 1 to 4 were: Importance of use value of family restaurant was high (0.01), and high satisfaction of four kinds of experiential use value had high satisfaction of the use. The use value consisted of functional value, economic value, social value and creative value.

Hypotheses 6 to 10 were: Use experience of family restaurant had positive influence upon brand reliability, and all of other hypotheses than hypothesis 7 were adopted and hypothesis 7 was partially adopted (0.1):

Hypothesis 6 to 10 except for hypothesis 7 were: Importance of use value of family restaurant was high (0.01), and high experiential use value had high brand reliability.

Hypothesis 11 was: Satisfaction with family restaurant use had the largest positive influence upon brand reliability (0.01).

Hypothesis 12 was: Satisfaction with use of family restaurant had positive influence upon behavioral intention (0.01).

Hypothesis 13 was: Brand reliability of use of family restaurant had positive influence upon behavioral intention.

Hypotheses 12 and 13 were: Behavioral intention was influ-

enced by brand reliability more than by satisfaction with use of family restaurant.

<Table 12> Hypothesis testing of effects of family restaurant consumption values upon satisfaction, reliability and behavioral intention

Hypotheses		Adoption
H1	Functional value has positive influence upon satisfaction.	adopted
H2	Economic value has positive influence upon satisfaction.	adopted
H3	Social value has positive influence upon satisfaction.	adopted
H4	Creative value has positive influence upon satisfaction.	adopted
H5	Emotional value has positive influence upon satisfaction.	rejected
H6	Functional value has positive influence upon brand reliability.	adopted
H7	Economic value has positive influence upon brand reliability.	Partially adopted
H8	Social value has positive influence upon brand reliability.	adopted
H9	Creative value has positive influence upon brand reliability.	adopted
H10	Emotional value has positive influence upon brand reliability.	adopted
H11	Satisfaction has affirmative influence upon brand reliability.	adopted
H12	Satisfaction has positive influence upon behavioral intention.	adopted
H13	Brand reliability has positive influence upon behavioral intention.	adopted

5. The Findings and Implications

In the last ten years, frequency of eating out increased at change of social atmosphere to expand scale of food service market and to increase family restaurant industry quickly and to let local and foreign family restaurant brands compete fiercely each other. This study investigated consumption values of which consumers thought much, effects of consumption values upon satisfaction and brand reliability, effects of consumer's satisfaction upon brand reliability, and consumer's satisfaction and brand reliability upon behavioral intention, and to verify effects having influence upon local and foreign family restaurant.

The findings and implications were:

Hypothesis is: Functional value, economic value, social value and creative value have positive influence upon satisfaction. The hypothesis was adopted.

Creative value was found to have the greatest influence upon satisfaction. Local and foreign family restaurant brands should elevate creative values at keen competition of brands to im-

prove customers' satisfaction.

Hypothesis is: Hypothesis of economic value has influence upon satisfaction has been partially adopted. And, hypothesis of remaining values such as functional value, social value, creative value and emotional value have positive influence upon brand reliability has been adopted. And, creative value had the greatest influence upon satisfaction. However, five values such as functional value, social value, creative value, emotional value and economic value had influence upon brand reliability. In other words, many factors had influence upon brand reliability, and even one of the minor mistakes could have serious impact upon brand reliability. Creative value had the greatest influence so that brand's image and/or differential impression had great influence upon brand reliability. So, each brand business needed to have differentiated image strategy of the brand.

Lastly, satisfaction had positive influence upon brand reliability, and not only satisfaction but also brand reliability had affirmative influence upon behavioral intention. So, not only satisfaction but also brand reliability had influence upon behavioral intention so that satisfaction was thought to be very much important factor.

This study had limitations, and further studies are needed.

First, the subject was in their twenties and thirties and should be expanded up to the fifties and sixties to overcome limit of generalization. Second, the study had five kinds of consumption values, that is to say, functional value, economic value, emotional value, creative value and social value. But, many researchers classified consumption values into various kinds of values in addition to the five values. So, the five kinds of values made limited research. Further studies should be made to research widely and deeply from various kinds of views.

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