

# The Relationships among Coffeehouse's Physical Environment, Self-Congruity, Positive Emotion, and Revisit Intentions

Nakyung Kwon<sup>1</sup> and Young Gin Choi<sup>2,\*</sup>

<sup>1</sup>Department of Tourism Management, Gachon University, Seongnam 461-701, Korea

<sup>2</sup>The School of Tourism, Hanyang University, Seoul 133-791, Korea

**ABSTRACT:** This study sought to describe the relationships among physical environment, self-congruity, positive emotion, and revisit intentions in the coffeehouse setting. This study adopted second-order factor of physical environment in a structural equation model, employing trend(fashion), cleanliness, reliability, spatial, convenience, and appropriacy as the second-order factors. The conceptual model in this study used responses from 338 college students who visited coffeehouse at least once in the past month. The proposed relationships were analyzed using SPSS 20.0 and AMOS 6.0. The results of data analysis indicated that the six second-order factors of physical environment significantly affected coffeehouse visitor's self-congruity and positive emotion, and self-congruity as well as positive emotion significantly influenced revisit intentions. Further discussion and theoretical/practical implications of the findings along with directions for future studies are provided. In essence, the findings highlight significant role of coffeehouse's physical environment toward self-congruity and positive emotion in the formation of customer's revisit intentions in the coffeehouse context.

**Keywords:** Physical Environment, Self-Congruity, Positive Emotion, Revisit Intention, Coffeehouse

## INTRODUCTION

Coffeehouse's physical environment is an important concept that develops and strengthens business, and protect from competitors which provides strategic vision (Lee JH, 2012). Brand is also a critical concept which provides strategic vision for business management, helps to develop and strengthen business, and protects a company from its competitors. Companies spend a lot of money and effort to build brand reputation because consumers don't have enough professional information to easily identify a product's strength and weakness compared to marketers or professionals who try to sale their own products (Oh JS *et al.*, 2013). Only brands with positive image which provides customer satisfaction can acquire customers with loyalty, avoid price competition, and produce sustainable profit. Also, nowadays, it is hard to differentiate a product from others in terms of quality due to standardization of service and technology. Therefore, consumers tend to make a decision to buy a product based on its brand image(Dick A *et al.*, 1990; Kim TH *et al.*, 2009). Customers tend to purchase not only a brand with a preferable image but also a brand which well matches with themselves. Consumers express their characteristics and personality by consuming products and services which aligns with their self-image (Sirgy MJ, 1982; Kim TH, 2009).

Especially, coffeehouses have a difficulty in attracting new cus-

tomers because they are located in concentrated business districts and provide similar menus. Even though coffeehouse industry is entering a phase of stagnation, the number of coffeehouse is increasing rapidly. Nowadays, various kinds of brands, joining of conglomerates and foundations of small scale enterprises make coffeehouse industry reorganized. At this point of view, in order to dominate coffeehouse market position, coffeehouses should strengthen their brand image expressing their unique image as well as establish specialized service strategy. Thus, physical environment differentiation strategy is an important factor which determines the success or failure of coffeehouse brand.

Customers are starting to find coffeehouse brand which brings out their own image. Physical environment of coffeehouses could be used as a mean to establish brand value by providing unique characteristics of the brand and expressing brand image to influence customer needs and satisfaction(Lee JH, 2012).

The research on unique brand of coffeehouse and self-image identification of customers in choosing a coffeehouse brand is meaningful especially in high quality coffeehouse market. In previous research, the studies of physical environment mainly focused on convention center, restaurant industry, hotel, and meeting rooms. However, physical environment of coffeehouse was limited to the relationships among physical environment, brand image, customer satisfaction, and brand loyalty(Oh JS & Kim DU, 2013),

\* Corresponding Author: Young Gin Choi, The School of Tourism, Hanyang University, Wangshimliro, Sungdongu, Seoul 133-791, Korea, Tel. +82-10-2282-6186, Fax. +82-2281-4559, E-mail: ygchoi1013@gmail.com

Received: 29 August, 2014, Revised: 10 October, 2014, Accepted: 20 October, 2014.

the relationships between emotional reaction and behavioral intentions (Park JH & Reo C, 2013), purchase intention through emotion (Jung HY, 2013), and the effect of customer satisfaction on revisit intention (Lee HJ & Seo JY, 2012). Therefore, this study focused on the relationships among physical environment, self-congruity, positive emotion, and revisit intention and also provided theoretical and practical implications.

The population of the study was college students who visited coffeehouse at least once within the past month. The study explored the relationship between coffeehouse physical environment and their behavior intentions (revisit intentions) through self-congruity and positive emotion, providing the base of coffeehouse brand management strategy. Therefore, the purpose of the study is as follows. First, this study introduced the concept of coffeehouse physical environment, self-congruity, positive emotion, and revisit intentions. Second, it examined the second-order factors of physical environment (i.e., trend, cleanliness, reliability, spacious, convenience, appropriacy) and their effects on self-congruity, positive emotion, and revisit intentions. Third, the findings of this study provided marketers and practitioners with better understanding of coffeehouse brand's differentiation strategy. Such understandings, consequently, will be important in gaining and retaining a competitive position in the coffeehouse market and provide practical implication to coffeehouse managers to build strategic management.

## LITERATURE REVIEW

### *Physical Environment*

The physical environment that a service company provides should be consistent and should be designed to attract customers' interest (Baker J, 1987; Kim GS & Han SI, 2014). Physical environment of coffeehouse is comprised of various factors. In terms of customers' perspective, physical environment should be differentiated from other brands and should be easily reachable. On the other hand, in terms of coffeehouse, physical environment should be used as a communication tool with customers. The concept of physical environment is established by the studies of Belk L (1975), and Berry LL (1990). In the following research, Davis TRV (1984) viewed physical environment as physical structure, physical stimulus, and symbolic artifacts which explains not only the importance of physical factors but also the service that customers receive from employees (Park JH & Reo C, 2013). Baker J (1987) classified physical environment into three categories such as ambient factor, design factor, and social factor. Bitner MJ (1992) classified physical environment service escape as surrounding environment factor, spacious and function, and structure such as sign and symbol. Also, Kim JH & Lee KJ (2012) illustrated physical environment as follows: 1) a development function to set up a purchase environment by creating unique atmosphere which can be differentiated from other brands (Kotler P, 1973); 2) communication function which express purchase value to the customers by creating the company's service related message (Berry LL & Parasuraman A, 1992; Berry LL, 1990); 3) sales promotion function by stimulating customers' emotion to create purchasing desire (Nevis, 1979). Also, the relationship between service physical environment and customers' emotion has been well studied (Wa-

kefield KL & Blodgett JG, 1996; Kim JH & Lee KJ, 2012; Jung HS; Yoon HH, 2010 & Kim JY *et al.*, 2009).

### *Self-Congruity*

Theory of self-image congruity which is also known as theory of self-congruity is well known for the effect on brand image, satisfaction, repurchase intentions, and brand loyalty (Kressmann F *et al.*, 2006; Yoon TH, 2011). Early studies of self-congruity by Levy (1959) illustrated that customers not always purchase a product of functional value but sometimes a purchase a product or service of symbolic meaning. Grunn TV *et al.* (1967) explained that customers have a desire to show their own image or wannabe image to others, and choose to purchase a product, brand, and suppliers which matches well with their image. Graffe TR (1997) used Heineken beer brand and Budweiser beer brand to examine the influence of congruity between brand image and self-image on brand evaluation, and found that customer's brand attitude and repurchase intention increases as customers self-image and brand image well matches. This result shows that customers tend to have self-confidence by telling a product or service which well matches with their image and by gaining support from others (Arndt, 1967). Commonly, self-image congruity is classified as actual self-image, ideal self-image, social self-image, and ideal, social self-image. However, in case of hospitality industry which shows a strong propensity of conspicuous consumption, the effect of ideal self-image is stronger compared to inconspicuous consumption (Ekinci Y & Riley M, 2003; Graff TR, 1997).

### *Positive Emotion*

Emotion can be explained as individual's physical and subjective behavior reaction which determines individual's satisfaction subjective well-being (Donovan RJ & Rossiter JR, 1982). Emotional reaction is customers psychological response which is influenced from external environmental stimulation which can be also used as a mediating effect (Kim SH, 2002).

Customers react differently by how they perceive a product or service. Emotion affects preference of a product or a store and the preference and selection is very closely related with temporary emotion (Donnovan RJ & Rossiter JR, 1982). Also, emotional reaction can be spreaded to other people who is in the same circumstances (Obermiller C & Bitner MJ, 1982). Gardner MP (1985) defined emotion as behavioral reaction resulted from physical excitement by external stimulation which is also a very complicated and comprehensive experience, including such a past experience. Oliver RL (1993) contented that positive emotion (i.e., caring and happiness) and negative emotion (i.e., external emotion such as anger, hatred, and despise, and internal emotion such as shyness, sorrow, and fear) can coexist. Also he suggested that customer impression as well as customer loyalty is important when making a store profit. Moreover, Hirschman A (1970) found that positive emotions related to positive purchase is well related to repurchase intentions.

Therefore, this study suggested positive emotions such as feeling friendly, comfortable, pleasure, and fresh and examined the relationships among physical environment, self-congruity, and revisit intentions.

### *Revisit Intentions*

Revisit and repurchasing can be defined as possibility for a customer to purchase a service or product repeatedly after making an initial purchase. Revisit intentions is an important factor to make sustainable performance to the company in the long-term point of view, and measurement for maintaining customers (Kwon DK, 2011).

When customers are satisfied with the product or service, they tend to spread positive word-of-mouth to their friends or colleagues, come back to the store, and become a loyal customer. On the other hand, when customers are dissatisfied with the product or service, they tend not to revisit the store. In regards to customer's satisfaction and revisit intentions studies of coffeehouse research, Kim KH & Choi SK (2014) found out brand personality and brand image is significantly related to customer satisfaction and revisit intentions. Also, they found that customers with material and fashion oriented personality scored the highest on satisfaction level, and customers with thrift and saving oriented personality were most likely to revisit the coffeehouse. Also, Park JY *et al.* (2013) found out that sales promotion a significant effect on brand image, brand image on customer satisfaction, and customer satisfaction on revisit intentions.

#### *The Relationships among Physical Environment, Self-congruity, Positive Emotion, and Revisit Intentions*

Physical environment is a critical selling tool in the hospitality industry because it well represents a company's identity, which leads to purchase behavior. Because prior information of the service is hard to acquire and not standardized, service itself can not be enough to attract customers to purchase. In this point of view, physical environment acts as a medium between coffeehouse and customers by providing positive experience to customers through pleasant environment and employee's attitude. Donovan RJ & Rossiter JR (1982) found out that customer's positive emotion caused by physical environment increased customer satisfaction as well as revisit intention, directly affecting a restaurant's performance. Dube L & Morgan MS (1996) suggested that while females tend to exactly remember the emotion when purchasing a product or a service and make a purchase decision based on the past experience, males tend to more rely on the current emotion not on the emotion of the past experience. Mehrabian A & Russell JA (1974) found out that physical environment and emotional reaction have significant relationship. Anderson EW *et al.* (1994) suggested that a customer who is satisfied with a specific service provider tend to have higher repurchase intentions. Engel F *et al.* (1995) found out that a customer who is satisfied with a specific brand tend to prefer the brand, resulting in purchasing a most preferable brand. Also Ranaweera C & Prabhu J (2003) suggested that satisfaction is one of the most influential factors in forming revisit intentions in restaurant related studies.

Regarding to the relationships among physical environment, self-congruity, emotional reaction, and revisit intentions, Jung HS & Yoon HH (2010) study showed that physical environment significantly affected customer satisfaction through positive and negative emotion. The study also implied that establishing positive physical environment which customers favorably perceive is important for coffeehouses to make a profit. Park JH & Ruy C (2013) found out that physical environment such as spacious and cleanliness sig-

nificantly influenced emotional reaction and that emotional reaction significantly affected behavioral intentions. They also implied that physical environment should be carefully planned from the beginning because it can't be easily changed due to high investment cost. In terms of self-congruity, Park SY & Lee HJ (2009) contented that self-image congruity influences brand attachment, and Song MA *et al.* (2010) suggested that functional-congruity and self-congruity have positive influence on consumption emotion and consuming related quality of life. Sim S & Lee YB (2013) found out that symbolic consumption affects self-image congruity and quality of life. Lastly, Yoon TH (2011) suggested that self-image is significantly related to customer's behavioral intentions such as word-of-mouth and repurchase intentions.

Accordingly, based on theoretical and practical evidence, the following hypotheses are suggested:

- H1 : The coffeehouse physical environment has a positive impact on self-congruity.
- H2 : The coffeehouse physical environment has a positive impact on positive emotion.
- H3 : Self-congruity has a positive impact on revisit intentions.
- H4 : Positive emotion has a positive impact on revisit intentions.

## METHODS

### *Proposed Conceptual Model*

Fig. 1 illustrates the focus of this study, which explored the relationships among physical environment (second order factors: trend, cleanliness, reliability, spacious, convenience, and appropriacy), self-congruity, positive emotion, and revisit intentions. Integrated the proposed hypotheses, a structural model was suggested.

### *Measurement Items*

To empirically measure the above proposed conceptual model suggested in Fig. 1, survey questionnaire items were modified and adapted to fit coffeehouse industry from the previous studies that have been already validated and widely accepted. Total of four constructs were used in this study. First, physical environment items consisted of six factors (trend, cleanliness, reliability, spacious, convenience, and appropriacy) were adapted from Baker J (1987), Wakefield KL & Blodgett JG (1996), and Lee YC (1998). Second, self-congruity items were adapted from Sirgy MJ & Su C (2000) and Jang HC *et al.* (2013). Third, positive emotion items were adapted

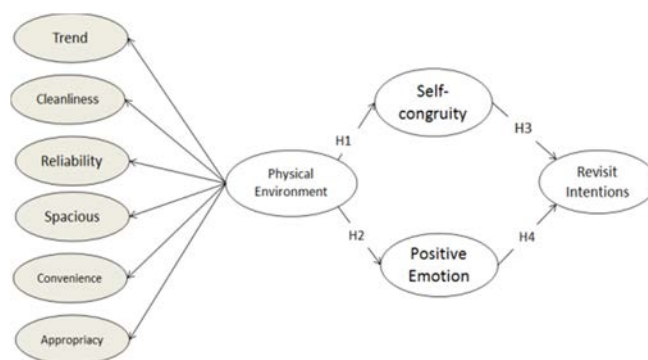


Fig. 1. Proposed conceptual model.  
from previous emotion studies (Mehrabian A & Russell JA, 1977;

Bitner MJ 1992; Lin IY & Mattila AS 2010; Kim JH & Lee KJ, 2012) to fit coffeehouse context. Lastly, revisit intentions were adapted from Bitner MJ(1992) and Jung HS & Yoon HH(2010). All items were examined on a seven-point Likert-type scale ranging from 1(strongly disagree) to 7(strongly agree).

#### Data Collection

To test the proposed conceptual structural model in Fig. 1, data was collected from college students who visited coffeehouse at least once within the past month. The respondents were asked to select and identify one coffeehouse brand and to answer all questions based on the selected coffeehouse brand. For pilot test, a self-report survey questionnaire was distributed from June first to eighth of 2014. The internal consistency of measurements was checked using Cronbach's coefficient alpha with the suggested cut-off level of .70(Nunnally JC, 1978). Based on the feedback, the questionnaire was refined for accuracy of wording and for inappropriate questions. After the pilot test, well-trained graduate students collected final questionnaire from college students who visited coffeehouse at least once within the past month at Gangnam Station, Hongik University, Gangnam Garosukil, and Gunkuk University area. Total of 360 self-reported questionnaire was distributed from June tenth to July ninth of 2014. Out of the 360

were used for analysis.

The collected data was analyzed using SPSS 20.0 and AMOS 6.0. First, descriptive analyses were conducted to analyze demographic information of the sample. Second, confirmatory factor analysis (CFA) was first examined to test reliability and validity of the constructs prior to running a structural equation modeling(SEM).

## METHODOLOGY

### Sample Characteristics

Of the 388 survey college students who provided usable responses for data analysis, 186(55%) were male and 152(45%) were female. In terms of age, those 21~50 years old(77.5%, n=262) accounted for the largest proportion of respondents followed by 26~30 years old(18.9%, n=64), less or equal to 20 years old(3.3%, n=11). For their school year, the highest percentage category of respondents were senior(42.0%, n=142), followed by junior(26.3%, n=89), sophomore(24.9%, n=84), and freshmen(6.2%, n=21). In terms of their major, social science(45.6%, n=154) ranked the most, followed by engineering(33.4%, n=113), natural science(8.9%, n=30), and fine arts(11.5%, n=39).

When their average expenditure at the coffeehouse was asked,

Table 1. General characteristics of respondents

Item	Group	Number	Frequency(%)	Item	Group	Number	Frequency
Gender	Male	186	55	Average expenditure at the coffeehouse (won)	< 5,000	128	37.9
					< 10,000	181	53.6
	Female	152	45		< 20,000	26	7.7
					≤20,000	3	0.9
Age (year)	≤20	11	3.3	Monthly expenditure	≤200 thousand	21	6.2
	21~50	262	77.5		21~40 thousand	163	48.2
					41~60 thousand	108	32
	26~30	64	18.9		61~80 thousand	44	13
	>30	1	0.3		>80 thousand	2	0.6
College school year	Freshman	21	6.2	Frequency of visit (monthly)	1~2	74	21.9
	Sophomore	84	24.9		3~4	94	27.8
	Junior	89	26.3		5~6	76	22.5
	Senior	142	42.0		<7	93	27.5
	Els	2	0.6		Else	1	0.3
Major	Social science	154	45.6	Company	Alone	25	7.4
	Natural science	30	8.9		Couple	81	24.0
	Engineering	113	33.4		Friends	226	66.9
	Fine arts	39	11.5		Family	5	1.5
	Els	2	0.6		Else	1	0.3

questionnaires, 22 responses were disqualified because they were incomplete. As a result, 338 complete and usable questionnaires

Table 2. The results of confirmatory factor analysis

Factor or items		Loading	Eigen value	Variance explained (%)	AVE	CR	
Physical Environment	Trend (Fashion)	The facility of this coffeehouse is modern and attractive.	.644	3.421	68.418	.560	.863
		The exterior decoration is unique.	.763				
		This facility follows the latest fashion.	.828				
		This facility's decoration and sculptures gives visual pleasure.	.785				
		Overall interior matches well with the coffeehouse.	.872				
	Cleanliness	This coffeehouse's household furniture is clean.	.574	3.355	55.916	.535	.872
		The atmosphere and the temperature of this coffeehouse is comfortable.	.671				
		This coffeehouse's floor and aisle is clean and well managed.	.631				
		The employee's cloth is clean.	.762				
		This coffeehouse's restroom is clean.	.653				
		This coffeehouse's indoor lighting is appropriate.	.817				
	Reliability	This coffeehouse tries to manage customer's claims immediately.	.752	3.130	62.600	.512	.839
		This coffeehouse guarantees service and it is reliable.	.739				
		This coffeehouse provides proper compensation when customer's claim is received.	.607				
		This coffeehouse employee is polite and kind.	.780				
		This coffeehouse appearance is neat.	.767				
	Spacious	This coffeehouse's table is spacious.	.592	2.612	62.305	.509	.802
		The coffeehouse's internal aisle is spacious enough to pass by.	.665				
		The material and size of coffeehouse's table and chair gives comfortable feeling.	.870				
		This coffeehouse has proper number of tables.	.802				
Convenience	This coffeehouse is located in the convenient area.	.510	1.862	62.051	.528	.765	
	This coffeehouse has comfortable order system.	.727					
	The number of this coffeehouse is enough to provide good services.	.751					
Appropriacy	This coffeehouse's internal atmosphere is generally quite.	.797	1.508	75.382	.512	.675	
	This coffeehouse is well matched with background music.	.637					
Self-congruity	I would like to be considered as a typical consumer of this coffeehouse brand.	.789	3.068	79.706	.524	.815	
	I think a person who consumes this brand is nice ones.	.801					
	It is likely that people who consume this brand has similar image from me.	.855					
	This coffeehouse well reflects my image.	.875					
Positive Emotion	I have friendly feeling at this coffeehouse.	.745	3.665	61.087	.517	.865	
	I feel comfortable at this coffeehouse.	.726					
	I am excited at this coffeehouse.	.709					
	I feel pleasure at this coffeehouse.	.775					
	I feel fresh with this coffeehouse's environment.	.665					
	This coffeehouse's environment is attractive.	.761					
Revisit Intentions	I will visit this coffeehouse brand in the future.	.765	2.260	75.317	.596	.815	
	I will put this coffeehouse brand at the priority when I choose the coffeehouse.	.814					
	I will visit this coffeehouse brand more often.	.805					
Goodness-of-fit Statistics $\chi^2=1745.972$ , $df=656$ , $\chi^2/df=2.67$ , IFI=.893, TLI=.886, CFI=.901, RMSEA=.070							

less than 10,000 won(53.6%, n=181) ranked the most followed by less than 5,000 won(37.9%, n=128), less than 20,000 won(7.7%, n=26). In terms of monthly expenditure, 48.2%(n=163) spent 21-40 thousand won per month followed by 41~60 thousand won(32%, n=108). With regards with frequency of coffeehouse visit(monthly), the respondents were fairly evenly distributed from 1~7 times per month. Lastly, when the company was asked(who do you usually visit the coffeehouse with?), 66.9%(n=226) indicated that they visited the coffeehouse with friends followed by couple(24.0%, n=81) and alone(7.4%, n=25). Table 1 summarizes the demographic profile of the survey respondents in this study.

#### Measurement Quality Assessment

To verify the unidimensionality of the conceptual model and further validate the measurement model, a CFA(confirmatory factor analysis) was conducted with AMOS 6.0 version software. Before investigating the whole measurement model, the unidimensionality of each construct was observed with each concept. Table 2 shows the summary of the findings. Data analysis showed a satisfactory model fit. The CFA Chi-square value was 1,745.972 with 656 degrees of freedom( $p=.000$ ,  $\chi^2/df=2.67$ , Carmines EG & McIver JP, 1981). The results indicated the acceptable fit to the data (IFI=.893, TLI=.886, GFI=.874, AGFI=.831, CFI=.901, RMSEA=.070) since the suggested model in this study is relatively complicated model which includes second-order factors(Hau KT, 2005; Joreskog KG & Sorbom D, 1982). A composite reliability fell between .675 and .872 which exceeded the minimum criterion of .60 suggested by Bagozzi RP and Yi Y(1988). Next, AVE(average variance extracted) was calculated and ranged from .509 to .596 which was greater than the .50 recommendation value(Bagozzi RP & Yi Y, 1988). Therefore, convergent validity for the scales was confirmed. In summary, all of the construct's discriminant validities and internal consistency of the scales were supported by CFA analysis.

#### Proposed Model Assessment and Hypothesized-Relationship Testing

A proposed conceptual proposed model with 4 hypotheses was evaluated. Fit indices induced by AMOS 6.0 version showed that the model had acceptable fit. Chi-Square value was 1,750.141 ( $df=656$ ,  $p=.000$ , IFI=.840, TLI=.894, GFI=.779, AGFI=.750, CFI=.913, RMSEA=.070). The model fit was acceptable since the model of this study is relatively complicated which contains second-order factors. As Fig. 2 shows the results of the SEM(structural equation model). Regarding second-order factors of physical environment,

cleanliness(.833) showed the highest relationship with physical environment followed by reliability(.691), convenience(.689), spacious(.652), trend(.616), and appropriacy(.574). All hypotheses were supported. Findings revealed that physical environment have a significant and positive impact on self-congruity(.343) and positive emotion(.530). Hence, hypotheses 1 and 2 were supported. Also, self-congruity significantly influenced revisit intentions(.140), and positive emotion also significantly affected revisit intentions (.388). This result supported hypotheses 3 and 4.

## DISCUSSION AND IMPLICATIONS

The coffeehouse industry is already saturated. However, coffeehouse in domestic market is still showing a steady growth as an attractive business item. Still there is a risk of failure because of similar menus and design of coffeehouse, economic recession and heavy competition throughout the industry. It is predicted that with new differentiation strategy and selection of good business district will show continuous growth and success of coffeehouse industry. The purpose of this study is to provide theoretical and practical implications to the coffeehouse industry by examining the relationships among physical environment, self-congruity and positive emotion by using college students who visited the coffeehouse at least once within the past month. Accordingly, this study provides useful information for segregated marketing strategy for growth and development of coffeehouse industry.

Theoretical implications of this study are as follows. Past research mainly focused on the relationships among physical environment and customer's behavioral intentions through emotional reaction. However, this study included self-congruity as a additional variable and investigated the relationships among physical environment and revisit intentions through self-congruity and positive emotion, and found out the significant relationships among them.

Considering practical implications are as follows. First, this study discovered second order of physical environment as trend, cleanliness, reliability, spacious, convenience, and appropriacy, and verified the relationships among physical environment, self-congruity, and positive emotion. Therefore, hypothesis 1 and 2 was supported. The findings agrees with the result found from Park JH & Ryu C(2013) study that spacious and cleanliness significantly affects emotional reaction. Majority of respondents from Park JH & Ryu C(2013) study showed a special interest in cleanliness in the restaurant setting which is one of the most important requirement that the restaurant should possess. Coffeehouse should educate their full-time and part-time employees according to their sanitation manual and develop effective education program in order to provide safe(sanitized) and high quality beverage to the customers. Also, coffeehouse should make accurate indication of expiration date of products such as bakery and ice-cream compulsory, establishing a sense of trust to the customers, because such trust in cleanliness will result in self-congruity, positive emotion, and revisit intentions. On the other hand, spacious(.652), trend(.616), and appropriacy(.574) showed relatively low score compared to other second-order factors which influences self-congruity and positive emotion. This result implies that because current coffeehouse brands show similar interior and menus,

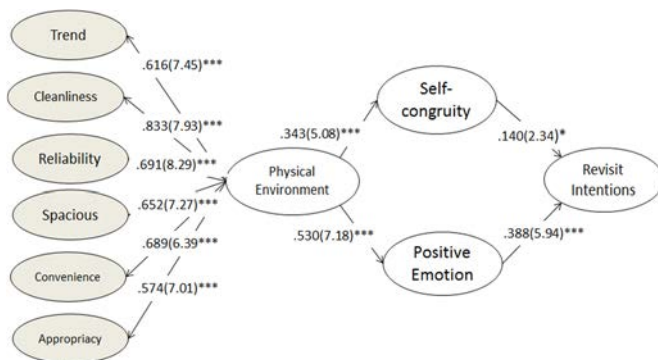


Fig. 2. Test results of the proposed relationships.

\*  $p<.05$ , \*\*\* $p<.001$

customers could not find a well matched brand from them and remain as potential customers in the coffeehouse market.

Second, self-congruity had a positive effect on revisit intentions (.140) and positive emotion significantly influenced revisit intentions(.388). Therefore, hypotheses 3 and 4 were supported. This result agrees with studies of Park JH & Ryu C(2013), Jung HS & Yoon HH(2010), and Lee DY(2006), which implies that because positive emotion toward physical environment influences customer satisfaction, revisit intentions, and repurchase intentions, coffeehouse should establish positive physical environment that customers favorably perceive. Also, the result agrees with the founding of Sim SS & Lee YB(2013) and Yoon TH(2011), which self-congruity significantly affects customer behavior such as word-of-mouth and repurchase intentions. Symbolic consumption significantly affected self-image congruity as well as quality of life. Since brand and self-image congruity can change by how well match with their values and lifestyle from the point of customer perspective, coffeehouse marketers need to develop positioning strategy which well matches with their customers. As a result, customers are willing to pay a price premium if the coffeehouse brand well matches with their self-image.

In spite of theoretical and practical implications, some limitations of this study need to be addressed. First, the population of this study was college students who resides in Seoul and cannot be generalized to other cities. Second, ten of popular coffeehouse brands were only used for data collection. For future studies, menus other than coffee (i.e., cake, chocolate, and ice-cream) could be included. Also, examining the effects of negative emotion on revisit intentions or repurchase intentions would be meaningful. Lastly, behavioral intentions such as satisfaction and word-of-mouth could be investigated to see the relationships among physical environment, self-congruity, and positive emotion.

## REFERENCES

- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share and profitability: Findings from Sweden. *J. of Marketing*, 58(3), 53-66.
- Arndt, J. (1967). Role of product-related conversation in the diffusion of new product. *J. of Marketing Research*, 4(3), 291-295.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *J. of the Academy of Marketing Science*, 16(1), 74-94.
- Baker, J. (1987). The role of environment in marketing service: The consumer perspectives. In *Service Challenge: Integrating for Competitive*. Czepiel JA. eds. Chicago, American Marketing Association, pp.79-84.
- Belk, L. (1975). *Breaking the Model: Women, Men and Time in the New Corporate World*. New York, The Free Press.
- Berman, B., & Evans, J. R. (1979). *Retail Mat: A Strategic Approach*. Macmillan Publishing Co.
- Berry, L. L. (1990). Evaluation service encounters: The effect of physical surroundings and employee responses. *J. of Marketing*, 54(April), 69-82.
- Berry, L. L., & Parasuraman, A. (1991). *Service Marketing*. New York, The Free Press.
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *J. of Marketing*, 56(2), 57-71.
- Carmines, E. G., & McIver, J. P. (1981). Analyzing models with unobserved variables: Analysis of covariance structures. *Social Measurement: Current issues*, 65-115.
- Davis, T. R. V. (1984). The influence of the physical environment in offices. *Academy of Management Review*, 9(2), 271-283.
- Dick, A., Chakravarti, D., & Biehal, G. (1990). Memory-based inferences during consumer choice. *J. of Consumer Research*, 17(Jun.), 82-93.
- Donovan, R. J., & Rossiter, J. R. (1982). Store atmosphere: An environmental psychology approach. *J. of Retailing*, 58(Spring), 34-57.
- Dube, L., & Morgan, M. S. (1996). Trend effects and gender differences in retrospective and gender differences in retrospective judgments of consumption emotions. *J. of Consumer Research*, 23(2), 156-162.
- Ekinci, Y., & Rilely, M. (2003). An investigation self-concept: Actual and ideal self congruence compared in the context of service evaluation. *J. of Retailing and Consumer Services*, 10(4), 201-214.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior*(8th ed). Orland. The Dryden Press.
- Gardner, M. P. (1985). Mood states and consumers behavior: A critical review. *J. of Consumer Research*, 12(Dec.), 281-300.
- Graff, T. R. (1997). Consumption situations and the effects of brand image on consumers' brand evaluations. *Psychology & Marketing*, 14(1), 49-70.
- Grubb, T. R., & Grathwohl, W. M. (1967). Consumer self-concept, symbolism and market behavior: A theoretical approach. *J. of Marketing*, 33(Oct.), 22-27.
- Hau, K. T. (2005). *Goodness of Fit in Structural Equation Models*. London, LEA Publications.
- Hirschman, A. (1970). *Exit, Voice, and Loyalty: Responses to Decline in Firms, Organizations, and State*. Cambridge, MA, Harvard University Press.
- Jang, H. C., Hong, S. K., & Kim, S. J. (2003). The influence of self-congruity and experience quality on word-of-mouth: Mediating effect of satisfaction. *North East Asia Tourism Research*, 9(4), 67-90.
- Joreskog, K. G., & Sorbom, D. (1982). Recent development in structural equation modeling. *J. of Marketing Research*, 14(4), 404-416.
- Jung, H. S., & Yoon, H. H. (2010). The effects of family restaurant's physical environment on customer's emotion, satisfaction, and revisit intentions: Moderating effect of sex and age. *Culinary Society of Korea*, 14(4), 190-205.
- Jung, H. Y. (2013). The effects of hospitality physical environment on emotion and revisit intentions: Focused on coffee shop. *International J. of Contents*, 13(1), 437-446.
- Kim, S. H. (2002). Influence of perceived service environments on customers' internal responses and behaviors at apparel shops in department stores. Dissertation, Chungnam University.
- Kim, K. H., & Choi, S. K. (2014). Comparison on coffeeshop brand personality image and consumer behavior according to consumers' characteristics of lifestyle types: Focused on university students in Busan area. *J. of Foodservice Management*, 17(3), 31-51.
- Kim, K. S., & Han, S. I. (2014). Study on emotional response de-



- pending on physical environment of hotel banquet on brand image of hotel: Focused on moderating effect of human resource service quality. *Tourism Research*, 39(2), 213-236.
- Kim, J. Y., Kim, H. J., & Kim, C. M. (2009). The influence of service elements on customers' emotion and loyalty: Focused on specialty coffeshop customers. *Korean J. of Culinary Research*, 15(1), 271-286.
- Kim, T. H., Lee, B. R., & Son, E. Y. (2009). A study on the effectiveness for the consentaneity of brand image and self-image in the brand attitude and choice intention: Focused on the coffee brand. *Korean J. of Hotel Administration*, 18(1), 171-185.
- Kim, J. H., & Lee, J. J. (2012). The effects of emotional responses toward physical environment on switching barriers and loyalty. *Korean J. of the Science of Emotion & Sensibility*, 15(2), 209-222.
- Kressmann, F., Sirgy, M. J., Hermann, A., Huber, F., & Lee, D. J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, 59(2), 955-964.
- Kwon, D. K. (2011). Effects of reusing and the recommendation depending on the satisfaction sate of coffeshop service quality. *International J. of Contents*, 11(5), 449-465.
- Lee, J. H. (2012). The study of analysis type of coffeehouse physical environment. *Korean Architectural Research*, 14(4), 51-60.
- Lee, Y. J., & Kim, W. C. (1998). The study of the effects of physical environment on service quality: Focused on two companies. *Research of Marketing*, 13(1), 61-86.
- Lee, H. J., & Seo, J. Y. (2012). The study of the relationship between local and international coffeshop's physical environment, customer satisfaction, and revisit intentions: Focused on college students in Seoul. *Korean J. of Hotel Administration*, 21(2), 131-147.
- Levy, S. J. (1959). Symbols for sales. *Harvard Business Review*, 37(4), 117-24.
- Lin, I. Y., & Mattila, A. S. (2010). Restaurant servicescape, service encounter, and perceived congruency on customer's emotions and satisfaction. *J. of Hospitality Marketing & Management*, 19(8), 819-841.
- Mehrabian, A., & Russell, J. A. (1977). *An Approach to Environmental Psychology*. Cambridge, MA, Massachusetts Institute of Technology Press.
- Novak, A. (1977). *Store Planning and Design*. New York, Lebbar-Frieman Books.
- Nunnally, J. C. (1978). *Psychometric Theory*. New York, McGraw-Hill.
- Obermiller, C., & Bitner, M. J. (1984). Store atmosphere: A peripheral cue for product evaluation. In *American Psychological Association Annual Conference*.
- Oh, D. S., & Kim, D. U. (2013). The effects of franchise coffeehouse's physical environment on brand image, customer satisfaction, brand loyalty. *Korea Research of Distribution and Management*, 16(3), 105-119.
- Oliver, R. L. (1993). Cognitive affective and attribute bases of the satisfaction response. *J. of Consumer Research*, 17(Jun.), 82-93.
- Park, J. Y., Choi, I. H., & Jang, K. S. (2001). The influence of self-congruity between brand personality and self-image on attitude toward brand. *Asia Marketing J.*, 3(2), 92-114.
- Park, J. Y., Lee, S. W., & Jang, Y. J. (2013). The stud of relationships among the preference of coffeehouse's sales promotion, brand image, customer satisfaction, revisit intentions. *Korea Academic Society of Tourism Management*, 28(5), 205-222.
- Park, S. Y., & Lee, H. J. (2009). Mediating roles of brand identification and brand attachment in the model of the influence of congruence between brand personality and self-image on brand loyalty. *Consumption Culture Research*, 12(2), 19-37.
- Park, J. H., & Ryoo, C. (2013). A study on relation between physical environment, emotional reaction and behavioral intention of the coffee house: Focusing on Daejeon area. *Hotel and Tourism Research*, 15(4), 329-346.
- Ranaweera, C., & Prabhu, J. (2003). On the relative importance of customer satisfaction and trust as determinants of customer retention and positive word of mouth. *J. of Targeting Measurement & Analysis Marketing*, 12(1), 82-90.
- Sim, S. S., & Lee, Y. B. (2013). The relationships among golf customer's spending habit and self-image congruity, golf attachment, and lif of quality. *Korea Society of Wellness*, 8(3), 1-15.
- Sirgy, M. J. (1982). Self-concept in consumer behavior: A critical review. *J. of Consumer Research*, 9(Dec.), 287-300.
- Sirgy, M. J., & Su, C. (2000). Destination image, self-congruity, and travel behavior: Toward an integrative model. *J. of Travel Research*, 38(4), 340-352.
- Song, M. A., Lee, D. J., Ok, J. L., & Yoo, B. H. (2010). The study of relationships among functional congruity, self-congruity consumption, and perceived quality of life impact(PQOLI). Focused on mediating effect of preventive emotion and improval emotion. *J. of Consumer Studies*, 22(1), 117-138.
- Wakerfield, K. L., & Blodgett, J. G. (1996). The effect of the servicescape on customers behavioral intentions in leisure service settings. *J. of Service Marketing*, 10(6), 45-61.
- Yoon, T. H. (2011). The influence of hospitality brand self-congruity on customer-brand relationship quality and customer behavior: Focused on family restaurant. *Tourism Leisure Research*, 23(1), 299-316.