

## Understanding the Effects of Hedonic and Utilitarian Values on Consumption Emotions and Customer Satisfaction

Ja-Hyun Song<sup>1</sup> and Hyun-Jung Kim<sup>2¶</sup>

<sup>1</sup>School of Hotel and Restaurant Administration, Oklahoma State University, USA

<sup>2¶</sup>Dept. of Hotel & Tourism, Daegu University, Republic of Korea

**ABSTRACT:** This study attempted to identify the relationships among perceived value (hedonic and utilitarian values), consumption emotions, and satisfaction. In addition, this study also tested the relationships of measurement items of these variables. The data were collected from American restaurant diners who have experienced any Asian restaurants within the last 30 days. A total of 435 responses was used for data analysis. Descriptive statistics, principal component analysis, reliability test, and regression analysis were utilized to analyze the data. The results found that hedonic value influenced positive emotions and satisfaction. Utilitarian value increased positive emotions and satisfaction while decreases negative emotions. In addition, positive emotions increased customer satisfaction; negative emotions decreased customer satisfaction. In the measurement level, traditional music, traditional aspects of food, and restaurant layout of hedonic value influenced positive emotions and interior design had an impact on customer satisfaction. On the other hand, food taste and healthy food option of utilitarian value influenced positive emotions and satisfaction; only food taste was negatively related to negative emotions. Managerial implications were provided.

**Keywords:** hedonic value, utilitarian value, positive emotions, negative emotions, satisfaction

### INTRODUCTION

The US Census Bureau reported that the country's Hispanic and Asian populations have significantly grown in recent decades, and their populations are expected to grow approximately three times as large over the next 40 years (US Census Bureau 2012). As one reflection of this population trend, a popularity of ethnic restaurants appeared to be much more increasing than any other restaurant categories in the US (Tian & Wang 2010). Especially, Asian cuisines have gained significant popularity among non-Asians who prefer hot and spicy taste or nutritious and healthful foods as well as the growing number of

Asian population in the US (Jang, Ha & Park 2012; Liu & Jang 2009b). As such, while other ethnic cuisines revealed their growth rates are relatively flat, Asian cuisine has seen a 41 percent growth in new product introductions from 2011 to 2013 (Mintel 2013).

Generally, ethnic restaurant research indicated that customers' perception toward authenticity (food/atmospherics), food quality, service quality, service-scape, and food safety contributes to customers' favorable evaluation of the restaurant (Clemes, Gan & Sriwongrat 2013; Liu & Jang 2009). Providing value with regards to above service qualities that exceeds the costs of the dining experience is a prerequisite

¶ Corresponding Author: Hyun-Jung Kim, Dept. of Hotel & Tourism, Daegu University, Jillyang, Gyeongsan, Gyeongbuk 38453, Republic of Korea, Tel. +82-53-850-6144, Fax. +82-53-850-6149, E-mail: hkim@daegu.ac.kr

for inducing greater customer satisfaction. It can be seen that customers who chose Asian restaurants pursue, of course, utilitarian value such as food tastiness or a variety of healthy food options, but they may consider more on hedonic value such as authentic dining experiences associated with corresponding Asian cultures (Ha & Jang 2012). It should be noted, however, that providing these values would not be sufficient to bring a competitive advantage to a restaurant because customers today have become more demanding and are no longer willing to sacrifice any of these factors in their dining experience at the ethnic restaurant (Liu & Jang 2009; Ryu, Lee & Kim 2012). If so, what factors could create a point of difference associated with customer satisfaction, especially in the Asian restaurant context?

In response to this question, this study paid special attention to affective responses since customers evaluate their dining experiences and service encounters based on not only cognitive assessment but also emotional responses (Bonnefoy-Claudet & Ghantous 2013). Emotional reactions may be particularly important in determining customer satisfaction especially in the ethnic restaurant context where customers consume the services for more hedonic purposes compared to familiar western style restaurants (Wakefield & Blodgett 1999).

By understanding values perceived by diners and their emotional responses, it would become easier to understand how ethnic restaurant practitioners will enhance customers' satisfaction to retain their customers. Despite emotional reactions are inextricably linked to hedonic or utilitarian values perceived by customers, little research examined the relationships among perceived values, emotional responses, and customer satisfaction in the ethnic restaurant literature. This study tries to fill in the gap. Therefore, the purposes of the study are: 1) to investigate the effects of perceived value (i.e., hedonic value and utilitarian value) on consumption emotions (i.e., positive and negative emotional responses) and customer satisfaction; 2) to examine the impacts of consumption emotions on customer satisfaction; and 3) to identify the effects of measurement items for values on consumption emotions and satisfaction; 4) to investigate the effects of mea-

surement items for consumption emotions on satisfaction.

## LITERATURE REVIEW

### *Perceived Value*

Perceived value can be defined as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given (Zeithaml 1988, p. 14)." Batra and Ahtola (1990) proposed that consumers perceive value on their consumptions through both hedonic and utilitarian aspects of consumption experiences. In specific, the authors insisted consumers perceive value through both affective (hedonic) gratification from sensory attributes and utilitarian reasons related with expectations of consequences from functional and non-sensory attributes. While utilitarian value means a usefulness of consumption in instrumental, rational, and a means to an end, hedonic value represents an overall feeling in relation to non-instrumental, experiential, and affective behavior (Babin, Darden & Griffin 1994).

### *Consumption Emotions*

Emotions refer to mental states of readiness that come from cognitive appraisals of events or thoughts (Bagozzi, Gopinath & Nyer 1999). While emotions are more intense and general, consumption emotions are more specific, unique, and less intense (Richins 1997). Consumption emotions refer to the "set of emotional responses elicited specifically during product usage or consumption experiences" (Westbrook & Oliver 1991, p. 85). Previous studies identified positive (ex. joy, relaxation) and negative (ex. upset, disappointment) dimensions of consumption related emotions (Westbrook 1987; Oliver 1993).

### *Customer Satisfaction*

Expectancy-Disconfirmation theory suggested that the perceived discrepancy between the expectations the consumers have before the consumption and the perceived performance after consumption determine customer satisfaction (Oliver 1980). Positive disconfirmation occurs when perceived performance exceeds expectations, which results in consumer

satisfaction.

Several researchers have asserted that consumer satisfaction evaluations should incorporate emotional reactions as well as cognitive evaluations (Kotler 2000; Oliver 2010). Kotler (2000) argued that satisfaction is the affective states that individuals feel (i.e., pleasure or disappointment) resulting from the trade-off between perceived performance and their prior expectations.

### *Hypotheses Development*

According to cognitive appraisal theory, individuals experience discrete emotions based on their cognitive evaluation of specific situations, that is, their appraisals (Lazarus 1991). In other words, the cognitive assessment firstly occurs then emotions are elicited. Supporting this notion, Dalakas (2006) demonstrated that consumer appraisals of different events during a service encounter affect the type of emotional states. Sun (2011) also insisted that appraisals of utilitarian and hedonic dining experiences induced positive emotions. Based on these argument, it is deduced that;

- H1: Hedonic value is positively related to positive emotions.
- H2: Hedonic value is negatively related to negative emotions.
- H3: Utilitarian value is positively related to positive emotions.
- H4: Utilitarian value is negatively related to negative emotions.

If consumers perceive value from consumption experiences, that is, if they consider a trade-off between benefits and costs is positive, they will be satisfied with the products or services they purchased. The more a consumer perceives value of service, the more the consumer gets satisfied (Tam 2004). Ryu, Han, and Jang (2010) also identified the positive relationships between satisfaction and hedonic/utilitarian values. Thus, it is deduced that;

- H5: Hedonic value is positively related to consumer satisfaction.
- H6: Utilitarian value is positively related to consumer satisfaction.

When satisfaction is understood as the affective states resulted from the discrepancy between performance and expectations, it is reasonable to infer that consumptions emotions such as joy or disappointment driven from shopping experiences can directly influence customer satisfaction. Westbrook (1987) found that affective (positive and negative) responses to product consumption experiences influenced customer satisfaction. Oliver (1993) also suggested the similar results. Therefore, it is deduced that;

- H7: Positive emotions are positively related to consumer satisfaction.
- H8: Negative emotions are negatively related to consumer satisfaction.

## **METHOD**

The measurement for perceived value (ten items) comprised items from Ha and Jang (2010)'s study, including five items for each hedonic value and utilitarian value. For the measure of consumption emotions, a measurement based on the works of Jang and Namkung (2009) and Yi and Baumgartner (2004) was developed by considering positive and negative emotions that can be induced in the restaurant context. As a result, a total of eight items were categorized as either positive or negative emotions. Moreover, customer satisfaction was measured by four items borrowed from Oliver (1980). All items were measured for the degree of agreement or disagreement on a seven-point Likert-type scale (1=strongly disagree, 7=strongly agree). Socio-demographic characteristics such as gender, age, educational level, annual household income, and ethnicity were asked as well as frequency of visit of the most recently visited Asian restaurant and type of the restaurant.

The target population of the study was American diners whose email addresses are included in an email database of American travelers purchased from internet. In a large pool of American traveler's database, only those who have experienced any Asian restaurants within the last 30 days were considered as the study samples. Random number was given to these e-mail addresses and a total of 650,950 e-mails were randomly selected for this

Table 1. Socio-demographic characteristics (N=435)

Variable	Freq.	%	Variable	Freq.	%
Gender			Income		
Male	214	49.2	Less than \$20,000	28	6.4
Female	221	50.8	\$20,000 to \$39,999	51	11.7
Age			\$40,000 to \$59,999	95	21.8
18~24	7	1.6	\$60,000 to \$79,999	76	17.5
25~34	44	10.1	\$80,000 to \$99,999	54	12.4
35~44	74	17.0	\$100,000 or more	131	30.1
45~54	102	23.4	Ethnicity		
55~64	104	23.9	Caucasian	298	68.5
65 years or above	104	23.9	Hispanic	16	3.7
Education			African American	48	11.0
Less than high school	1	.2	Native American	3	.7
High school	36	8.3	Asian	41	9.4
2-year college	77	17.7	Other	29	6.7
4-year college	146	33.6	Restaurant type		
Graduate school	175	40.2	Chinese	225	51.7
Frequency visit			Japanese	61	14.0
First time	45	10.3	Korean	19	4.4
At least once a month	193	44.4	Indian	24	5.5
At least once every two months	85	19.5	Thai	68	15.6
At least once every three months	60	13.8	Vietnamese	25	5.7
At least once every four months or less	52	12.0	Other	13	3.0

study. The designated website for the online survey, Qualtrics.com, was used to distribute the self-administered questionnaire, including an invitation letter that contained a hyperlink to access the survey. The survey was conducted for three weeks from April 7th to April 28th, 2014. Out of 320,341 e-mails successfully delivered, 449 responses were received. After data screening, 435 responses were used for data analysis. Descriptive statistics, principal component analysis, reliability test, and regression analysis were utilized to analyze the data using SPSS 21.0.

## RESULTS

### Sample

Table 1 presents the socio-demographic characteristics of the sample, showing that 49.2% (n=214) were male and 50.8% (n=221) were female (Table 1). Approximately 70% of the respondents were 45 years or older (71.3%). Most respondents had received two-year college education or higher (91.5%). A little less than one third of the respondents reported an annual household income of \$100,000 or more (30.1%). The majority of the respondents were Caucasian (68.5%), followed by African American (11.0%). More than half of the respondents reported that they recently visited a Chinese restaurant (51.7

Table 2. The results of principal component analyses

Items	Factor loading	Cronbach's alpha	Variance explained (%)
<b>Perceived value</b>			
- Hedonic value (4.187 <sup>a</sup> )		.881	34.327
The interior design of this restaurant made me feel that culture.	.797		
The music that they played in this restaurant entertained me.	.767		
The traditional aspects of the foods made me feel like I was escaping from ordinary life.	.747		
The mood of this restaurant made me feel like I was in an exotic place.	.884		
The layout, facilities, and aesthetics of this restaurant were fun and unique to me.	.856		
- Utilitarian value (2.043)		.774	27.970
The cost of food was reasonable in this restaurant.	.629		
The foods I had were tasty, so I enjoyed them.	.804		
The food portion in this restaurant was enough, satisfying my hunger.	.846		
I liked a variety of menu choices in this restaurant.	.747		
I liked the healthy food options in this restaurant.	.607		
<b>Consumption emotions</b>			
- Positive emotions (4.424)		.912	43.282
When I think of eating out at this restaurant, I feel joy.	.877		
When I think of eating out at this restaurant, I feel excited.	.873		
When I think of eating out at this restaurant, I feel relaxed.	.871		
When I think of eating out at this restaurant, I feel refreshed.	.890		
- Negative emotions (2.235)	.948	.947	39.953
When I think of eating out at this restaurant, I feel upset.	.928		
When I think of eating out at this restaurant, I feel disappointed.	.945		
When I think of eating out at this restaurant, I feel regret.	.848		
When I think of eating out at this restaurant, I feel bored.			
<b>Customer satisfaction (3.564)</b>			
		.959	89.112
My choice to dine at this restaurant was a wise one.	.922		
I was happy with the dining experience in this restaurant.	.959		
Overall, I was satisfied with the dining experience in this restaurant.	.952		
I think I did the right thing when I decided to dine at this restaurant.	.941		

<sup>a</sup> eigenvalue.

%), followed by a Thai restaurant (15.6%). In addition, 44.4% of the respondents were visiting a particular Asian restaurant at least once a month.

#### *The Results of Principal Component Analyses*

The principal component analyses with varimax rotation were conducted to test applicability of the perceived value dimensions, consumption emotions dimensions, and satisfaction (Table 2). The results of the perceived value dimensions revealed a two-factor solution with the clear loadings higher than .4. The factors accounted for 62.3% of total variance explained with Cronbach's alpha of .881 and .774, respectively. Factor 1 was named as hedonic value; factor 2 utilitarian value. The results of the consumption emotions dimensions identified a two-factor solution as well. The factors accounted for 83.2% of total variance explained with Cronbach's alpha of .912 and .947, respectively. Factor 1 was named as positive emotions; factor 2 negative emotions. Lastly, the principal component analysis generated one factor solution for satisfaction with 89.1% of total variance explained and with Cronbach's alpha of .959. The factor was named as satisfaction.

#### *The Relationships among Perceived Value, Consumption Emotions, and Satisfaction*

A series of multiple regression analysis were conducted to analyze the data (Table 3). The results revealed that both hedonic and utilitarian values positively influenced positive emotions, supporting hypotheses 1 and 3. Hedonic value ( $\beta=.464$ ) had a stronger impact on positive emotion than utilitarian value. On the other hand, the results showed that only utilitarian value significantly influenced negative emotions with a negative direction, supporting hypothesis 4 but rejecting hypothesis 2. Supporting hypotheses 5 and 6, hedonic and utilitarian values significantly influenced satisfaction, with a stronger impact of utilitarian value ( $\beta=.548$ ) than hedonic value ( $\beta=.198$ ). In addition, satisfaction was influenced positively by positive emotions and negatively by negative emotions, supporting hypotheses 7 and 8. Positive emotions ( $\beta=.486$ ) had a stronger impact on satisfaction than negative emotions ( $\beta=-.379$ ).

#### *The Effects of Perceived Value on Consumption Emotions and Satisfaction*

Items of each perceived value (i.e., hedonic and utilitarian values) were used as an independent variables and the mean value of each emotion and satisfaction were used as dependent variables.

Table 4 and Table 5 demonstrate the result of the effects of perceived value on emotions and satis-

Table 3. The results of regression analyses

Dependent V.	Independent V.	B	$\beta$	t	Sig.	Statistics
Positive emotions	Constant	-.221		-.723	.470	$R^2=.483$ , Adj. $R^2=.480$ $F=202.545$ , Sig.=.000
	Hedonic value	.423	.464	12.582	.000	
	Utilitarian value	.562	.380	10.300	.000	
Negative emotions	Constant	4.574		13.508	.000	$R^2=.152$ , Adj. $R^2=.148$ $F=38.758$ , Sig.=.000
	Hedonic value	-.031	-.039	-.829	.407	
	Utilitarian value	-.477	-.374	-7.918	.000	
Satisfaction	Constant	1.049		3.709	.000	$R^2=.416$ , Adj. $R^2=.413$ $F=154.302$ , Sig.=.000
	Hedonic value	.157	.198	5.042	.000	
	Utilitarian value	.705	.548	13.991	.000	
Satisfaction	Constant	4.428		23.980	.000	$R^2=.503$ , Adj. $R^2=.500$ $F=219.199$ , Sig.=.000
	Positive emotions	.423	.486	13.556	.000	
	Negative emotions	-.382	-.379	-10.563	.000	

Table 4. The effects of hedonic value on consumption emotions and satisfaction

Dependent V.	Independent V.	B	$\beta$	t	Sig.	Statistics
Positive emotions	Constant	2.528		15.287	.000	$R^2=.377$ , Adj. $R^2=.370$ $F=52.156$ , Sig.=.000
	Interior design	.042	.052	.956	.340	
	Traditional music	.100	.136	2.678	.008	
	Traditional aspects of food	.245	.328	6.344	.000	
	Mood	.042	.056	.831	.406	
	Layout	.121	.164	2.623	.009	
Satisfaction	Constant	4.481		26.705	.000	$R^2=.161$ , Adj. $R^2=.152$ $F=16.592$ , Sig.=.000
	Interior design	.108	.155	2.473	.014	
	Traditional music	-.007	-.011	-.188	.851	
	Traditional aspects of food	.110	.170	2.829	.005	
	Mood	.031	.048	.608	.543	
	Layout	.073	.114	1.569	.117	

Table 5. The effects of utilitarian value on consumption emotions and satisfaction

Dependent V.	Independent V.	B	$\beta$	t	Sig.	Statistics
Positive emotions	Constant	.277		.757	.450	$R^2=.340$ , Adj. $R^2=.333$ $F=44.452$ , Sig.=.000
	Food cost	.082	.080	1.771	.077	
	Food taste	.472	.365	6.810	.000	
	Food portion	-.102	-.079	-1.446	.149	
	Menu variety	.114	.101	1.925	.055	
	Healthy food option	.223	.265	5.746	.000	
Negative emotions	Constant	4.954		14.378	.000	$R^2=.213$ , Adj. $R^2=.204$ $F=23.355$ , Sig.=.000
	Food cost	.008	.009	.187	.852	
	Food taste	-.455	-.408	-6.977	.000	
	Food portion	-.010	-.009	-.146	.884	
	Menu variety	-.066	-.068	-1.186	.236	
	Healthy food option	-.020	-.027	-.543	.587	
Satisfaction	Constant	.812		2.864	.004	$R^2=.474$ , Adj. $R^2=.468$ $F=77.656$ , Sig.=.000
	Food cost	.025	.028	.693	.489	
	Food taste	.605	.538	11.254	.000	
	Food portion	.087	.077	1.593	.112	
	Menu variety	-.005	-.005	-.105	.916	
	Healthy food option	.128	.174	4.231	.000	

faction. Among five items of hedonic value, traditional music, traditional aspects of food, and restaurant layout were significant factors to induce positive emotions. The effects of measurement items of hedonic value on negative emotions were not investigated because of the non-significant relationship between hedonic value and negative emotions shown in Table 3. In addition, customer satisfaction was influenced by interior design and traditional aspects of food in Asian restaurant setting.

In terms of utilitarian value, positive emotion was induced through food taste and healthy food option. Food taste was the only items that affected negative emotions. Satisfaction was significantly influenced by food taste and healthy food option.

#### *The Effects of Consumption Emotions on Satisfaction*

Table 6 shows the effect of each emotion (i.e., positive and negative emotions) on satisfaction. American consumers who chose Asian restaurants were satisfied when they felt joy ( $p < .001$ ) and relax ( $p < .10$ ) from their dining experiences. In terms of negative emotion, all items except for regret (upset, disappointment, and boredom) significantly influenced consumer satisfaction. Among these factors, disappointment and boredom had negative effects on consumer satisfaction, whereas upset had a positive effect on consumer satisfaction. The positive effect means that consumers are more satisfied if they feel

more upset, which does not make any sense.

Suppressor effect could explain this unexpected result (Cohen & Cohen 1983). Ha and Jang (2010, p. 8) explained that "A suppressor effect often happens when one independent variable is correlated much lower with a dependent variable than the other independent variables in the regression model." The correlation between upset and satisfaction was  $-.453$ . Other correlations of the negative emotion items were  $-.549$  (disappointment),  $-.485$  (regret), and  $-.518$  (boredom), which were all higher than upset. As stated, correlation between upset and satisfaction appeared negative value. However, when other three items were included together in the model, upset changed significantly positive at an alpha level of .05. This indicates that the negative emotion of upset itself had a negative influence on consumer satisfaction, however, when other negative emotion items were considered together, it had a positive effect on consumer satisfaction. Specifically, disappointment and boredom acted as suppressors in the model (Table 7).

## DISCUSSION AND CONCLUSION

This study attempted to identify the relationships among perceived value (hedonic and utilitarian values), consumption emotions (positive and negative emotions), and satisfaction. Along with the relationships among these concepts, this study also tested

Table 6. The effects of consumption emotions on satisfaction

Independent V.	Items	B	$\beta$	t	Sig.	Statistics
	Constant	3.227		19.095	.000	
Positive emotions	Joy	.319	.413	5.999	.000	$R^2=.395$ , Adj. $R^2=.390$ $F=70.622$ , Sig.=.000
	Excitement	.068	.091	1.391	.165	
	Relax	.101	.124	1.786	.075	
	Refreshment	.043	.057	.799	.425	
	Constant	6.765		88.209	.000	
Negative emotions	Upset	.229	.235	2.353	.019	$R^2=.330$ , Adj. $R^2=.323$ $F=53.107$ , Sig.=.000
	Disappointment	-.409	-.453	-4.932	.000	
	Regret	-.105	-.109	-1.092	.275	
	Boredom	-.235	-.260	-3.931	.000	



Table 7. Identifying a suppressor effect

Dependent v. Independent v.	R <sup>2</sup>	Parameter estimates	Sig.
Satisfaction	.306		
Upset		.160	.101
Disappointment		-.520	.000
Regret		-.128	.192
Satisfaction	.328		
Upset		.168	.036
Disappointment		-.442	.000
Boredom		-.238	.000
Satisfaction	.292		
Upset		.089	.354
Regret		-.335	.000
Boredom		-.280	.002

the relationships of measurement items of perceived value, consumption emotions, and satisfaction. The results found that hedonic value influenced positive emotions and satisfaction. Utilitarian value increased positive emotions and satisfaction while decreases negative emotions. These results supported the previous studies of Dalakas (2006), Sun (2011), Tam (2004), Ryu, Han, and Jang (2010). In addition, positive emotions increased customer satisfaction; negative emotions decreased customer satisfaction, supporting the previous studies of Westbrook (1987) and Oliver (1993).

This study investigated further to identify the specific influences of measurement items on various dependent variables. The results showed that traditional music, traditional aspects of food, and restaurant layout of hedonic value influenced positive emotions and interior design had a positive impact on customer satisfaction. On the other hand, food taste and healthy food option of utilitarian value influenced positive emotions and satisfaction; only food taste was negatively related to negative emotions.

The results of the study suggested that hedonic and utilitarian values have unique contributions on positive and negative emotions and satisfaction. Es-

pecially, utilitarian value had more power to predict consumption emotions and satisfaction than hedonic value which did not influence negative emotion at all and had a weaker impact on satisfaction. This may be caused because hedonic value is often created from pleasure-oriented dining attributes while utilitarian value is created from functional attributes of consumption experiences (Chernev 2004). Generally, pleasure-oriented dining attributes are closely related to 'hope-to-meet' value whereas functional attributes represent 'must-meet' value. That is, unfulfilled 'must-meet' value generates negative emotions while 'hope-to-meet' value is more important to increase positive emotions. This implies that Asian restaurateurs should provide more utilitarian value such as tasty food and various options for nutritious meals to customers in order to elicit desired customer's emotions and satisfaction. For advertising new menu items as an example, should an Asian restaurateur put out an advertisement that focuses on functional benefits (i.e., tasty foods or fresh and healthy ingredients) to allure more customers to visit their restaurant. Furthermore, they might appeal to customers by using the healthy images of Asian foods than by using an authentic facility layout or interior.

This study also supported that positive and negative emotions are the prerequisite to achieve customer satisfaction in Asian restaurants in the US. To increase positive emotions, restaurateurs should consider unique decorations of foods reflecting the corresponding culture. For example, decorating foods using particular ingredients or serving foods on the authentically designed dishes or tableware could be regarded as some ways to provide hedonic value in order to strengthen customers' positive emotions. Moreover, serving foods in an authentic manner (e.g., cooking in front of the customers as soon as they order or allowing the customers to grill BBQ by themselves at the table) also could enhance customers' perceptions of hedonic value and maximize positive emotions (Ha & Jang 2010), which eventually increases customer satisfaction.

Furthermore, restaurateurs should recognize that minimizing negative emotions is as important as maximizing positive emotions. Negative emotions are evoked from insufficient utilitarian aspects of cus-

tomers value. This finding suggests that customers' negative emotional reactions can be managed through serving quality foods at a reasonable price. All restaurants must offer food that clients perceive to be delicious in order to be successful, and Asian restaurants are no exception. In doing so, they not only heighten positive emotions but also prevent negative emotions.

There are a few limitations in this study. First is a low response rate, related to the online survey method. Low response rate could result in a non-response bias. Therefore, the results should be interpreted with caution. Second, this study requested respondents' perceptions and emotions toward their dining experiences regardless of the dining segment of Asian restaurants. Thus, the findings of each Asian restaurant should be interpreted and generalized cautiously depending on the segment (i.e., fast service, fast casual dining, casual dining, or fine dining restaurants). Lastly, this study did not investigate the roles of socio-demographic characteristics on the relationships among perceived values, emotions, and satisfaction. Further studies should examine if these characteristics can be conditional variables to understand these relationships.

## REFERENCES

- Babin BJ, Darden WR, Griffin M (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of Consumer Research* 20(4): 644-656.
- Bagozzi RP, Gopinath M, Nyer PU (1999). The role of emotions in marketing. *Journal of the Academy of Marketing Science* 27(2):184-206.
- Batra R, Ahtola OT (1990). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters* 2(2):159-170.
- Bonnefoy-Claudet L, Ghantous N (2013). Emotions' impact on tourists' satisfaction with ski resorts: The mediating role of perceived value. *Journal of Travel & Tourism Marketing* 30(6):624-637.
- Chernev A (2004). Goal-attribute compatibility in consumer choice. *Journal of Consumer Psychology* 14(1):141-150.
- Clemes MD, Gan C, Sriwongrat C (2013). Consumers' choice factors of an upscale ethnic restaurant. *Journal of Food Products Marketing* 19(5):413-438.
- Cohen J, Cohen P (1983). *Applied Multiple Regression/Correlation for the Behavioral Sciences*. Hillsdale, NJ: Erlbaum.
- Dalakas V (2006). The effect of cognitive appraisals on emotional responses during service encounters. *Services Marketing Quarterly* 27(1):23-41.
- Ha J, Jang S (2010). Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. *International Journal of Hospitality Management* 29(1):2-13.
- Ha J, Jang S (2012). The effects of dining atmospherics on behavioral intentions through quality perception. *Journal of Services Marketing* 26(3): 204-215.
- Jang S, Ha J, Park K (2012). Effects of ethnic authenticity: Investigating Korean restaurant customers in the US. *International Journal of Hospitality Management* 31(3):990-1003.
- Jang S, Namkung Y (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian-Russell model to restaurants. *Journal of Business Research* 62(4):451-460.
- Kotler P (2000). *Marketing Management: The Millennium Edition*. Upper Saddle River, NJ: Prentice-Hall.
- Lazarus RS (1991). Cognition and motivation in emotion. *American Psychologist* 46(4):352.
- Liu Y, Jang S (2009). Perceptions of Chinese restaurants in the US: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management* 28(3):338-348.
- Mintel (2013). *Ethnic restaurants - US - January 2013*. London: Mintel Group.
- Oliver RL (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research* 17(4):460-469.
- Oliver RL (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of Consumer Research* 20(3):418-430.
- Oliver RL (2010). *Satisfaction: A Behavioral Perspective on the Consumer* (2nd ed.). NY: M. E. Sharpe.

- Richins ML (1997). Measuring emotions in the consumption experience. *Journal of Consumer Research* 24(2):127-146.
- Ryu K, Han H, Jang S (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. *International Journal of Contemporary Hospitality Management* 22(3):416-432.
- Ryu K, Lee HR, Kim WG (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management* 24(2):200-223.
- Sun B (2011). An integrative value-based consumer behavior model in the restaurant industry: Aspects of regulatory focus theory and cognitive appraisal theory. (3459958 Ph.D.):Oklahoma State University, Ann Arbor. ABI/INFORM Global database.
- Tam JL (2004). Customer satisfaction, service quality and perceived value: An integrative model. *Journal of Marketing Management* 20(7-8):897-917.
- Tian RG, Wang CH (2010). Cross-cultural satisfaction at a Chinese restaurant: The implications to China foodservice marketing. *International Journal of China Marketing* 1(1):60-72.
- US Census Bureau (2012). U.S. Census Bureau projections show a slower growing, older, more diverse nation a half century from now. Retrieved December 20, 2014, from <https://www.census.gov/newsroom/releases/archives/population/cb12-243.html>
- Wakefield KL, Blodgett JG (1999). Customer response to intangible and tangible service factors. *Psychology & Marketing* 16(1):51-68.
- Westbrook RA (1987). Product/consumption-based affective responses and postpurchase processes. *Journal of Marketing Research* 24(3):258-270.
- Westbrook RA, Oliver RL (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of Consumer Research* 18(1): 84-91.
- Yi S, Baumgartner H (2004). Coping with negative emotions in purchase-related situations. *Journal of Consumer Psychology* 14(3):303-317.
- Zeithaml VA (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *The Journal of Marketing* 52 (3):2-22.

---

Received: 11 September, 2015

Revised: 5 October, 2015

Accepted: 20 October, 2015

## 쾌락적 가치와 실용적 가치가 소비감정과 고객만족에 미치는 영향에 관한 연구

송자현<sup>1)</sup> · 김현정<sup>2)¶</sup>

<sup>1)</sup>오클라호마 주립대학교 호텔외식학과, <sup>2)¶</sup>대구대학교 호텔관광학과

### 국문초록

본 연구의 목적은 지각된 가치(쾌락적 가치, 실용적 가치)가 소비감정과 고객만족에 미치는 영향을 살펴보고 나아가 각 개념들의 측정변수 사이에 내재한 관계를 파악하는데 있다. 연구 자료는 최근 한 달간 아시아 레스토랑을 방문한 경험이 있는 미국인들을 대상으로 수집하였으며, 총 435개의 자료를 가지고 기술통계분석, 요인분석, 신뢰도분석, 회귀분석을 실시하였다. 분석결과 쾌락적 가치와 실용적 가치 모두 긍정적 감정과 고객만족에 영향을 미치는 것으로 나타났으나, 실용적 가치만이 부정적 감정에 영향을 미치는 것으로 나타났다. 측정변수 간의 관계를 분석한 결과 쾌락적 가치인 전통음악, 전통음식, 레스토랑 배치가 긍정적 감정에 영향을 미쳤으며, 인테리어 디자인은 고객만족에 영향을 미치는 것으로 나타났다. 반면 실용적 가치인 음식의 맛과 건강한 음식종류는 긍정적 감정과 고객만족에 영향을 미쳤으며, 음식의 맛만이 부정적 감정에 영향을 미치는 것으로 밝혀졌다. 이에 대한 실무적 시사점을 결론에 제시하였다.

주제어: 쾌락적 가치, 실용적 가치, 긍정적 감정, 부정적 감정, 고객만족