 <http://dx.doi.org/10.20878/cshr.2018.24.2.014>

The Influence of the Experiential Marketing Factors of Restaurant on the Brand Image, Satisfaction, and Customer Loyalty : Focused on Restaurants in Complex Shopping Mall

Sang-Mook Lee[†]

Dept. of Foodservice Management, Kyungsoong University, Busan 608-736, South Korea

KEYWORDS

Complex shopping mall,
Experiential marketing
dues,
Brand image,
Satisfaction,
Loyalty.

ABSTRACT

The purpose of this study is to develop and test a model that explains the effect of experiential marketing factors on: 1) brand image, 2) satisfaction, and 3) loyalty in context of restaurants located in complex shopping mall. In addition, the study clarified how these variables relate to each other. Survey were distributed to customers who have visiting experience(s) in a restaurants in complex shopping mall. Total 360 participants were distributed and 344 questionnaires were used for analysing. The confirmatory factor analysis and structural equation modeling(SEM) have been employed research methods for frequency analysis, reliability analysis and measurement model validation. The findings of this study identified that relation factor of experiential marketing elements was only significant factor on brand image Furthermore, sense and recognition were critical components of customer satisfaction. Last, present study also identified the significant relationship between satisfaction and customer loyalty. These findings may contribute to provide valuable marketing strategic for this business segmentation, and it can be utilized as a fundamental study to establish an efficient business plan to increase revenue especially for restaurant business located in complex shopping mall.

1. INTRODUCTION

Recent economic growth and lifestyle changes have led to the phenomenon of malling, which involves shopping, eating out, and entertainment in a variety of shopping malls. Therefore, a complex shopping mall where various facilities such as culture, dining out, and convenience facilities are gathering attention as a new consumption space. Since the compound shopping mall has the effect of giving competitiveness to the food service companies such as accessibility and the visitor effect, various food service providers are introducing the

concept food service brand into the compound shopping mall. As such, modern consumers have preferred to be able to experience various experiences in an intensive place, and it is changing from the era of adding the quality of products to the experience of the experienced economy.

As interest in the complex shopping mall in the food service industry has increased, various studies related to the complex shopping mall have been reported. In the previous research, the necessity of facilities with various themes and stories was changed as the shopping mall usage style changed from the conventional market to the mixed shopping mall.

* This study was supported by Kyungsoong University Research grants in 2017.

[†] Corresponding author: Sang-Mook Lee, Assistant Professor, Dept. of Foodservice Management, Kyungsoong University, 309 Suyeong-ro, Nam-gu, Busan 608-736, South Korea, Tel. +82-51-663-4474, Fax. +82-51-627-6830, Email: mookvndn@ks.ac.kr

The analysis of the difference between the leisure motives according to the lifestyle of the users of the complex shopping mall, And the need to improve the services that can be provided (Song, 2017; Seo et al., 2013; Shim, 2015). Although research on the complex shopping mall in various areas has been reported, there is still a lack of studies on the food service companies in the complex shopping mall (Kim & Oh, 2011). The relationship between the various experience marketing factors of the complex shopping mall and the relationship quality variables such as trust, commitment, and satisfaction with the complex shopping mall brand has not yet been reported. Hence, the purpose of this study is to investigate the relationship between experience marketing and customer relationship quality in a shopping mall for customers who have visited a foodservice company in a complex shopping mall. This study suggests a meaningful direction for establishing an empirical marketing strategy for a catering company in a complex shopping mall in the future, and suggests various implications for a complex shopping mall that has become a new cultural space.

2. LITERATURE REVIEW

2.1. Experiential Marketing Clues

Schmitt (1999) defines experiences as responses to stimuli such as marketing efforts before and after purchasing, and presents sensory, emotional, cognitive, behavioral, and relational experiences as a strategic experience module for experiential marketing. And emphasized the need to identify value. Experience marketing is also considered to be an important predictor in the hospitality industry, where experiences such as leisure, events, hotels, tourism, and eating out are important (Dong et al., 2014, Jo et al., 2010; Kwak et al., 2015). For example, Jo et al. (2010) found that coffee shop atmospheres and merchandise assortment in a department store, sales promotion of restaurants in department stores, and product assortment increase shopping value. In addition, Dong et al. (2014) found that emotional experience, service environment, and functional service influences consumers' emotional responses to coffee shop customers. In similar vein, Kwak & Lee (2015) showed that restaurant's experiential marketing attributes had a significant effect on emotional response and directly influenced brand attitude and behavioral intention. Therefore, current study considered the experiential marketing elements as sense, emotion, recognition, relation and verify

the relationships among those experiential marketing clues, brand image, satisfaction, and loyalty in complex shopping mall.

2.2. Brand Image

Dobni and Zinkhan (1990) defined the brand image is a subjective and recognized perception that is developed through consumer evaluating about positive or negative emotion toward products or services based on various reasons. In previous studies, brand image has been verified as a critical factor especially to better understand the consumer behaviors since numerous studies identified the brand image has influenced on dependent variables such as recognized value, satisfaction, and customers' future behavior like positive intention or recommendation (Dobni & Zinkhan, 1990; Kim & Lee, 2014; Verhoef et al., 2009). Although the previous studies have conceptual obscurity, brand image has an influence on various marketing activities because it is directly linked to consumers' behaviors or characteristics (Dobni & Zinkhan, 1990). Therefore, brand image plays an critical role because brand image is formulated by visible or non-visible factors in context of foodservice industries. Hence, present study considers brand image as emotion, attitude, or thinking of customers as perceived by restaurants in complex shopping mall.

2.3. Satisfaction

As one of the most important factors influencing consumers' loyalty, satisfaction has verified extensive research as an organizational goal, especially in the highly competitive foodservice business. Westbrook and Oliver (1991) reported that satisfaction is a result toward comparison of the satisfied level of service or product, quality, or other outcomes perceived by the customers. Therefore, customer satisfaction can be influenced by many reasons when people estimate all products or service. Hence, prior scholars recommended that evaluation of satisfaction need to include cognitive side because human emotion is an important part of motivation and it is closely related to judgements of satisfaction (Hellier et al., 2003; Westbrook & Oliver, 1991). Finally, this study refers to affective estimation of various experiential marketing clues as well as cognitive aspects like brand trust formulated from their experience in a restaurant of complex shopping mall.

2.4. Customer Loyalty

Oliver (2010) defined the loyalty as a deeply held commit-

ment to repurchase or revisit a satisfied product or service in the future. Therefore, conceptually customer loyalty has been a central factor not only for long-term business success for a company, but also increasing consumer's satisfaction (Dick & Basu, 1994; Jacoby & Chestnut, 1978). Hence, customer loyalty was estimated by assessing behavioral and attitudinal aspects in previous studies, and customer loyalty has been used as an significant dependent element for increasing a sustainable benefit for any business (Dick & Basu, 1994). Although previous researchers identified sufficient studies using the concept of consumer loyalty (Go & lee, 2011; Han & Ryu, 2009; Lee, Song, & Lee, 2016; Schall, 2003; Woo, 2010), restaurants in complex shopping mall was not estimated with the experiential marketing dues, brand trust, and satisfaction so far. Therefore, this study employs the concepts of loyalty to estimate restaurant customers' loyalty in context of complex shopping mall.

3. METHODOLOGY

For the validation studies, present study distributed total of 360 questionnaires over about two weeks from september 1, 2016 to september 30, 2016. Among the data 16 respondents that are unfaithful and unsuitable responses through outlier verification among these.

So the data of a total of 344 parts of the questionnaires were analyzed utilizing SPSS 21.0 and AMOS 21.0. The confirmatory factor analysis and structural equation modeling (SEM) have been employed research methods for frequency analysis, reliability analysis and measurement model validation.

4. RESULTS

4.1. Demographic Information

The demographic analysis shows that male were 46.2% and female respondents were 53.8%. Almost participants were single (94.8%), and in average monthly visiting times, were the largest group visiting was 1~2 times (37.2%) followed by 3~4 times (30.5%), and 5~6 times (18.6%). In addition, 38 respondents (11%) were visit the complex mall more than 9 times. When asked companion, 46.8% people responded friend (s) followed by couple (22.7%), and family (22.1%). For staying time, 2~3 hours had the highest score, 43.3%. The respondents, accounting for 39.8%, reported most frequently that

Table 1. General characteristics of the subjects

Characteristic		n	%
Gender	Male	159	46.2
	Female	185	53.8
Marital status	Single	326	94.8
	Married	18	5.2
Average monthly visit	1~2 times	128	37.2
	3~4 times	105	30.5
	5~6 times	64	18.6
	7~8 times	9	2.6
	More than 9 times	38	11.0
Companion	Alone	23	6.7
	Friend (s)	161	46.8
	Couple	78	22.7
	Colleague	1	0.3
	Family	76	22.1
	Others	5	1.5
Average payment per visit	Under 10,000	6	1.8
	10,000-29,999	71	20.6
	30,000-49,999	137	39.8
	50,000-69,999	62	18.0
	70,000~89,999	23	6.7
	Over 90,000	45	13.1
Staying time	Within 1 hour	8	2.3
	1~2 hours	80	23.3
	2~3 hours	149	43.3
	3~4 hours	91	26.5
	More than 4 hours	16	4.7
Total		344	100

average payment per visit is between 30,000-49,999 won.

4.2. Measurement Model and Discriminant Validity Analysis

Experiential marketing factor based on previous studies were estimated by sense, emotion, recognition, and relation dues using a total of 12 questions, and brand image, satisfaction, loyalty were measured by three questions each. The convergent validity was confirmed since Average Variance Extracted of all components are higher than 0.50 and all the discriminant validity confirmed (Bagozzi, 1988). (see Table 2).

Table 2. Standardized loading and AVE

	Constructs	Standardized loading ^a	Composite reliability	AVE	
Experiential marketing dues	Sense	Sense 1	0.766	0.759	0.513
		Sense 2	0.728		
		Sense 3	0.651		
	Emotion	Emotion 1	0.678	0.766	0.524
		Emotion 2	0.818		
		Emotion 3	0.666		
	Recognition	Recognition 1	0.712	0.776	0.537
		Recognition 2	0.693		
		Recognition 3	0.790		
	Relation	Relation 1	0.685	0.753	0.504
		Relation 2	0.769		
		Relation 3	0.674		
Brand image	Brand image 1	0.854	0.802	0.585	
	Brand image 2	0.859			
	Brand image 3	0.536			
Satisfaction	Satisfaction 1	0.812	0.865	0.683	
	Satisfaction 2	0.861			
	Satisfaction 3	0.805			
Loyalty	Loyalty 1	0.905	0.906	0.764	
	Loyalty 2	0.888			
	Loyalty 3	0.827			
$\chi^2=447.334$, $df=168$, $IFI=0.931$, $TLI=0.913$, $CFI=0.930$, $GFI=0.893$, $AGFI=0.853$, $RMSEA=0.070$					
IFI=Incremental Fit Index; TLI=Tucker-Lewis Index; CFI=Comparative fit index; GFI=Goodness of fit index; AGFI=Adjusted goodness of fit index; RMSEA=Root mean square error of approximation					
^a All factor loadings are significant ($p<.001$).					

Furthermore, previous study confirmed the 0.70 level as a requirement level for the reliability for all constructs in order to verify the internal consistency of items, and all constructs of composite reliabilities verified appropriate level (Hair et al., 2006). Last, Confirmatory factor analysis were identified that the overall model fit index are a value of over or contiguous level of 0.90 ($GFI=0.893$, $CFI=0.930$, $IFI=0.931$), a $RMSEA$ value is also 0.070 that is below 0.08. These meet the standard model fit.

4.3. SEM

The proposed model identifies an good model fit to the

data ($\chi^2=686.833$; $df=172$; $p<0.001$; $IFI=0.922$; $TLI=0.904$; $CFI=0.921$; $RMSEA=0.073$). Table 3 demonstrates the path coefficients for all hypothesized paths in proposed model and Fig. 1 visually shows the paths. Result shown that only relation among experiential marketing dues was significant predictor of brand image (Hypothesis 1-4: $t=4.041$; $p<0.001$). However, emotion (Hypothesis 2-2: $t=5.059$; $p<0.001$) and recognition (Hypothesis 2-3: $t=2.106$; $p<0.05$) have significantly influence on satisfaction. In addition, current study verified the relationship between brand image and loyalty (Hypothesis 4: $t=3.428$; $p<0.001$), and satisfaction and loyalty (Hypothesis 5: $t=11.089$; $p<0.001$).

Table 3. Structural parameter estimates

Hypothesized path	Coefficient	t-value	Results
Hypothesis 1-1: Sense → Brand image	0.168	1.090	Not supported
Hypothesis 1-2: Emotion → Brand image	-0.218	-1.525	Not supported
Hypothesis 1-3: Recognition → Brand image	0.003	0.016	Not supported
Hypothesis 1-4: Relation → Brand image	0.786	4.041***	Supported
Hypothesis 2-1: Sense → Satisfaction	0.148	1.153	Not supported
Hypothesis 2-2: Emotion → Satisfaction	0.647	5.059***	Supported
Hypothesis 2-3: Recognition → Satisfaction	0.321	2.106*	Supported
Hypothesis 2-4: Relation → Satisfaction	-0.237	-1.295	Not supported
Hypothesis 3: Brand image → Satisfaction	0.106	1.212	Not supported
Hypothesis 4: Brand image → Consumer loyalty	0.190	3.428***	Supported
Hypothesis 5: Satisfaction → Consumer loyalty	0.665	11.089***	Supported

$\chi^2=486.833, df=172, IFI=0.922, TLI=0.904, CFI=0.921, GFI=0.884, AGFI=0.844, RMSEA=0.073$

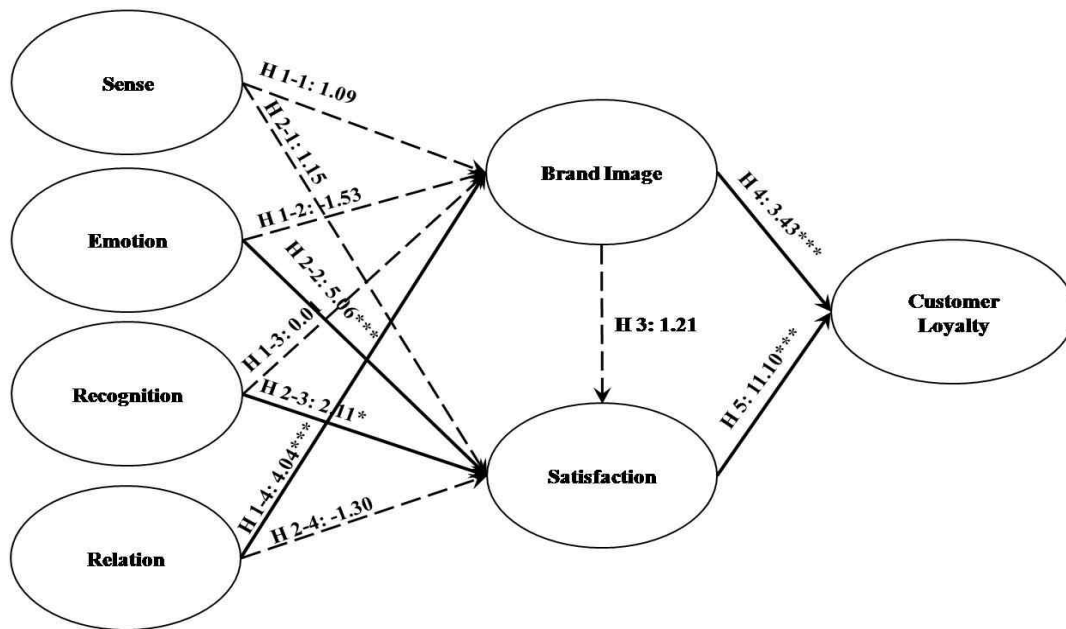


Fig. 1. Results of hypothesizes.

5. CONCLUSIONS

The purpose of current study is to analyze the relation among the restaurant experiential marketing dues located in complex shopping mall and brand image, satisfaction, consumer loyalty. Specifically, the constructs of experiential marketing were developed from Schmitt (1999) module, and this study apply the concept to verify the relationships with other important variables such as brand image, satisfaction, and

customer loyalty.

This study employed SPSS 21.0 and AMOS 21.0 statistic programs to find characteristics of sample and demonstrate the formulated hypothesis. Specially, discriminant analysis, conduct frequency analysis, reliability analysis, confirmatory factor analysis were confirmed the formulated model.

In results, the relation was only significant predictor of brand image. To build positive brand image for restaurant in complex shopping mall, in another words, managers or admini-

strators of restaurants need to focus on the relationship between consumer and the restaurant. For example, the restaurant advertise comfortable image to increase the intimate relationship. In addition, the restaurant can educate their staffs how to greet a consumer politely. These efforts will contribute to develop positive brand image and it will directly influence on customer loyalty. Among relationships with experiential marketing dues and satisfaction, the emotions and recognitions are all shown to be significant impacts on satisfaction. In addition, the emotion was the most influence on experiential marketing due. Therefore, the administrators of restaurant need to make an effort to satisfy the emotional aspect. For example, to improve the emotional side, the restaurant using some tangible dues such as comfortable interior such as lights or music as well as exteriors like logo. Additionally, the company need to study about current trends to grasp restaurant trend and stimulate curiosity because the complex mall have a lot of trendy stores and it can effect on visitors' expectation toward the visited restaurant. Lastly, this research verified the relationship between brand image and loyalty, and satisfaction and loyalty. Those relationships were already confirmed from a lot of previous studies, present study identified the relationships in context of complex shopping mall restaurants.

This study will provide beneficial views in restaurants in complex shopping mall, and it can be utilized as a fundamental study to establish an efficient business plan to increase revenue especially for restaurant business located in complex shopping mall.

REFERENCES

- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-89.
- Delgado, B. E., & Munuera, J. L. (2000). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35(11), 1238-1258.
- Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2) 99-113.
- Dong, R. M., Yoo, C. R., & Lee, J. Z(2014). A study on the relationships among coffee shop consumers' service experience, emotional response, satisfaction and loyalty. *Korean Journal of Hospitality Administration*, 23(3), 165-181.
- Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. *Advances in Consumer Research*, 17(1), 110-119.
- Go, J. Y., & Lee, S. Y. (2011). The effect of menu quality and brand image on customer satisfaction and repurchase intention in family restaurants. *Culinary Science and Hospitality Research*, 17(2), 153-167.
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality & Tourism Research*, 33(4), 487-510.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (2006). *Multivariate analysis. 4th ed.* NJ: Prentice Hall.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12), 1762-1800.
- Jacoby, J., & Chestnut, R. W.(1978). *Brand loyalty: Measurement and management.* New Jersey, John Wiley & Sons Inc.
- Jo, A. R, Lee, M, R, & Kim, E. Y.(2010). Effect of retail entertainment on apparel shopping value at the department stores: Focusing on coffee shop and restaurant. *Journal of Human Ecology*, 14(2), 137-142.
- Lee, S. A., Song, S. H., & Lee, S. M. (2016). Influence of perceived service dues on experienced value, trust, and loyalty of franchise snack bar: Focused on Busan area. *Culinary Science and Hospitality Research*, 22(1), 1-8.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- Kim, H. K., & Oh, S. J.(2011). An attitudinal factors of malling at the multiplex shopping mall. *Journal of Human Subjectivity*, 23(23), 221-237.
- Kim, M. S., & Lee, J. G(2014). A case study on revitalization of multi shopping malls. *Korean Corporation Management Association*, 56(1), 145-163.
- Kwak, B. S. & Lee, J. S. (2015). The structural relationship of the experiential marketing attributes, emotional reaction, brand attitude, and behavior intention in restaurants. *Tourism Research*, 40(2), 109-129.
- Oliver, R. L. (2010). *Satisfaction: A behavioral perspective on the consumer.* New York, M. E. Sharpe, Inc.

- Schall, M. (2003). Best practices in the assessment of hotel-guest attitudes. *Cornell Hotel and Restaurant Administration Quarterly*, 44(2), 51-65.
- Schmitt, B.(1999). Experiential marketing. *Journal of Marketing Management*, 15(1), 53-67.
- Seo, Y. G., Moon, Y. J., & Seo, Y. G. (2013). Different perceptions of shopping malls among shoppers & mall managers. *Korean Academy of Commodity Science & Technology*, 31(3), 75-96.
- Shim, H. J. (2015). *The effect of brand fit on customer loyalty in complex shopping mall restaurant: A focus on the mediating effect of perceived value* (Doctoral dissertation). Seojong University, Seoul, Korea.
- Song, S. H. (2017). *Examining the relationships between constructs and relationship quality of strategic experiential modules of experiential marketing : Focused on the complex shopping mall restaurants* (Master thesis). Kyungsoong University, Busan, Korea.
- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants, dynamics and management strategies. *Journal of Retailing*, 85(1), 31-41.
- Westbrook, R. A. (1987). Product/consumption-based affective responses and postpurchase processes. *Journal of Marketing Research*, 24(3), 258-270.
- Westbrook, R. A., & Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of Consumer Research*, 18(1), 84-91.
- Woo, M. H. (2010). A study on the structural relations among choice attributes, brand image, and buying action of restaurant customers. *Culinary Science and Hospitality Research*. 16(4), 151-162.

Received: 27 January, 2018

Revised: 17 February, 2018

Accepted: 22 February, 2018