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The Study on the Effect of Experience Values of Chinese Coffee Shop on the Intent of Revisiting of Consumers: Focusing on the Mediation Effect of Emotional Responses*

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Abstract

Purpose: This study specifically discusses why coffee shop customers want to revisit coffee shops. In addition, we would like to verify the mediated effect of the emotional reaction in relation to the influence of the experience values of the Chinese coffee shop on the re-visit of the coffee shop. **Research design, data and methodology:** Regression and reliability analyses were conducted. Simple regression was used for stock price verification, and the bootstrap method of model4 of Hayes was performed for the intermediate hypothesis verification. **Results:** This study confirmed that the experience values of coffee shops (entertainment, aesthetic, economic efficiency, and service excellence) have a significant influence on customers' intention to revisit coffee shops. **Conclusions:** Managers can check that the level of revisit by customers is increased by increasing the elements of experience value. In addition, studies have shown that the customer's emotional reactions play a significant mediating role in the relationship between the value of the experience and the customer's intention to revisit the coffee shop. This suggests that the coffee shop operator should focus on the emotional response of its customers and devise strategies to ensure that the value of the experience is connected to the intent of revisiting.

Keywords : Entertainment Value, Aesthetic Value, Service Excellence Value, Economic Value, Revisit, Emotional Reaction

JEL Classification Code : M20, M31, M10, M16, M00

1. Introduction

A coffee shop or coffee shop is called a coffee shop. Today's coffee shops are not simply a place to sell coffee, but are usually considered a place to serve other warm drinks and coffee. On the other hand, coffee shops have the characteristics of the dining industry, which accounts for

one part of the classification by "industry," which is distinguished by differences in the way certain operations are performed, the type of service and the payment method of payment. As can be seen in the classification of the dining industry by various researchers, most scholars view coffee shops as a form of the dining industry (Cho & Kang, 2011).

Currently, brand coffee shops with Chinese nationality have various kinds. Due to the first entry into China of brand coffee shops in Taiwan and Europe and the U.S., coffee culture will also enter China and Korean brand coffee shops have appeared in the coffee market since 2012. Thus, competition for four classification brands was formed in the Chinese coffee shop market, with mainland China, Europe and the U.S. and Korean brands largely formed.

Chinese people who used to be familiar with traditional tea culture are enjoying a rapid increase in coffee consumption by using coffee as a means of improving living standards and raising awareness through various media. According to the 2017 China Coffee Market Report jointly released by Chinese coffee information provider Carmen

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and the Mayi Medienfing Research Institute, the Chinese coffee market in 2016 is expected to reach 70 billion yuan and the Chinese coffee consumption market will reach over 1 trillion yuan in 2025. (The Food & Beverage News, 2018). For managers now operating coffee shops and investors willing to invest in future coffee shops, it is very important to know why customers visit coffee shops.

2. Literature Reviews

2.1. Experiential Values

Holbrook and Hirschman (1982) defined experience value as the process of purchasing and consuming products or services, and Maslow (1984) defined experience value as a pleasant state of mind. Experience value refers to perceived benefits from the customer's experience, which will affect the customer's intention to revisit, as individuals decide their preferences based on their experience value (Kim, 2016). According to Charla et al., experiential value defines the product attributes and perceived counterparties of the customer to service performance that are formed through interactions that facilitate the customer's goals or objectives in the consumer environment.

Kim(2016) developed an EVS (Experimental Value Scale) after conducting a empirical analysis of customers using coffee shops. The intrinsic-active value was classified as entertainment, the intrinsic-passive value as aesthetic, the externally-passive value as economic and the externally-passive value as service excellence (Mathwick et al., 2001).

"Hedonic experience value" means a highly functional value that is not directly related to the customer's purpose of purchasing, but actively pursued through visits. "An aesthetic value" is a response to the physical environment. "Economic experience value" means a situation in which a product or purchase experience acts as a means to the customer's own end. "Service Excellence experience value" is a passive response that occurs when a marketing entity begins to admire its ability to fulfill its own objectives as a means to achieve its own objectives (Mathwick et al., 2001).

2.2. Emotional Response

Emotion is a general description of a person's state of feeling. Emotional response (ER) is a subjective feeling that one feels when purchasing a customer's product, which is either good or bad.

Mehrabian and Russell (1974) argued that certain environmental stimuli cause Organism and that these emotions affect responses such as approaches and avoidance.

Mehrabian and Russell (1974) said that the PAD (Pleasure, arousal, dominance) model measures emotions on environmental stimuli in three dimensions, assuming pleasure, arousal and dominance, and adjusts positive-negative responses in two forms: approach-avoidance.

Pleasure is the degree of Likeness to the environment to feel good and happy as an individual. Awakening means that an individual is stimulated, excited, and active to the extent that the environment stimulates or excites the perception. And governance is to feel that influence and statistics are important as a measure of environmental dominance and the perceived degree of freedom (Jeon , 2005).

It has been shown that the feelings created by the physical environment in the relationship between satisfaction and consumption sentiment have a positive effect on the willingness to revisit as a customer's attitude and post-purchase behavior (Oliver, 1993).

2.3. Intention to Revisit

The revisit is intended to represent positive future behavior that can be shaped by service assessment or product use as an emotional response to consumer behavior. According to Fishbein and Ajzen (1975), revisiting is a type of behavior that is influenced by attitudes. The marketing literature explains the intent to revisit through the concepts of customer retention, relationship and customer loyalty. Revisit means a kind of service or consumer willingness to visit for product purchase.

Oliver (1980) established and analyzed the hypothesis that customer satisfaction has an impact on customer attitude and the impact on customer attitude has an effect on visit intent, confirming that customer satisfaction has a positive effect on attitude and a positive attitude increases visitation.

The higher the satisfaction level of service by customers using coffee shops, the more positive oral effects and revisiting of coffee shops are sought. In addition, coffee shops with good brand image were found to have a positive effect on customers' revisit. The satisfaction or dissatisfaction status of the customers using the coffee shop will have a decisive impact on the customers' revisitability.

3. Research Method

3.1. A Study Model and Hypothesis

This research was conducted to identify and analyze empirically the relationship between experience values and the customer's emotional responses and the intent to revisit the coffee shop in China, and set up a research model as shown in <Figure 1> through prior research to achieve the research objective.

Park et al. (2012) confirmed that perceived quality affects the value of experience, satisfaction, and willingness to revisit. It has been shown that all the experience values of visitors to the exhibition (the aesthetic experience value, the pleasure experience value, the economic experience value, the service experience value) have a significant effect on satisfaction and ultimately lead to a revisit.

An analysis of the effects of child performance experience values on the intent to revisit has shown that educational value, emotional value, and aesthetic value have statistically significant (+) effects on the intent to revisit. Based on this, the following hypotheses were established. A research model is shown in <Figure 1>.

H1: Experiential values of Chinese coffee shops will have a positive effect on customers' intention to revisit.

H1-1: The entertainment value of Chinese coffee shops will have a positive impact on customers' intention to revisit.

H1-2: The aesthetic value of Chinese coffee shops will have a positive effect on customer revisit.

H1-3: The economic value of Chinese coffee shops will have a positive impact on customers' intention to revisit.

H1-4: The service experiential value of the Chinese coffee shop will have a positive impact on customers' intention to revisit.

Meanwhile, the online experience value indicates that it affects consumer confidence and emotions, and the aesthetic and entertainment factors are equally important because they have a golden effect on consumers' feelings, and because they cause consumers to visit the web page again.

Consumers experienced positive emotional reactions during service at the beauty service site, which resulted in positive perception of the quality of service and, through this process, a re-visit intention was achieved if they felt that the quality of service was excellent.

The customer's impression has a significant effect on the revisit. Customer emotion is a positive experience that

transcends customer expectations and a very positive emotional response that starts from that experience. The experience factor is an important attribute that customers consider important when choosing a hotel, which affects future behavior such as revisiting.

The emotional response of customers using Airline's in-flight service has a significant impact on approach behaviour. Specifically, the emotional responses of airline customers, such as negative and positive feelings, have been shown to affect future customer approach behaviors such as desire to stay, experience satisfaction, intention to repurchase and intention to recommend.

H2: The customer's emotional response will mediate the relationship between experiential values of Chinese coffee shops and the intention to revisit.

H2-1: The customer's emotional response will mediate the relationship between entertainment value of Chinese coffee shops and the intention to revisit.

H2-2: The customer's emotional response will mediate the relationship between aesthetic value of Chinese coffee shops and the intention to revisit.

H2-3: The customer's emotional response will mediate the relationship between economic value of Chinese coffee shops and the intention to revisit.

H2-4: The customer's emotional response will mediate the relationship between service excellence value of Chinese coffee shops and the intention to revisit.

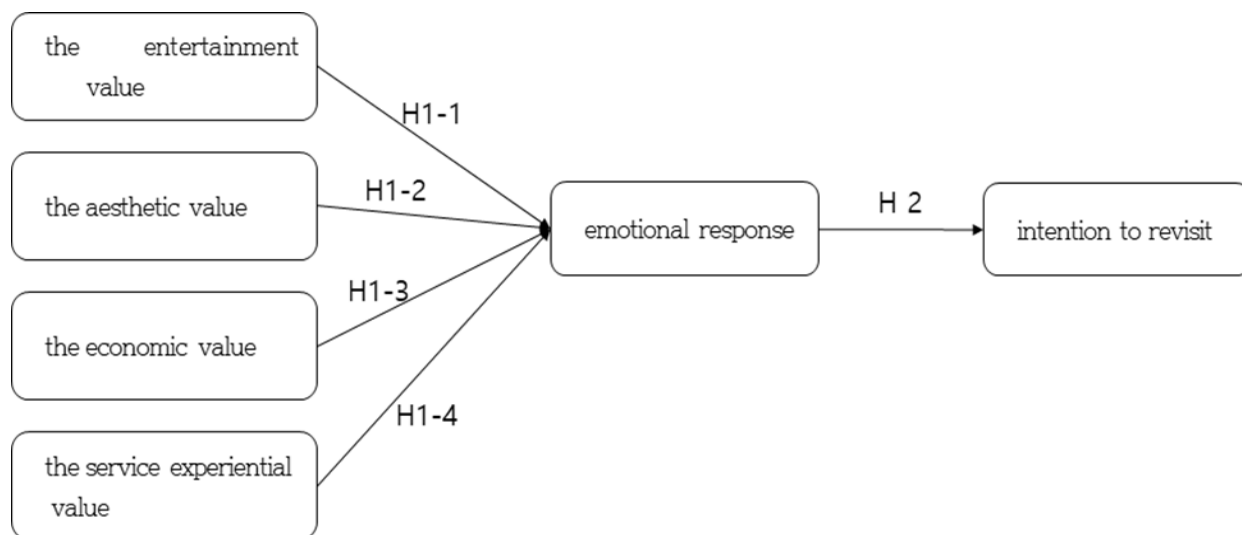


Figure 1: Research Model

3.2. Configure Questionnaire

The composition of the questionnaire is shown in <Table 1>.

Table 1: Questionnaire Configuration

Variables	Measurement Indicators	Related Study
Entertainment Experience Value	The experience at the coffee shop provides a pleasant experience.	Holbrook & Hirschman (1982), Kim(2016), Mathwick et al.(2001)
	The experience at the coffee shop has a diversion effect.	
	The experience at the coffee shop was s a free experience.	
	The experience at the coffee shop has kept me abreast of time.	
Aesthetic Experience Value	The design of the coffee shop was attractive.	
	The surroundings of the coffee shop are unusual.	
	Coffee shops give you a pleasant atmosphere.	
	Coffee shops not only sell menus but also give pleasure.	
Economic Experience Value	The coffee shop's service was fast.	
	The price of a coffee shop is cheap when considering its quality.	
	The coffee shop was convenient to take out.	
	The coffee shop's takeout is practical and economical.	
Service Excellence Experience Value	The coffee shop gave me an experience of quality service.	
	The coffee shop employees' attitude toward service is satisfactory.	
	The coffee shop employees understood my needs well.	
Emotion Response	I feel happy at the coffee shop.	
	Experience in the coffee shop is enjoyable.	
	I relieve stress through my experience at the coffee shop.	
	I can relax at the coffee shop.	
	I feel at home at the coffee shop.	
	I feel satisfied at the coffee shop.	
Intention to Revisit	I will use it again as I am satisfied with the service.	Oliver(1980)
	I'll keep using it even if I like the price.	
	I am happy to use it and have a strong sense of belonging, so I am willing to revisit it.	
	I have a good personal relationship with the coffee shop. I keep visiting because of my good relationship.	

3.3. Analysis and Method

In this study, data was collected and analyzed using the IBM SPSS Statistics 23 statistical program and the SPSS 21. The statistical methods for analyzing data were frequency analysis, factor analysis, reliability analysis, simple regression analysis, and Hayes macro method (Kang & Hwang, 2018; Hwang & Chae, 2017; Hwang & Youn, 2016).

4. Empirical Analysis Results

4.1. Analysis and Method

Looking at the demographic characteristics of the sample, the following are: In terms of gender, 30 percent (90) were male and 70 percent (210 persons)) were female. By age, 3% (9 persons) were found to be under 18 years of age, 43% (129 persons) for 18-25 years of age, 38.3% (115 persons) for 26–30 years of age, 9.7% (29 persons) for 31–40 years of age, 5.3% (16 persons) for 41–50 years of age, and 7% (2 persons) for 51–60 years of age.

4.2. Reliability Analysis Results

The value of the Cronbach's alpha coefficient determines reliability, usually 0.7 or higher is considered reliable. However, usually in a paper, 0.8 or higher is a good value. For the reliability of the service superiority factor, paragraph 3 was removed with a value of 0.937; The Cronbach's α coefficients for entertainment value, aesthetic value, service superiority, economic value, brand image, emotional response and revisit showed a high level of reliability of 0.9 or more.

4.3. Hypothesis Verification Results

H1-1: The entertainment value of Chinese coffee shops will have a positive impact on customers' intention to revisit.

The hypothesis test results show that the F value is 229.326 (P=0.000) and the regression model is statistically shown as $R^2 = 0.435$ showing the overall descriptive power. The effect of the entertainment value on the intention to revisit was shown to be $t=15.144$, $p=0.000$, which had a significant effect and supported the research theory. This

can be interpreted as influencing the purpose of revisiting the country.

H1-2: The aesthetic value of Chinese coffee shops will have a positive effect on customer revisit.

The hypothesis test results show that the F value is 311.394 ($P=0.000$) and the regression model is statistically shown as $R^2=0.511$ showing the overall descriptive power. The effect of aesthetic value on the intention to revisit of the client was shown to be $t=17.646$ $p=0.000$, which had a significant effect and supported the theory of research. This can be interpreted that aesthetic value is affecting the intention to revisit.

H1-3: The economic value of Chinese coffee shops will have a positive impact on customers' intention to revisit.

The hypothesis test results show that the value of F is 277.729 ($P=0.000$) and the regression model is statistically shown as $R^2=0.482$ showing the overall descriptive power. The impact of economic value on the revisitability of customers was shown to be $t=16.665$, $p=0.000$, which had a significant effect and supported the theory of research. This can be interpreted as economic value affecting the revisit.

H1-4: The service excellence value of the Chinese coffee shop will have a positive impact on customers' intention to revisit.

The hypothesis test results show that the F value is 369.622 ($P=0.000$), and the regression model is statistically shown as $R^2=0.554$ showing the overall descriptive power. The effect of economic value on revisiting client's visit is $t=19.226$ $p=0.000$, which has a significant effect, so the theory of research was supported. This can be interpreted that economic value is influencing the revisit.

H2-1: The customer's emotional response will mediate the relationship between experiential values of Chinese coffee shops and the intention to revisit.

The SPSS process was used to demonstrate that the experience value is statistically significant in the customer revisit the effects of emotional response.

The model number 4 suggested by Hayes (2013) was used to apply bootstrapping.

For bootstrapping, there are 10000 Bootstrap Samples, and the lower and upper values of the parametric effects obtained in the 95% confidence intervals are shown in Table 2; value of significance (0.3879, 0.657); value of aesthetic value (0.3144, 0.5574); value of economic efficiency (0.3099, 0.5122); and value of water quality (0.259).

This can be seen as supporting a partial sell-off model because it increases the value of the experience (i.e., aesthetic, economic and service superiority), and because the pathways through which it leads to the customer's emotional response are statistically significant, and the effect of the experience value directly affects the customer's emotional response is also significant.

Table 2: Results of bootstrapping with the mediated effect of emotional response

dependent variable	independent variable	mediating variable	mediation effect coefficient	Boot, S,E,	95% confidential intervals	
					Boot LLCI	Boot ULCI
intention to revisit	Entertainment Experience Value	emotion response	0.5003	.0583	.3879	.6157
	Aesthetic Experience Value		0.4124	.0623	.2993	.5407
	Economic Experience Value		0.4053	.0515	.3099	.5122
	Service Experience Value		0.3471	.0469	.2557	.4411

5. Conclusions

The purpose of this study was to confirm the effect of the experience values of Chinese coffee shops on the revisitability of customers using coffee shops. Furthermore, the customer's emotional response is to verify that the Chinese coffee shop's experience values mediated the relationship between the customer's intent to revisit.

To this end, the theoretical review of the values of experience, customer sentiment response, and customer revisit and based on the results of the preceding study, the relationship between the experience values of the Chinese coffee shop, customer sentiment response, and the intention of the customer to revisit.

A research model and hypothesis were presented. In addition, a survey was conducted on Chinese online survey

sites for customers using Chinese coffee shops for hypothesis testing. The contents of the study are summarized as follows.

First, after analyzing the influence relationship between experience values and the intent to revisit, it was confirmed that the most important factors of experience value that affect the intention of revisiting customers using Chinese coffee shops were service excellence, followed by a significant positive effect in the order of aesthetic, economic and entertainment.

Second, the mediated hypothesis that the emotional response would mediate the relationship between the experience values of Chinese coffee shops (experience value, aesthetic value, economic value, service excellence) and the customers' intention to revisit was confirmed to be positively supported.

This paper suggests the importance of experience values to managers running Chinese coffee shops. It also gives tips on what value of experience should be prioritized for customers to revisit coffee shops. In addition, this paper confirmed that the customer's emotional response plays a medial role in the relationship between the experience value and the intent to revisit, suggesting that the customer's emotional response should be valued from the management perspective while carrying out marketing strategies.

This study can be a matter of sample representation among 300 Chinese coffee shop customers, with over 50% of them visiting coffee shops located in Wannam Province, China. Therefore, it will be necessary to expand samples of research in future studies to all parts of China to strengthen the representativeness of the samples.

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