

## Determinants of Bakery Revisit Intention: Case of Paris Baguette\*

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*Received 28 February 2020, Revised 18 March 2020, Accepted 25 March 2020*

### Abstract

**Purpose** - The purpose of this research is to investigate the determinants of bakery revisit intention. This research selects Paris Baguette as the research context because the market share of Paris Baguette was the highest in Korean bakery market.

**Design/methodology/approach** - This research employed revisit intention as the dependent variable, while this research chooses six attributes to account for revisit intention. Six attributes are price fairness, taste, product variety, accessibility, display, and membership. This research uses survey as the main instrument. For the data collection, online survey using Google survey form was implemented. The survey participants are domestic consumers of Paris Baguette. The number of observation is 245. For the data analysis, this study used frequency analysis, correlation matrix, exploratory factor analysis, reliability analysis, and multiple regression model. There are four control variables, which contains age, gender, visiting frequency, and monthly income.

**Findings** - The results shows that price fairness, taste, product diversity, and accessibility are significant attributes with the positive effect. Among the significant attributes, taste presented the highest magnitude to explain the revisit intention. However, membership and display appeared as non-significant attributes to account for bakery revisit intention.

**Research implications or Originality** - This study provides the bakery managers with the information to design their service and product. This study also contributes to the literature by understanding the consumer behavior more in the domain of bakery service.

**Keywords:** Bakery, Revisit intention, Price Fairness, Taste, Product Variety, Accessibility

**JEL Classifications:** M3, L8, L83

## I . Introduction

The economic consumption volume of

bread is up to 406 billions KRW in 2016 (Food information and statistics system, 2017). The entry barrier of bakery business

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is relatively low, and numerous businesses operate in the market, which results in the severe competence (Hotel and Restaurant, 2017; MK Economic, 2018). In detail, there are franchising businesses as well as individual bakery businesses in the market. In this circumstance, it might be essential to figure out the process of consumer decision making. Given the necessity, the purpose of this research is to examine the consumer behavior in the domain of bakery businesses.

This study chooses Paris Baguette as the research object. Paris Baguette shows the highest market share in Korean bakery market using franchising as its business strategy. According to Newspim (2016), the number of Paris Baguette stores is more than 3,000, while its follower possess approximately 1,300 properties in domestic market. It indicates that Paris Baguette could represent the bakery business as a market leader. This could make the data collection easier because consumer are more likely to experience and understand the service and product of Paris Baguette. All in all, this research selects Paris Baguette as the research context. Moreover, this research chooses revisit intention as the dependent variable. A vast body of literature has used revisit intention as the main attribute in the food service business domain (Yeo and Park, 2007; Hyun and Nam, 2008; Lee and Ko, 2010; Hyun and Hong, 2011). Despite of the popularity, extant literature insufficiently investigated revisit intention in the domain of bakery business. To be specific, prior research presented the antecedents of behavioral intention including repurchase intention and revisit intention using bakery, limited

attributes (e.g., brand image and service scape) were examined to account for the behavioral intention of bakery store consumers (Jang and Lee, 2006; Lim, 2006; Cho and Kim, 2009; Lim, 2010). Therefore, it could be valuable to account for the revisit intention employing more diverse attributes. Hence, this research chooses six attributes, and these include price fairness, taste, product variety, display, membership, and accessibility to account for the revisit intention. The attributes were selected by examining the extant literature because prior studies assert that these attribute (e.g., price fairness(Yang and Koo, 2006; Yoo and Kim, 2011;Chark, 2018; Park, 2018), taste(Lee and Choi, 2009; Lee, 2010; Son, 2011; Kim and Kim, 2015), product variety(Lee and Choi, 2009; Son and Kwon, 2014; Kim and Kim, 2017; Jeon and Yoo, 2018; Kim, 2018), accessibility(Kuenzel and Musters, 2007; Min, 2007; Radder and Huang, 2008 Kim, 2010), display(Son and Yoon, 2012; Kim, 2015; Song and Jung, 2016), and membership(Park, 2005; Choi and Kong, 2008; Song and Park, 2009; Seok and Park, 2012)) could become significant element to explain the revisit intention. By doing so, this study could contribute to the literature by enhancing the understandability of bakery consumers, which in turn provides management with the information to improve the consumer perception of bakery businesses.

## II. Literature Review and Hypotheses Development

### 1. Revisit Intention

Revisit intention is a representative

element of consumer loyalty because more customer visit is likely to increase the sales growth of business in the food service domain (Lee and Han, 2005; Yeo and Park, 2007; Hyun and Hong, 2011; Lee and Kim, 2018). Namely, more visiting increases the number of restaurant customers, which in turn results in the larger sales volume (Kang, Park, and Moon, 2008; Hyun and Nam, 2008; Lee and Ko, 2010). Given the importance, prior studies adopted revisit intention as the main attribute. For instance, Kim, Ng, and Kim (2009) researched students eating pattern using revisit intention as the dependent variable. As a similar vein, Lee and Kim (2012) chose ethnic restaurant consumers and examined consumer characteristics with revisit intention as the dependent variable. Regarding bakery research domain, Woo, Lee, and Park (2012) selected revisit intention and carried out research to examine its determinants. Considering literature review, extant literature employed revisit intention as an essential construct. Therefore, it would be adequate for this research to choose revisit intention as the dependent variable.

## 2. Price Fairness

The first domain of this research is price fairness. Price fairness refers to the degree of how consumers perceive their payment as reasonable and fair manners (Hwang, 2011; Moon, Cho, and Oh, 2017; Chark, 2018; Li, Hardesty and Craig, 2018). Previous studies claim that consumers are likely to build the positive attitude and present the positive behavior with the reasonable price product and service (Moon and Song, 2014; Chung, 2017; Chark, 2018;

Park, 2018; Song, Moon, and Lee, 2019). In case of bakery, it sells low-involvement product and consumer are very sensitive to the price variability, which anticipates the essential accountability of price fairness for consumer revisit intention (Yang and Koo, 2006; Yoo and Kim, 2011; Seo, Lee, and Noh, 2014; Chung, 2017; Konuk, 2018). Previous studies offered the empirical evidence for the effect of price fairness to explain consumer behavior. For example, Park (2018) presented the positive association between revisit intention of screen golf practice field and price fairness. In the food service area, Lee, Moon, and Park (2018) showed the positive effect of price fairness on the repurchase intention. Regarding the empirical evidence, this research proposes the research hypothesis to examine the effect of price fairness in the bakery context as follows:

**H1:** Price fairness positively affects the revisit intention of bakery.

## 3. Taste

Food taste is an crucial element for the consumer decision making in the food service domain (Lee, 2010; Son, 2011; An, Baik, and Lee, 2011). Prior studies argue that tasty food leads consumers to establish the positive attitude and behavior for the food consumption (Jang, Kim, and Lee, 2014; Kim and Kim, 2015). Therefore, numerous studies chose taste as an element to measure the quality of food (Park, Choi, and Choi, 2009; Kim, 2010; Lee and Ko, 2011). That is, tasty food plays a significant role to build the loyalty behavior. Extant literature presented the evidence. Kim, Kim,

and Cho (2008) examined seafood buffet customers and found that food quality is positively associated with revisit intention. Similarly, Lee and Choi (2009) found the positive impact of food taste on the revisit intention in the context of family restaurant. Furthermore, Lee, Lee, and Ham (2015) presented the positive effect of food taste on customer loyalty using franchise food service customers. With respect to the literature review, this research proposes the research hypothesis in the bakery area as follows:

**H2:** Food taste positively affects the revisit intention of bakery.

#### 4. Product Variety

Business allocate their resources to develop the new product because of the varied consumer needs (Lee and Choi, 2009; Son and Kwon, 2014). It indicates that offering more diverse product portfolio is more likely to meet the consumer expectation, which in turn causes the positive consumer reaction (Um and Park, 2007; Kim and Kim, 2017; Jeon and Yoo, 2018; Kim, 2018). In the food service domain, this could become more diverse menu. To be specific, Jeon and Yoo (2018) revealed that product variety builds the positive consumer reaction (e.g., satisfaction) using consumers in the cold noodle store area. Also, Lim, Kim, and Cho (2015) adopted buffet restaurant consumers and showed that product variety is an essential determinant of customer loyalty. Additionally, Park, An, and Kwon (2013) documented positive association between product diversity and revisit intention of

Chinese consumers for Korean restaurants. However, food variety is scantily investigated in the bakery domain. Thus, this research proposes the research hypothesis as follows:

**H3:** Product variety positively affects the revisit intention of bakery.

#### 5. Accessibility

In general, consumers easily make a purchase decision for the bakery product because most of the items in bakery are low-involvement product (Bech-Larsen and Nielsen, 1999; Kuenzel and Musters, 2007; Radder and Huang, 2008; Hwang, Chung, and Kim, 2018). Given the product characteristics, accessibility is likely to work as an important determinants of decision making, because the product is consumed with regard to the availability and habitual pattern (Min, 2007; Kim, 2010; Maas, de Ridder, de Vet and De Wit, 2012; Lee and Seol, 2014; Terry-McElrath, O'Malley and Johnston, 2014). Previous research presented the empirical evidence about accessibility. As an example, Kim and Lee (2015) used hierarchical analytic method and revealed that accessibility is a significant attribute for the decision of food consumption. Moreover, Jekanowski, Binkley and Eales (2001) presented the positive correlation between accessibility and food consumption choosing fast food consumers. Jang, Lee, and Lee (2016) studied single household consumers and found the positive relation between accessibility and food consumption decision making. All in all, the following is proposed as the research hypothesis:

**H4:** Accessibility positively affects the revisit intention of bakery.

## 6. Display

Product display stimulates the consumer visual, and well-displayed product positively affects the individual decision making (Kim and Kang, 1995; Ko and Hwang, 1998; Lee, 2008; Ha, 2009). Moreover, Son and Yoon (2012) documented that quality of display is significantly linked with the impulse purchasing of consumers. Regarding the empirical results, Ji and Lee (2017) examined apparel consumers and presented the significant link between display and consumer emotion. In addition, Song and Jung (2016) demonstrated the positive effect of display on consumer reaction using coffee shop service customers. In case of bakery, Kim (2015) presented the positive association between display and store image. However, insufficient studies have been executed to examine the effect of display in the bakery domain. Hence, this study proposes the following hypothesis:

**H5:** Display positively affects the revisit intention of bakery.

## 7. Membership

Membership refers to the benefit and milage using the membership of certain brand (Baik, Kim, and Byun, 2006; Seok and Park, 2012). Membership point could be used as the cash in a certain brand store and extant literature argues that the membership is an critical attribute to establish the customer loyalty (Son, Lee, and Yoo, 2007; Choi and Kong, 2008; Song and

Park, 2009). Previous studies suggest the empirical evidence. In detail, Park (2005) documented that the benefit from the membership positively affect the consume trust in the food service domain. Kim, Jeon, and Ha (2015) employed franchise restaurant customers and showed that membership reduces the negative aspect (e.g., switching intention). Given the literature review, membership enables restaurant businesses to build barriers for negative reaction, and increases the level of positive consumer reaction. However, it is sparsely examined to demonstrate the association between membership and revisit intention. For the clarification, this research proposes the research hypothesis as follows:

**H6:** Membership positively affects the revisit intention of bakery.

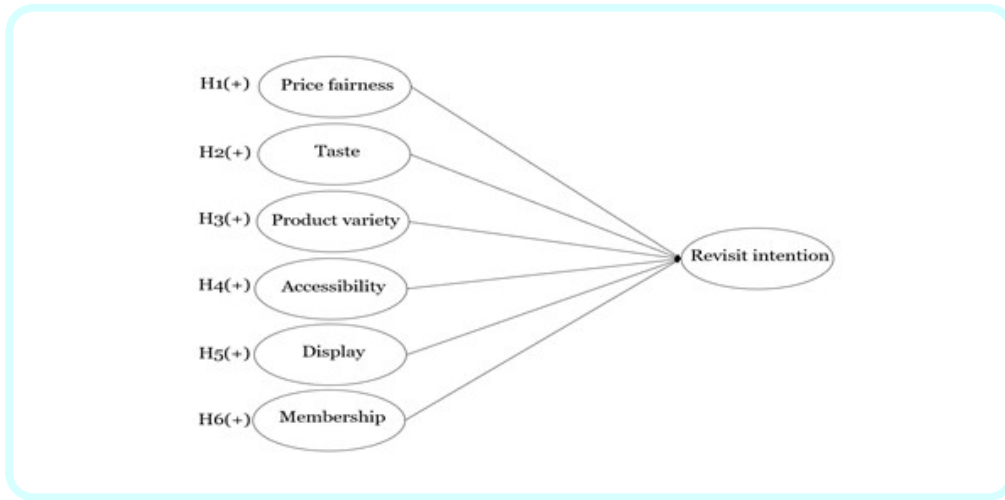
## III. Method

### 1. Research Model and Data Collection

Figure 1 is the research model. The dependent variable is revisit intention. Also, six independent variables are used in this research, and these include price fairness, taste, product variety, accessibility, display, and membership. Six attributes positively influence on the revisit intention.

The data collection was performed for the individuals who experienced in Paris Baguette store product and service. The data collection period is between May 1st and May 17th. This research used Google survey program. The survey participants were the customer who have the spending experience at Paris Baguette, which could lead them to response better based on the concrete experience. Namely, this research

**Fig. 1.** Research model



presented the survey items on the Google survey program, then, it is distributed by mobile messenger by the research assistances. Initially, this research collected 258 responses. Among them 13 surveys

were eliminated because of the poor response quality. Thus, this study used 245 surveys for the data analysis. The effective rate is 94.96%.

Table 1 is the demographic information

**Table 1.** Demographic Information of respondents

Item	N (%)	Item	N (%)
<b>Gender</b>		<b>Age</b>	
Male	127(51.8)	Yonger than 19	10(4.1)
Female	118(48.2)	20-29	195(79.6)
		30-39	17(6.9)
		40-49	6(2.4)
		Older than 50	16(6.5)
<b>Monthly household income</b>		<b>Visiting frequency</b>	
Under 1 million KRW	160(65.3)	Rarely use	39(15.9)
1-2 million KRW	42(17.1)	Once a month	159(64.9)
2-3 million KRW	23(9.4)	Once a week	35(14.3)
3-4 million KRW	12(4.9)	More than 2 times a week	12(4.9)
Over 4 million KRW	8(3.3)		
Total	245(100)	Total	245(100)

Note: KRW stands for Korean won

of survey participants. For gender, the numbers of male and female are 127 and 118 respectively. For the age, 79.6 percent of survey participants are involved in 20-29. Regarding visiting frequency, 159 participants presented the visiting frequency as once a month. Considering income level, 160 participants make less than 1 million KRW, and 42 participants make 1-2 million KRW for a month.

## 2. Illustration of Survey Questions and Data Analysis

This research used 5-point Likert scale (1 = strongly disagree, 5 = Strongly agree). This study employed prior studies to derive survey items, and it was modified for the purpose of this research. Revisit intention was defined as the degree how consumers intend to visit the bakery store again (Lee and Han, 2005; Hyun and Nam, 2008; Lee and Ko, 2010). Price fairness was defined the level how consumers perceive the paid price as rational manners (Hwang, 2011; Chung, 2017; Li, Hardesty, and Craig, 2018; Park, 2018). The definition of taste is how customers assess the quality of food taste (Kim et al., 2008; Kim, 2010; Lee and Ko, 2011). Moreover, this research defined the product diversity as how customers recognize the product portfolio in the bakery store (Lee and Choi, 2009; Park et al. 2013; Kim and Kim, 2017; Kim, 2018). In addition, accessibility was defined how consumers perceive the availability of bakery product in their living area (Jekanowski et al., 2001; Kim and Lee, 2015; Jang et al., 2016). Also, this research defined the display how the bakery

products are displayed well (Kim, 2015; Song and Jung, 2016; Ji and Lee, 2017). Furthermore, membership was defined as how the consumers perceive the benefit of bakery membership (Park, 2005; Ha et al., 2015; Kim et al., 2015). Additionally, this study measured gender as binary variable (0 = male, 1= female). Moreover, the monthly household income (1 = Under 1 million KRW, 2 = 1-2 million KRW, 3 = 2-3 million KRW, 4 = 3-4 million KRW, 5 = Over 4 million KRW), age (1 = Younger than 19, 2 = 20-29, 3 = 30-39, 4 = 40-49, 5 = Older than 50), and visiting frequency (1 = Rarely use, 2 = Once a month, 3 = Once a week, 4 = More than 2 times a week) using ordinal variable.

For the data analysis, this study used various statistical instruments. First of all, this study performed frequency analysis to analyze the demographic information of survey participants. Also, exploratory factor analysis and reliability analysis were used to examine the validity and reliability. The threshold of factor loading is 0.6 and the cut-off value of Cronbach's alpha is 0.7 (Hair Balck, Baibin, and Anderson, 2010). This research also carried out correlation analysis to examine the overall association between variables as well as the likelihood of multi-collinearity prior to multiple regression analysis. Then, multiple regression analysis was executed to test the proposed research hypotheses. The first regression analysis was implemented using only main attributes, while the second regression analysis was performed by incorporation control variables (e.g., age, gender, using frequency, and monthly income).

**Table 2.** Exploratory Factor Analysis and Reliability Test

Factor	Item	Loading	Eigen (Var%)
Price Fairness $\alpha = .900$	The price of Paris Baguette product is fair.	.854	1.267 (4.525)
	The price of Paris Baguette product is adequate.	.902	
	The price of Paris Baguette product is rational	.881	
	The price of Paris Baguette product is not burdensome.	.772	
Taste $\alpha = .899$	The flavor of Paris Baguette product is great.	.813	1.245 (4.447)
	Paris Baguette's product is delicious.	.789	
	Paris Baguette's product has good taste.	.803	
	Paris Baguette's product has good eating texture.	.723	
Product Variety $\alpha = .942$	Paris Baguette offers varied product	.805	2.929 (10.460)
	Paris Baguette has various products.	.884	
	Paris Baguette provides wide selection of product.	.839	
	Paris Baguette has diverse menu.	.851	
Accessibility $\alpha = .906$	The store of Paris Baguette is visible	.786	1.679 (5.995)
	The store of Paris Baguette has good accessibility.	.815	
	The store of Paris Baguette is easy to find.	.831	
	The store of Paris Baguette is easy to reach.	.791	
Display $\alpha = .951$	The inside of Paris Baguette store is organized well	.782	2.315 (8.269)
	Paris Baguette products are displayed well.	.828	
	Paris Baguette product displayed as good manners.	.873	
	The display of Paris Baguette products looks good.	.855	
Membership $\alpha = .976$	It is easy to use Happy point of Paris Baguette.	.906	11.129 (39.745)
	It is convenient to use Happy point of Paris Baguette.	.950	
	It is simple to use Happy point of Paris Baguette.	.931	
	It is effortless to use Happy point of Paris Baguette.	.917	
Revisit Intention $\alpha = .980$	I will revisit Paris Baguette.	.874	3.293 (11.761)
	I will use Paris Baguette again.	.872	
	I intend to revisit Paris Baguette.	.883	
	I will repurchase product of Paris Baguette.	.850	

Note: Kaiser-Meyer-Olkin(KMO) = .898 Bartlett's Test Chi-square = 7412.974  $p < .001$  Total variance explained: 85.201%

## IV. Results

### 1. Exploratory Factor Analysis and Reliability Test

Table 2 is the results of exploratory factor analysis. The overall value of Cronbach's alpha is larger than 0.7. It can be inferred that the overall constructs show significant level of reliability. Also, the all values of factor loading is larger than 0.6, which

indicates the validity of measurement items. Given the values of KMO and Bartlett's Test Chi-square, factor analysis model is statistically significant. All six attributes were measured using four items.

### 2. Correlation Matrix

Table 3 is the results of correlation matrix. No correlation coefficients presented larger than 0.9 among independent



**Table 3.** Correlation Matrix

	1	2	3	4	5	6	7
1. Revisit Intention	1						
2. Price Fairness	.397*	1					
3. Taste	.516*	.306*	1				
4. Product Variety	.465*	.196*	.484*	1			
5. Accessibility	.476*	.261*	.308*	.407*	1		
6. Display	.457*	.162*	.374*	.515*	.607*	1	
7. Membership	.300*	.199*	.483*	.258*	.249*	.313*	1

Note: \* $p < .05$

variables, indicating that the likelihood of multi-collinearity is very low (Hair et al., 2010). Revisit intention positively correlates with price fairness ( $r = .397, p < .05$ ), taste ( $r = .516, p < .05$ ), product variety ( $r = .465, p < .05$ ), accessibility ( $r = .476, p < .05$ ), display ( $r = .457, p < .05$ ), and membership ( $r = .300, p < .05$ ). Moreover, price fairness positively correlates with taste ( $r = .306, p < .05$ ), product variety ( $r = .196, p < .05$ ), accessibility ( $r = .261, p < .05$ ), and display ( $r = .162, p < .05$ ).

### 3. Results of Multiple Regression Analysis

Table 4 describes the results of multiple regression analysis. Two multiple regression analysis results are presented. The adjusted R-square of model 1 is .4418, and the adjusted R-square of model 2 is .4813. Regarding the F-values, both models are statistically significant. Regarding the results of hypotheses testing, price fairness positively affected revisit intention ( $\beta =$

**Table 4.** Results of Multiple Regression Analysis

Attribute	Model1 $\beta$ (t-value)	Model2 $\beta$ (t-value)	Results
Intercept	.004(0.02)	.105(0.41)	
Price Fairness	.224(4.21)*	.208(3.77)*	H1: Supported
Taste	.295(3.33)*	.275(3.09)*	H2: Supported
Product Variety	.175(2.27)*	.161(2.10)*	H3: Supported
Accessibility	.231(3.05)*	.200(2.72)*	H4: Supported
Display	.139(1.49)	.132(1.46)	H5: Not Supported
Membership	-.003(-0.04)	-.022(-0.33)	H6: Not Supported
Gender		.136(1.75)	
Age		-.073(-1.21)	
Visiting frequency		.186(2.91)*	
Income		-.005(-0.12)	
F-value	49.03*	28.36*	
Adjusted R <sup>2</sup>	.4418	.4813	

Note: \* $p < .05$  Dependent variable: Revisit Intention

0.208;  $p < .05$ ). Also, taste ( $\beta = 0.275$ ;  $p < .05$ ), product variety ( $\beta = 0.161$ ;  $p < .05$ ), and accessibility ( $\beta = 0.200$ ;  $p < .05$ ) are positively associated with revisit intention. However, display and membership were identified as non-significant attributes to account for revisit intention. Therefore, four hypotheses were supported. With regard to control variables, visiting frequency is positively related to revisit intention.

## V. Conclusion

The purpose of this study is to examine the determinants of bakery revisit intention. Paris Baguette was used as the research domain given the market share in domestic bakery market. It is likely to help survey participants to respond the question with more concrete evidence. This research proposed six hypotheses, and four hypotheses were supported. In detail, price fairness, taste, product variety, and accessibility are the significant attributes to account for the revisit intention. The directions of coefficients were positive. Regarding the magnitude of coefficients, tasted appeared as the most influential attribute to revisit intention. It can be inferred that bakery customers focus on the basic attribute in their decision making. Moreover, price fairness, accessibility, and product variety were the second, third, and fourth influential attributes respectively. However, display and membership appeared as non-significant attributes. It indicates that the display of bakery might not unique to consumers, which could not lead the loyalty behavior of bakery. Also, the benefits of membership were not appealing to the Paris

Baguette consumers. This might be because the benefits (e.g., discount rate and mileage point) of membership is not sufficient to make customers be satisfactory. Additionally, bakery visiting frequency positively impacted on the revisit intention. It suggests that more visiting of bakery could build the consumer loyalty in the area of bakery business.

This study has theoretical implications. Initially, this research expanded the area of bakery research using more diverse attributes to explain consumer revisit intention. Although the extant literature examined the consumer behavior of bakery, limited attributes were examined (Jang and Lee, 2006; Lim, 2006; Cho and Kim, 2009; Lim, 2010). This suggests that it is necessary to investigate more various attribute to explain the consumer behavior. Given the necessity, this research adopted more diverse elements and demonstrated the accountability. Also, this study shows the external validity with previous studies in terms of price fairness (Moon and Song, 2014; Park, 2018), taste (Lee and Choi, 2009; Lee et al., 2015), product variety (Park et al., 2013; Son and Kwon, 2014), and accessibility (Kim and Lee, 2015; Jang et al., 2016).

This study has practical implications. Above all, this study could provide bakery marketing director with information to build marketing strategy. To be specific, the price variation of bakery store is decided as careful manners, and too expensive pricing needs to be refrained. Since the bakery product tend to be low involvement product, consumer are more likely to become sensitive to the price. Also, bakery managers need to invest their resource in the development of new menu and better

quality of ingredient because product variety and taste were identified as the essential attribute to enhance the level of revisit intention. Furthermore, managers need to dedicate their resource to enhance the accessibility. That is, they need to spend their budget to look for the better location which improves the accessibility of consumers because the bakery product consumption could rely on the convenience. Also, they can allocate their resources to enhance the visibility of their store sign because it could become the avenue to improve the accessibility. Furthermore, managers need to manage their food ingredient better because the quality of ingredient could determine the taste of bakery product. It could be achieved by

more careful consideration of suppliers and developing the manuals for food ingredient for store managers. By doing so, they are more likely to attain more sales.

This research has some limitations. First, the most survey participants were 20s, and their income level was relatively low. This could become the weakness of current study to build the generalizability as well as the applicability. Hence, future research need to perform the data collection using more diverse demographic target. Also, this research selected Paris Baguette as the domain. It could enhance the concreteness of service and product, whereas it could inhibit the generalizability of the results. Hence, future studies need to use more diverse domain for the data collection.

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