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# The Five Sense Factors in Korean Dessert Café and Consumer Behaviors\*

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## Abstract

The bakery cafe and dessert industry in Korea is expanding, but it requires continuous innovation to remain competitive and adaptable. Therefore, this study aims to examine the effect of five sense factors on customer satisfaction and relationship continuance intention in Korean dessert cafes. A survey was conducted among 200 consumers who had visited a Korean dessert cafe in Seoul and Gyeonggi Province. Regression analysis was conducted for hypothesis testing, and the research results are as follows. First, among the five sensory factors in Korean dessert cafes, gustatory, visual, and olfactory factors positively impacted customer satisfaction and relationship continuance intention. These results suggest that the taste and presentation of Korean desserts in cafes and the aroma of both the desserts and the café are essential. However, auditory and tactile factors did not impact customer satisfaction and intention to continue the relationship. Second, customer satisfaction improved the intention to continue the relationship. This finding suggests that improving customer satisfaction in Korean dessert cafes positively impacts maintaining customer loyalty. Therefore, operators of Korean dessert cafes should consider gustatory, visual, and olfactory aspects when developing dessert menus and planning the physical environment of their restaurants.

**Keywords:** Korean Dessert Café, Five Sense Factors, Customer Satisfaction, Relationship Continuation Intention

**Major Classification Code:** L83, L84, M31

## 1. Introduction

Recently, there has been a significant change in dessert consumption trends, driven by the improvement in consumers' living standards and the development of food culture. The interest in desserts as an alternative to light

meals is growing, especially among young consumers. This shift has increased the importance of dessert-focused cafe menus (Kim & Nam, 2015). In addition, the growing number of consumers who have experienced Western cafe culture and their preference for diverse spaces has led to the popularity of dessert cafes offering a variety of menus (Lim

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et al., 2023). The current coffee shop market has reached a state of saturation nationwide. Therefore, cafes that combine a variety of desserts, such as bakery items, ice cream, and teas, rather than just selling coffee are leading the cafe trend (Cho & Jun, 2016). Also, the trend among the younger generation of consumers in their 20s and 30s, who enjoy well-being and social media, is leaning toward preferences for sweetness and external beauty. As a result, more beautiful, elegant, and healthy desserts are gaining attention (Park et al., 2017).

Also, both in Korea and abroad, there has been a growing interest in Korean cuisine, and traditional Korean foods such as rice cakes and Han-gwa (honeyed Korean cookies) have received much attention as they are perceived as healthy ingredients and exemplify the excellence of slow food (Son, 2013). Restaurants that service traditional Korean desserts such as traditional Byeong-gwa, teas, and beverages are called Korean dessert cafes or rice cake cafes. These cafes, which offer a unique atmosphere that harmonizes modernity with tradition, are emerging as a new trend among people concerned with health and well-being (Jeon, 2023). Furthermore, while the main customers of cafes used to be in their 20s and 30s, the trend has now spread to various age groups interested in wellbeing, indicating that Korean dessert cafes are continuously growing in the food service market (Kim et al., 2020). There is a growing interest in the research area of developing bread and dessert products with healthy ingredients (Shin et al., 2022).

The global spread of the Korean Wave and the globalization of Korean food has changed perceptions of Korean cuisine with traditional and healthy food consumption trends (Kim, 2015). In response to the rapidly changing dessert trends, it is necessary to explore differentiated strategies that consumers demand. Kim (2017) stated that the five senses, an area of human sensation, play a role in consumers' purchasing decisions, and it is important to apply and develop these senses in service situations. Park (2021) mentioned that the sub-factors of sensory marketing, including sight, sound, smell, taste, and touch, all significantly impact experiential value and that it is essential to provide aspects that appeal to all senses, not just the taste of food, but also the facility and atmosphere. However, research analyzing consumers' attitudes toward the sensory factors of Korean desserts is still in its early stages.

Thus, this study aims to research how the sensory factors of Korean dessert cafes influence customer satisfaction and the intention to maintain a relationship and to identify which sensory factors should be more actively utilized.

## 2. Literature Review

### 2.1. Five Senses at the Korean Dessert Cafe

Dessert cafes can be defined as places where customers can enjoy various desserts like coffee, bread, tea, and ice cream, excluding meal menus, enjoying their soft and sweet taste and aroma (Wang & Yoo, 2021). Although traditional desserts have been favored by the younger generation for their taste and appearance, traditional Korean desserts, utilizing slow food excellence and healthy ingredients, are gaining increasing attention (Choi & Cho, 2010). Such Korean traditional desserts include rice cakes, Han-gwa, and Eumcheong. These are offered in modern facilities such as Korean dessert cafes (Jeon, 2023). Hur (2014) defined Korean dessert cafes as places selling rice cakes and various traditional Korean snacks and beverages, providing services in a modern atmosphere, and serving as a complex cultural relaxation space where people can have conversations over snacks. Ra (2021) also defined a Korean dessert cafe as providing traditional menus like Byeong-gwa, Eumcheong, and rice cakes with modern facilities and services.

The five senses are crucial in Korean desserts. It is an area of human sensation, referring to the five senses: gustation, vision, audition, olfaction, and tactility. The classification is based on distinguishing the sensory receptors in the human body (Kim, 2010). Vision involves the sensation of light and spatial perception through the eyes, showing the fastest and most sensitive response among the senses. Olfaction is related to scent and involves the nose and brain's function and psychological state, stimulating consumers' purchasing behavior and used in sales promotion marketing (Yang et al., 2015). Gustation is the sensation of flavor created by food, perceived through contact with the tongue in the mouth and transmitted to the brain through various pathways, transforming into taste sensation through nerve cells. Tactility is a sensation that responds to external stimuli and is felt through the skin. Audition is the only sense that cannot be voluntarily ignored and is associated with all sounds naturally encountered in daily life (Choi, 2018).

### 2.2. Customer Satisfaction

If a consumer is satisfied with a product, they will continue to buy the product in the future and give good reviews about the product or service. Conversely, if unsatisfied, they will tell others about their bad experience, which can negatively impact the company's performance (Nguyen & Cho, 2021). Therefore, the satisfaction of restaurant customers is essential for restaurant management. Customer satisfaction can be defined as the evaluative process of customers' perceptions before and after purchasing a product or service and as the result of the marketing process included in products and services (Shin, 2018a). In other words, customer satisfaction is a comprehensive psychological state combining the

mismatched expectations of customers and their consumption experience, and it is a psychological response to the experience regarding a particular product (Oliver, 1993). Park and Park (2023) defined customer satisfaction as the pleasure and joy felt through consumption experience. Therefore, customer satisfaction is an absolute element in business, requiring research and effort.

Looking at research analyzing the relationship between the five senses and consumers' attitudes, Kim (2019) found that sensory factors in the food space presentation, such as taste, touch, sight, smell, and hearing, positively influence customer satisfaction. Ko (2019) noted that olfactory and gustatory elements of emotional marketing can enhance customer loyalty. Kim (2017) found that skin care salon customers' visual, tactile, and olfactory elements positively impact satisfaction, but taste and hearing do not. Thus, the sensory factors of Korean desserts can positively improve customers' attitudes. This study set the following hypothesis to verify the impact of Korean dessert cafes' visual, olfactory, auditory, gustatory, and tactile elements on customer satisfaction.

**H 1:** The five sense factors of Korean dessert cafes will influence consumer satisfaction positively.

**H1-1:** The gustatory factor of Korean dessert cafes will influence customer satisfaction positively.

**H1-2:** The visual factors of Korean dessert cafes will influence customer satisfaction positively.

**H1-3:** The auditory factors of Korean dessert cafes will influence customer satisfaction positively.

**H1-4:** The olfactory factors of Korean dessert cafes will influence customer satisfaction positively.

**H1-5:** The tactile factors of Korean dessert cafes will influence customer satisfaction positively.

### 2.3. Relationship Continuance Intention

A relationship is the connection or relevance between two or more people, objects, or phenomena. Shin (2018b) defined the intention to maintain a relationship as the extent to which future exchanges can occur between a customer and a company. Kim (2022) defined it as the intention to maintain a trading relationship with a specific company over a long period.

Previous studies examining the relationship between intention to maintain a relationship, the five senses, and customer satisfaction show the following. Yang (2014) studied how the visual and emotional image of temple food influences factors of intention to maintain a relationship, finding that visual image has a significant impact. Ahn and Cho (2015) noted that planning sensory elements like taste, touch, smell, sight, and hearing influences the excitement and enjoyment atmosphere in hotel restaurants and impacts customer return visits. Dash et al. (2021) stated that

customer satisfaction positively influences the intention to maintain a relationship, suggesting a deep interrelation. Kim and Cha (2023), who conducted a literature review on the selection attributes of dessert cafes, found that satisfaction with dessert cafes positively affects repurchase intention. Kim et al. (2023) found that non-face-to-face service quality satisfaction in hotels positively affects the intention to maintain a relationship. Thus, customers intend to continue trading due to the satisfaction and assurance from past transactions, expecting future transactions to be satisfactory (Kim & Lee, 2023). This study sets the following hypothesis to verify the impact of sensory elements and customer satisfaction in dessert cafes on the intention to maintain a relationship.

**H 2:** The five sense factors of Korean dessert cafes will influence relationship continuance intention positively.

**H2-1:** The gustatory factor of Korean dessert cafes will influence relationship continuance intention positively

**H2-2:** The visual factors of Korean dessert cafes will influence relationship continuance intention positively.

**H2-3:** The auditory factors of Korean dessert cafes will influence relationship continuance intention positively.

**H2-4:** The olfactory factors of Korean dessert cafes will influence relationship continuance intention positively.

**H2-5:** The tactile factors of Korean dessert cafes will influence relationship continuance intention positively.

**H 3:** Consumer satisfaction in Korean dessert cafes will influence relationship continuance intention positively

## 3. Method

### 3.1. Measurement Model

This study aimed to investigate how the five sensory factors of Korean dessert cafes affect customer satisfaction and relationship continuation intention. Based on the previous research, this study set up a research model, as shown in Figure 1.

### 3.2. Data Collection

The population of this study comprises consumers living in Seoul and Gyeonggi Province who have experience visiting Korean dessert cafes. Data were collected using convenience sampling, and the survey period was from 1 October to 14 October 2023. For the survey, the researchers explained the purpose and objectives of the study to the operators of six Korean dessert cafes, sought their cooperation, and then administered a self-administered questionnaire to customers who verbally agreed to

participate in the survey. Two hundred questionnaires were distributed for this study, and all 200 (100%) were collected and used for final statistical analysis.

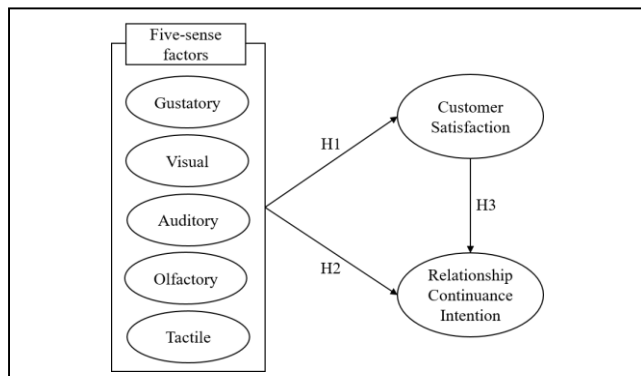


Figure 1: Research Model

### 3.3. Research Instruments

This study defines the five senses as the gustatory, visual, auditory, olfactory, and tactile experienced after using a Korean dessert cafe. The measurement tool for sensory factors was based on previous studies by Kang (2013) and Kim (2019) and was composed of 25 items tailored to the purpose of this study. To measure customer satisfaction in Korean dessert cafes, this study used five items based on previous studies by Yoon et al. (2019) and Joo et al. (2021), tailored to this study's purpose. To measure the intention to maintain a relationship with Korean dessert cafes, this study used four items based on previous studies by Choi (2015), Kim (2016), and Noh (2019), tailored to the purpose of this study. All measurement items were measured on a Likert 5-point scale.

### 3.4. Analysis Method

The statistical analysis utilized the SPSS 26. First, this study conducted a frequency analysis to understand the demographic characteristics of respondents. Additionally, exploratory factor analysis and reliability analysis were performed to evaluate the validity and reliability of the variables. Finally, simple and multiple regression analyses were conducted to test the hypotheses.

## 4. Results

### 4.1. Participant Characteristics

The demographic characteristics of the respondents in this study are as follows, as shown in Table 1. First, by

gender, 132 were female (66.0%) and 68 were male (34.0%). By marital status, 149 were single (74.5%) and 51 were married (25.5%). The most represented age group was the 30s with 76 respondents (38.0%), followed by the 20s with 69 respondents (34.5%), and those over 40 with 55 respondents (27.5%). For the average spending per visit at a Korean dessert cafe, 109 respondents (54.5%) spent between 20,000 and less than 30,000 won, 50 respondents (25.0%) spent between 30,000 and less than 40,000 won, 32 respondents (16.0%) spent less than 20,000 won, and 9 respondents (4.5%) spent over 40,000 won.

Table 1: Participant Characteristics

Distinction		N (%)
Gender	Female	132 (66.0)
	Male	68 (34.0)
Marital status	Single	149 (74.5)
	Married	51 (25.5)
Age	20s	69 (34.5)
	30s	76 (38.0)
	40s and above	55 (27.5)
Average spending per visit (won)	Less than 20,000	32 (16.0)
	20,000~less than 30,000	109 (54.5)
	30,000~less than 40,000	50 (25.0)
	40,000 or more	9 (4.5)
Total		200 (100.0)

### 4.2. The Validity and Reliability of Measures

#### 4.2.1. The Five Sense Factors

The results of the reliability and validity verification of the sensory factors in Korean dessert cafes are as follows, as shown in Table 2. In the factor analysis to review the validity and reliability between the sensory factors of Korean dessert cafes and their variables, eight items with explanatory power below 0.4 were removed from the 25 items derived from previous studies, and 17 items were applied to factor analysis. The test for factor analysis applicability showed that the KMO measure of sampling adequacy was 0.794, Bartlett's test of sphericity was 1343.015, and the significance level was 0.000, indicating suitability for factor analysis. The factor extraction result for the sensory factors of Korean dessert cafes yielded five factors, with a total variance explanation of 67.035%. Each factor was named gustatory, visual, auditory, olfactory, and tactile, according to their characteristics. The reliability analysis results for each factor showed a reliability of 0.746 for gustatory, 0.671 for visual, 0.840 for auditory, 0.844 for olfactory, and 0.767 for tactile.

#### 4.2.2. Customer Satisfaction

The results of the validity and reliability test of customer

satisfaction factors are shown in Table 3. The five items extracted from the previous studies were applied to the exploratory factor analysis. The KMO measure was 0.851, and Bartlett's test of sphericity was 516.696 ( $p < .000$ ), indicating that the data was suitable for factor analysis. The total variance explained for customer satisfaction was 68.029%, and the reliability of the customer satisfaction factor was .881. These results indicate that the measurement items used are valid and reliable in assessing customer satisfaction.

**Table 2:** The Results of Validation and reliability Analysis for the Five Sense factors

Factor	Item	Factor loading	Eigen value	Variance explained	Cronbach's $\alpha$
Gustatory	GU1	0.707	2411	14.180	0.746
	GU2	0.682			
	GU3	0.776			
	GU4	0.691			
Visual	VI1	0.716	1.998	11.753	0.671
	VI2	0.719			
	VI3	0.764			
Auditory	AU1	0.856	2.320	13.646	0.840
	AU2	0.762			
	AU3	0.857			
Olfactory	OL1	0.806	2.239	13.170	0.844
	OL2	0.800			
	OL3	0.826			
Tactile	TA1	0.548	2.429	14.286	0.767
	TA2	0.801			
	TA3	0.863			
	TA4	0.850			

Note: KMO=0.794, Bartlett's sphericity test=1343.015 ( $p=0.000$ ), Cumulative variance explained=67.035%

**Table 3:** The Results of Validation and reliability Analysis for Customer Satisfaction

Factor	Item	Factor loading	Eigen value	Variance explained
Customer Satisfaction	CS1	0.830	3.401	68.029
	CS2	0.830		
	CS3	0.837		
	CS4	0.751		
	CS5	0.871		

Note: KMO=0.851, Bartlett's sphericity test=68.029 ( $p=0.000$ ),

Cronbach's alpha=0.881

**Table 4:** The Results of Validation and reliability Analysis for Relationship Continuance Intention

Factor	Item	Factor loading	eigenvalue	Variance explained
Relationship Continuance Intention	RCI1	0.832	2.784	69.595
	RCI2	0.870		
	RCI3	0.818		
	RCI4	0.815		

Note: KMO=0.777, Bartlett's sphericity test=357.356 ( $p=0.000$ ), Cronbach's alpha=0.854

**4.2.3. Relationship Continuance Intention**

The results of the validity and reliability test of relationship continuance intention factors are shown in Table 4. The four items extracted from the previous studies were applied to the exploratory factor analysis. The KMO measure was 0.777, and Bartlett's test of sphericity was 357.356 ( $p < .000$ ), indicating that the data was suitable for factor analysis. The total variance explained for customer satisfaction was 69.595%, and the reliability of the customer satisfaction factor was 0.854. These results indicate that the measurement items used are valid and reliable in assessing customer satisfaction.

**4.3. Hypothesis Testing**

**4.3.1. The Relationship Between Five Sense Factors and Customer Satisfaction**

The results of the multiple regression analysis to examine the effect of five sensory factors on customer satisfaction and relationship continuance intention in Korean dessert cafes are shown in Table 5 and Table 6. First, the regression analysis results between the five sense factors and customer satisfaction are as follows. The adjusted  $R^2$  value, the explanatory power of the regression equation, is 42.8%, and the regression model was significant ( $F=30.785$ ,  $p < .001$ ). The analysis results showed that gustatory ( $B=0.304$ ,  $p=0.000$ ), visual ( $B=0.297$ ,  $p=0.000$ ), and olfactory ( $B=0.236$ ,  $p=0.000$ ) factors among the sensory factors of Korean dessert cafes had a positive effect on customer satisfaction. However, auditory ( $B=0.043$ ,  $p=0.416$ ) and tactile ( $B=0.029$ ,  $p=0.584$ ) factors did not significantly affect customer satisfaction. Therefore, hypotheses 1-1, 1-2, and 1-4 are accepted. However, hypotheses 1-3 and 1-5 are rejected.

Second, the regression analysis results between the five sense factors and relationship continuance intention are as follows. The adjusted  $R^2$  value is 32.7%, and the regression model is significant ( $F=20.304$ ,  $p < .001$ ). The results of the analysis showed that among the five sensory factors of

Korean dessert cafes, gustatory ( $B=0.363$ ,  $p=0.000$ ), visual ( $B=0.228$ ,  $p=0.000$ ), and olfactory factors ( $B=0.199$ ,  $p=0.005$ ) had a positive effect on relationship continuance intention. On the other hand, auditory ( $B=0.059$ ,  $p=0.344$ ) and tactile factors ( $B=0.012$ ,  $p=0.852$ ) did not have a statistically significant effect on relationship continuance intention. Therefore, hypotheses 2-1, 2-2, and 2-4 are accepted. However, hypotheses 2-3 and 2-5 are rejected.

**Table 5:** The Effect of Five Sense Factors on Customer Satisfaction

Independent variable	Unstandardized coefficients		Standardized coefficients	t
	B	S.E.	beta	
(Constant)	-0.062	0.315	-	-0.196
Gustatory	0.304	0.079	0.255	3.851***
Visual	0.297	0.052	0.329	5.675***
Auditory	0.043	0.053	0.051	0.815
Olfactory	0.236	0.060	0.253	3.911***
Tactile	0.029	0.053	0.030	0.549

Note:  $R^2=0.442$ , Adj.  $R^2=0.428$ ,  $F=30.785$  ( $p=0.000$ ), \*\*\* $p<.001$

**Table 6:** The Effect of Five Sense Factors on Relationship Continuance Intention

Independent variable	Unstandardized coefficients		Standardized coefficients	t
	B	S.E.	beta	
(Constant)	0.169	0.367	-	0.461
Gustatory	0.363	0.092	0.283	3.949***
Visual	0.228	0.061	0.235	3.740***
Auditory	0.059	0.062	0.065	0.948
Olfactory	0.199	0.070	0.199	2.837**
Tactile	0.012	0.062	0.011	0.187

Note:  $R^2=0.344$ , Adj.  $R^2=0.327$ ,  $F=20.304$  ( $p=0.000$ ), \*\* $p<.01$ , \*\*\* $p<.001$

**Table 7:** The Effect of Customer Satisfaction on Relationship Continuance Intention

Independent variable	Unstandardized coefficients		Standardized coefficients	t
	B	S.E.	beta	
(Constant)	0.548	0.142	-	3.859
Customer satisfaction	0.863	0.045	0.804	19.036***

Note:  $R^2=0.647$ , Adj.  $R^2=0.645$ ,  $F=79.946$  ( $p=0.000$ ), \*\*\* $p<.001$

#### 4.3.2. The Relationship Between Customer Satisfaction and Relationship Continuance Intention

The results of the simple regression analysis to examine the effect of customer satisfaction on relationship continuance intention are shown in Table 7. The regression analysis results show that the adjusted  $R^2$  value is 64.7%, and the regression model is significant ( $F=79.946$ ,  $p<.001$ ). The results showed that customer satisfaction positively affected relationship continuance intention ( $B=0.863$ ,  $p=0.000$ ). Therefore, Hypothesis 3 is accepted.

## 5. Discussion

This study aimed to analyze the impact of the sensory factors of Korean dessert cafes on customer satisfaction and the intention to maintain a relationship. For this purpose, a survey of 200 consumers living in Seoul and Gyeonggi Province with experience using Korean dessert cafes was analyzed.

The results of this study are summarized as follows. First, gustatory, visual, and olfactory factors among the sensory factors of Korean dessert cafes significantly affect customer satisfaction, while auditory and tactile factors do not. These results partially coincide with Lim's study (2015), which found that taste, touch, and sight elements significantly influenced customer satisfaction in hotel usage. However, olfactory and auditory elements did not, and Kim (2017) studied that visual, tactile, and olfactory factors affect satisfaction for skin care salon customers. In other words, depending on the place, sensory factors affect customer satisfaction differently.

Second, gustatory, visual, and olfactory factors among the sensory factors of Korean dessert cafes significantly positively affect the intention to maintain a relationship, while auditory and tactile factors do not. These research results partially coincide with Yang (2014), which found that the visual and emotional image of temple food positively influences factors of intention to maintain a relationship.

Third, as customer satisfaction in Korean dessert cafes increases, so does the intention to maintain a relationship. These results are consistent with the research findings of Dash et al. (2021) and Kim (2023).

Based on the analysis results in this study, the implications could be drawn in the academic and practical aspects as follows. The academic and practical implications of this study are summarized as follows. First, academically, this study is meaningful in that it analyzes the impact of the sensory factors of Korean dessert cafes on consumer satisfaction and the intention to maintain a relationship, unlike previous studies related to Korean desserts. The practical implications are as follows. First, taste and visual factors should be considered to increase customer satisfaction in Korean dessert cafes. In other words, desserts

must be visually appealing to enhance customer satisfaction with Korean desserts. Furthermore, with the recent Korean Wave and a unique pop-up of Korean desserts in Paris, France, Korean desserts have received much attention overseas. For Korean desserts to satisfy consumers in Korea and worldwide, it is necessary to consider visual aspects that can stimulate appetite and taste.

The limitations and suggestions for future research of this study are as follows. First, this study surveyed consumers who reside in Seoul and Gyeonggi Province and have experience using Korean dessert cafes. Therefore, it is not easy to generalize the results of this study. In future research, it will be necessary to expand the region and age range of respondents and further investigate foreigners' perceptions of Korean desserts. Expanding the scope of the study to include respondents from different regions and cultures may provide a more comprehensive understanding of how cultural differences affect preference or satisfaction with Korean dessert cafes. Second, various factors can influence consumer satisfaction with Korean dessert cafes. However, this study focused on sensory factors and did not analyze the structural relationships between various variables. Therefore, future research should consider a comprehensive range of factors such as cultural trends, economic variables, or specific consumer preferences influencing satisfaction or revisit intention for Korean dessert cafes.

## 6. Conclusions

In conclusion, this study underscores the pivotal role of gustatory, visual, and olfactory factors in shaping customer satisfaction and the intention to maintain a relationship in Korean dessert cafes. The detailed results stress the importance of considering taste and visual appeal in a context-specific manner. Practically, it suggests prioritizing the enhancement of taste and visual aspects for heightened customer satisfaction, particularly in the global fascination with Korean desserts. Despite certain geographical limitations, the study paves the way for future research to delve into diverse perceptions and broader factors impacting satisfaction in this evolving industry.

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## Appendixes

### Appendix 1: Content for Survey Questions

Factor	No	Questionnaire Content
Gustatory	GU1	The taste of the desserts at the Korean dessert cafe I visited was delightful.
	GU2	The desserts at the Korean dessert cafe I visited were made with various colorful ingredients.
	GU3	The taste of the desserts at the Korean dessert cafe I visited stimulated my appetite.
	GU4	The quality of the desserts at the Korean dessert cafe I visited was excellent.
Visual	VI1	The freshness of the desserts at the Korean dessert cafe I visited seemed exceptionally good.



	VI2	The desserts at the Korean dessert cafe I visited were visually appealing and tempting.
	VI3	The arrangement and presentation of desserts at the Korean dessert cafe I visited were very appetizing.
Auditory	AU1	The background music at the Korean dessert cafe I visited complemented well with the desserts.
	AU2	The background music at the Korean dessert cafe I visited harmonized well with the café's overall ambiance.
	AU3	The background music at the Korean dessert cafe I visited was suitable for enjoying desserts.
Olfactory	OL1	The ingredients used in the desserts at the Korean dessert cafe I visited were aromatic.
	OL2	The Korean dessert cafe I visited had proper ventilation, emitting a pleasant aroma.
	OL3	The aroma of the desserts at the Korean dessert cafe I visited was enticing.
Tactile	TA1	The texture of the wall decorations at the Korean dessert cafe I visited felt good.
	TA2	The chairs at the Korean dessert cafe I visited had a comfortable texture.
	TA3	The utensils at the Korean dessert cafe I visited had a pleasant texture.
	TA4	The texture of the tables at the Korean dessert cafe I visited felt good.
Customer satisfaction	CS1	I was satisfied with the overall ambiance and presentation of the dining space in the Korean dessert café.
	CS2	I had a positive first impression of the Korean dessert cafe.
	CS3	I was satisfied with the interior and atmosphere of the Korean dessert cafe.
	CS4	The table arrangement and aisle width were efficient and convenient.
	CS5	The furnishings were clean and luxurious, contributing to my overall satisfaction.
Relationship Continuance Intention	RCI1	I will revisit the Korean dessert cafe I visited again next time.
	RCI2	If I choose a Korean dessert cafe next time, I will prioritize the one I visited before.
	RCI3	I will share positive feedback about the Korean dessert cafe I visited with others.
	RCI4	I will recommend the Korean dessert cafe I visited to those around me.