

The Influence of Emotional Experience on Consumer's Revisit Intention for Specialty Coffee Shops: Perceived Value as a Mediating Factor

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ABSTRACT: *The purpose of this study is to explore consumer travel decision-making around specialty coffee shop visits. The study examines the impact of emotional experience and perceived value on the consumer's revisit intention. The results found that in addition to the significant impact of emotional state on revisit intentions, perceived value plays a mediating role between the above two dimensions. This result indicates perceived value is indeed a key factor in coffee shop consumer's decision-making.*

KEY WORD: *Emotion, Emotional Experience, Perceived Value, Revisit Intention, Mediator, Coffee Shop*

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I. INTRODUCTION

Coffee continues to be one of the most popular beverages worldwide, the number of chain and independent coffee shops continue to grow to meet this demand. Within the global coffee market (over US \$400 billion in annual sales in 2022) about 80% of sales involve “coffee away from home”—consumers purchasing coffee in coffee shops, kiosks, and vending machines. With consumers spending around US \$320 billion annually on “coffee away from home” purchases, understanding the factors influencing coffee shop visits can provide important insights for the coffee shop industry (Allen, 2022). This is particularly important for independent specialty coffee shops, which provide an atmosphere and experience that distinctly differs from chain coffee shops such as Starbucks. From the iconic Café de Flore (Paris) and Café du Monde (New Orleans) to the world's highest Starbucks inside Taipei 101 (Taipei), coffee shops have become tourist destinations. As documented by Vu et al. (2022) and Wang et al. (2019), there is potential for coffee shops and coffee estates to become niche tourism draws Vietnam and Taiwan. Coffee shops are a social destination where people gather, hang out, talk and even study or work (O'Connor, 2018; Wiasututi et al., 2020). Serving as more than just places for customers to enjoy a drink, speciality coffee shops are leisure destinations where people gather to enjoy themselves in the unique atmosphere of that location (Hung, 2012). The customers' emotional experience—the subjective response of consumers to environmental stimuli (Menon & Kahn, 2002), such as a specialty coffee shop's atmosphere—is a key factor in their perceptions of a business and an important basis for future consumption decisions (Herjanto et al., 2022).

To better understand the motivations behind customer revisit intentions for specialty coffee shops, we first tested whether emotional experience impacts revisit intention. Secondly, we sought to understand what causes emotional experience to affect the revisit intention. Many consumer behavior studies have found perceived value to be an important factor affecting consumption decisions (Gan & Wang, 2017; Lee et al., 2014; Oriade & Schofield, 2019; Ranjbarian & Pool, 2015; Watanabe et al., 2020), it serves as a stable variable from which to understand customer's attitude and behavior. Yang et al. (2011) pointed out that consumers' emotions will promote the formation of perceived value. For customers of specialty coffee shops, emotional experience may be converted into perceived value, which further affects their consumption decision-making and revisit intention. Unfortunately, past studies have not explored this issue in detail. Thus, examining the role of perceived value as a mediator between emotional experience and revisit intention provides a way to further understand the relationship between these two dimensions. Ultimately, understanding how emotional experience and development of perceived value impact revisit intention can provide valuable information for the design and marketing of specialty coffee shops.

II. LITERATURE REVIEW

2.1 Features of Specialty Coffee Shops

In Taiwan there are two types of coffee shops, chain and non-chain speciality coffee shop. A specialty coffee shop is broadly defined as having a special design (location or atmosphere) or special service (Ufer et al.,

2019). These non-chain coffee shops have special products, store design, or management features developed by an independent owner. Specialty coffee shops also serve high-end coffee, with a higher price, and place particular emphasis on the atmosphere and the relationship with their customers. Servín-Juárez et al. (2021) categorized specialty coffee shop as a store with a unique attraction, one full of personality and featuring creative management and dedicated service. For the purpose of this study, specialty coffee shop are defined as non-chain businesses utilizing specialized design, featuring creative management, and valuing interaction between the customers and the owners.

2.2 The Influence of Emotional Experience on Revisit Intention

In the late 1980s, Ortony and colleagues conceptualized emotions as affective responses to situations (Ortony, Clore & Collins, 1988; Ortony, Clore & Foss, 1987). Subsequently, Richins (1997) identified a set of consumption emotion descriptors (CES) through a series of studies. Conversely, Sherman et al. (1997) described environmental stimulus as influences on individual's perception that may result in changes in consumer emotional states. Russell and Mehrabian (1977) posited that emotional state should include three dimensions (pleasure, arousal, and dominance dimensions) to fully represent personal emotional across a variety of setting. Donovan and Rossiter (1982) utilized two emotional states (pleasure and arousal emotion) to examine consumer shopping experience and showed that these two emotions were significant mediator indicators for understanding shopping behavior. Within this construct, Menon and Kahn (2002) proposed a conceptual framework that explores individuals' positive feelings towards environmental stimuli. According to their research, arousal is linked to the intensity of a person's emotional response, indicating the level of excitement or stimulation experienced. Dominance, on the other hand, refers to an individual's perceived control over the environment (Loureiro, 2015). For the purpose of this study, emotional experience includes three dimensions, pleasure, arousal, and dominance (Loureiro, 2015).

Revisit intention refers to a visitor's willingness to revisit a particular place (Shoukat & Ramkissoon, 2022). The visit intention is a decisive predictor for understanding consumer buying behavior (Persaud & Schillo, 2017; Singh & Verma, 2017; Teng & Wang, 2015). Ajzen's (1991) consumer behavior model showed that the consumer attitude is a stable construct that can be used to predict consumer intention. Consumer behavior is strongly correlated with consumer intention, as highlighted by Stankevich (2017). Watanabe et al. (2020) have utilized unidimensional scales to measure intentions, focusing on individual perspectives. However, other researchers, such as Li et al. (2015) and Loureiro (2015), have taken a multidimensional approach by incorporating factors such as individual preferences and recommendations to others in conceptualizing purchasing intention. Given that specialty coffee shops provide a unique leisure experience, this study has adapted a modified version of the scale developed by Loureiro (2015) to assess consumer revisit intention.

From the consumer perspective, when buying products or services, they are not just looking for the product or service itself, but hope to obtain some kind of emotional satisfaction, enjoyment, or solve specific problems (Bakshi, 2012; Berry et al., 2006). Therefore, when consumers use a product or receive a service, if they have a good emotional experience, they will be more inclined to buy the same product or service again (Simanjuntak et al., 2020). Conversely, if consumers experience negative emotions, such as unhappiness or disappointment, when using a product or receiving a service, they may no longer be willing to buy the same product or service and turn to other brands or service providers (Liao et al., 2017; Lu et al., 2012). As such, emotional experience has an important impact on consumers' revisit behavior. Accordingly, this study proposes the following hypotheses:

H1: Emotional experience has a positive impact on revisit intention.

2.3 Mediation Role of Perceived Value

Previous research has consistently highlighted the effect of perceived value as a stable indicator for consumers' attitude toward behaviors (Eggert & Ulaga, 2002; Ryu et al., 2008; Sweeney & Soutar, 2001). This indicates that perceived value is an important indicator in consumers decision to visit and revisit specialty coffee shops. Perceived value, as a unidimensional construct, encompasses consumers' overall assessment of a product based on their perception of what they paid and what they received from a product (Zeithaml, 1988). In simpler terms, perceived value reflects consumers' overall assessment of the product. Zeithaml (1988) identified four dimensions of perceived value; low price, personal wants, quality, and reasonable price. However, other researchers have explored a multidimensional approach to conceptualize perceived value by incorporating the benefits that consumers derive from a product (Bojanic, 1996; Parasuraman & Grewal, 2000; Petrick, 2002; Watanabe et al., 2020). These dimensions of perceived value encompass the value derived from the monetary price and the transactional benefit received from the consumer's pleasure in using the product. For instance, Parasuraman and Grewal (2000) conceptualized perceived value as a dynamic construct composed of four values; acquisition value, transaction value, in-use value and redemption value.

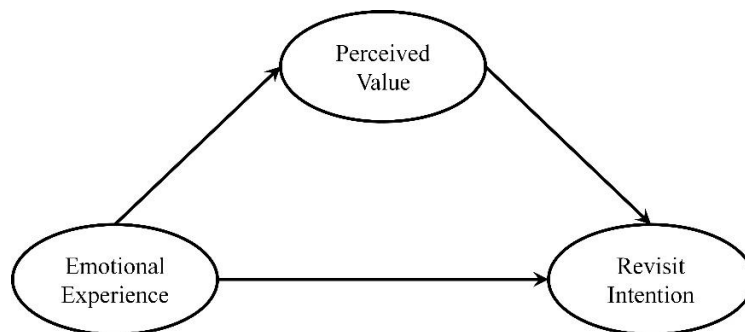
Sweeney and Soutar (2001) developed a perceived value scale comprised of four value dimensions; functional, emotional, economic, and social. They emphasized the influence of emotional effects on the product. Similarly, Watanabe et al. (2020) adopted a multidimensional focus to explore consumer's perceived value incorporating four dimensions; functional, emotional, economic and social. Since the research site for this study focuses on speciality coffee shop, where consumer purchasing behavior is more complex. Thus, using a a multidimensional focus and behavioral dimensions is more appropriate for understanding consumer buying behavior in this setting. Hence, this study was undertaken using a modified Watanabe et al. (2020) perceived value construct.

As discussed earlier, emotional experience plays an important role in the consumption process. When a product can bring consumers a positive emotional experience, consumers will associate this emotional experience with concepts such as product quality and value (Bonney-Claudet & Ghantous, 2013; Sandström et al., 2008; Yang et al., 2011). This emotional connection will further increase consumers' preference and trust in products and enhance their purchase intention (Asti et al., 2021; Miao et al., 2022; Zeqiri et al., 2023). Therefore, emotional experience can have an indirect impact on consumers' purchase intention through perceived value. In other words, if a product can do well enough in terms of emotional experience, it may promote consumers' revisit intention. Accordingly, this study proposes the following hypotheses:

H2: Emotional experience has a positive impact on revisit intention through perceived value.

Based on the above literature review and hypothetical inferences, we propose the following research framework (Figure 1).

Figure 1: measurement model



III. METHOD

3.1 Survey Instrument and Statistical Analysis

This study employed a closed questionnaire divided into four parts, including emotional experience, perceived value, revisit intention, and participant information. In terms of questionnaire design, emotional experience questions draw on the questionnaire designed by Loureiro (2015), with a total of 8 items. Perceived value reflects the questionnaire designed by Watanabe et al. (2020), with a total of 12 items. Revisit intention denotes the questionnaire designed by Loureiro (2015), with a total of 5 items. Additionally, 13 questions were included to gather personal and behavioral information from the participants. To ensure the questionnaire's quality, a pilot test was conducted. The initial questionnaire underwent review by two experts, and a pre-test was administered to a sample of 30 individuals. The pilot test aimed to assess the fluency and comprehensibility of the questionnaire's content and terms. Based on the feedback received, final adjustments were made to the formal questionnaire. Respondents' agreement levels for each item were measured using a 5-point Likert scale, ranging from one to five. The scale options included "strongly disagree", "disagree", "neutral", "agree", and "strongly agree".

Statistical analysis was conducted using the SPSS 22.0 software package. Several statistical methods were employed to analyze the data collected in this study, including reliability analysis, regression analysis, and path analysis. In addition, mediation analysis was performed following the method suggested by Baron and Kenny (1986).

3.2 Data Collection

This study focused on adults aged 18 and above as the target population for the questionnaire. The research was conducted at two locations: Co-space and hifumi café in Kaohsiung, Taiwan. The data collection was carried out using SurveyCake's online platform by providing a QR code to the store, allowing consumers to

participate. A total of 239 valid questionnaires were obtained during the period from April 8, 2022 to April 22, 2022. These responses were used to test the hypotheses.

Table 1 shows the composition of the participants. The majority of the respondents were female (75.7%), with the largest age group being between 18 and 25 years old (57%). In terms of education, most participants had completed a bachelor's degree (83.3%). The primary occupation reported was student (33.9%), and the majority of participants had an average monthly income between NT\$20,001 and NT\$30,000 (47.3%). The most frequently used source of travel information was the internet (66%), followed by opinions from relatives, friends, and colleagues (23.2%). Instagram was the most commonly used social media platform (57.3%), followed by Facebook (25%).

Regarding visitation patterns, most participants reported being first-time visitors (52%), followed by those who had visited 2–3 times (31%) and 4–6 times (10%). When it came to travel partners, friends were the most common companions (56.1%), followed by relationship partners (16.3%). The willingness to revisit the coffee shop was high, with 72% of participants expressing their intention to do so. The preferred information sources for trip planning were the internet (66%) and recommendations from friends and relatives (23.2%). The average duration of stay was approximately one hour (34.3%), followed by 40–50 minutes (26%), and 30–40 minutes (22.2%). The average spending range was between NT\$100 to NT\$500 (72%).

Table 1: Sociodemographic profile of the respondents

Category		Frequency	Percentage
Gender	Female	181	76
	Male	58	24
Age	between 18-25	136	57
	between 26-33	61	26
	between 34-41	34	14
	missing value	8	3
	total	239	
Career	Student	81	34
	Agriculture/Industry/Commerce	68	28
	Military/Government employee/Education	19	8
	Housework	20	8
	Freelance	30	13
	Unemployed and other	21	8
Education	Under Senior high school	17	7
	college	199	83
	master or above	23	10
Residence	Northern/Eastern Taiwan	9	4
	Central Taiwan	15	6
	Southern Taiwan	213	89
	other	2	1
Income	less than NT\$5,000 (inclusive)	10	4
	NT\$ 5,001-10,000	11	5
	NT\$ 10,001-20,000	41	17
	NT\$ 20,001-30,000	113	47
	NT\$ 30,001-40,000	51	21
	NT\$ 40,001-50,000	13	5

Table 1: Sociodemographic profile of the respondents (continued)

Social Platform	Facebook	60	25
	Instagram	137	57
	Line	42	18
Number of visits	First time	123	51
	2-3 times	74	31
	4-6 times	24	10
	6 times or more	3	1
	Been here but forgot how many times	15	6
dining companion	Family	22	9
	Workmates	5	2
	Classmates	18	8
	Friends	134	56
	Couple	39	16
	Own	21	9
revisit intention	Yes	171	72
	No	68	28
detention time	less than 30 minutes (inclusive)	13	5
	31-40 minutes	53	22
	41-50 minutes	61	26
	51-60 minutes	82	34
	more than 61 minutes	30	13
spend	below NT\$100	49	20
	between NT\$101 to NT\$500	171	72
	between NT\$501 to NT\$1000	19	8

Note: n=239

III. RESULTS

To test the reliability of each construct, Cronbach's α was utilized. The analysis revealed the α values for emotional experience, perceived value, and revisit intention were .953, .961, and .925, respectively (refer to Table 2). These values surpassed the recommended threshold of .70, indicating good reliability as suggested by Hair et al. (2017).

Hypothesis 1 (H1) was tested first. The results of the regression analysis showed that the t -value was significant and the p -value was less than .001 (Table 2). Based on these findings, H1 was accepted, indicating that emotional experience has a significant impact on consumer revisit intention.

Table 2: Perceived value as mediator to revisit intention

Construct	B	SE	β	t	Sig.
Constant	.137	.157		.872	.384
Emotional Experience	.960	.035	.875	27.802	<.001

Dependent variable: Revisit intention

Next, verification of H2 was performed by the method suggested by Baron and Kenny (1986). From Table 3, it can be found that emotional experience can explain 78.5% of the variation of perceived value, and the unstandardized regression coefficient is 1.003, which reaches a significant level. It shows that emotional experience significantly positively affects perceived value. In terms of the total effect of emotional experience on revisit intention, the relationship between them can explain 76.4% of the variance, and the unstandardized regression coefficient is .960, which reaches a significant level. However, after adding the factor of perceived

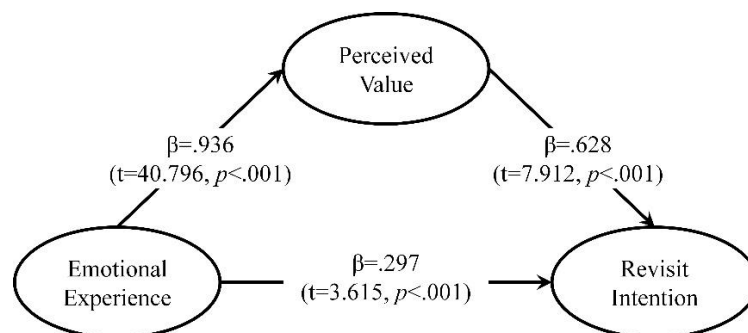
value to the mediator model, the path analysis showed that the *p*-value of emotional experience on revisit intention was less than .001. It shows that emotional experience still has an impact on revisit intention. The unstandardized regression coefficient of perceived value on revisit intention is .644, which is significant. This result shows that perceived value will have an impact on revisit intention. In addition, according to the mediation effect test using the Sobel test (Sobel, 1982), its value is 7.765, and the absolute value of the mediation test value is greater than 1.96. This means that perceived value has a mediating effect of emotional experience on revisit intention (Torkzadeh et al., 2003). This result shows that the H2 hypothesis is accepted. Due to the presence of perceived value, the direct effect of emotional experience on revisit intention is still significant. This result suggests that the perceived value is a partially mediated role (Figure 2).

Table 3: The results of path analysis for unstandardized regression coefficients

Constructs	Perceived Value	Revisit Intention	
		Independent variable model	Mediation variable model
Emotional Experience	1.003***	.960	.315***
Perceived Value			.644***
R ²	.875	.765	.815
Adjusted R ²	.875	.764	.813
F	1664.331	772.928	518.216

Note : **p*<0.05 ; ***p*<0.01 ; ****p*<0.001

Figure 2: Path analysis results based on standardized regression coefficients



IV. CONCLUSION AND RECOMMENDATION

5.1 Discussion

Previously, researchers primarily focused on emotions related to pleasure seeking motivation in consumer behavior (Holbrook & Hirschman, 1982). However, more recent studies have emphasized the connection between a consumer's emotional attachment to their perceived value and their behavior as buyers. Earlier researchers conducted research highlighting the importance of a consumer's emotional attachment to the value they perceive in a product or service (Oliver, 1999; Petrick, 2003; Sweeney & Soutar, 2001). This emotional attachment can impact their purchase decisions and their overall satisfaction with the product or service. Therefore, understanding the emotional connection that consumers have with the perceived value of products and services is crucial information for marketers, so they can develop effective strategies to appeal to consumers and encourage them to make purchases.

Additionally, a study by Duman and Mattila (2005) demonstrated that the feeling of hedonic pleasure has an effect on a consumer's perception of value. Our research aligns with their findings, indicating that emotions do have an impact on how consumers perceive value. It also aligns with prior studies that suggest emotions have an impact on perceived value. Perceived value may be the most significant factor that links a consumer's emotional experience to their behavioral intention. Our results support the idea that emotional experiences mediate consumer intentions to revisit a product or service through their perception of value. Therefore, it is important for companies to focus on improving the perceived value of their products or services in order to create a positive emotional experience for consumers and ultimately encourage them to engage in behavior that benefits the company, such as making an initial purchase or returning to that business. By enhancing the perceived value, companies can effectively influence the emotional experience of consumers and increase the likelihood of consumers being

satisfied with their interaction with the company. This, in turn, can lead to increased loyalty, positive word-of-mouth recommendations, and ultimately, improved revenue and profitability for the company. Accordingly, it is imperative that companies invest in understanding what drives consumer perceived value and take steps to enhance it in order to improve consumer satisfaction and drive favourable consumer behavior.

Thus, to fully comprehend the relationship between consumer perceptions and consumption experience, it is essential to consider various factors such as the emotional state of the consumer, the perceived value of the product, and the intention to revisit the establishment. This is supported by studies conducted in coffee shops, which have shown that these constructs are multidimensional in nature, confirming findings from previous research (Loureiro, 2015; Watanabe et al., 2020). The results from these studies highlight the need to explore multiple dimensions when analyzing the perceived value of a product or service, and how these dimensions influence consumer behavior. By understanding the different factors that contribute to consumer perceptions, businesses can better tailor their offerings to meet the needs and expectations of their customers, ultimately leading to a more positive consumption experience and increased customer loyalty. The emotional experience that consumers have while visiting a speciality coffee shop has a significant impact on their decision to revisit. This effect is mediated by the consumers perceived value of that shop. The research findings suggest that perceived value plays a crucial role in the relationship between emotional experience and revisit intention. Thus, perceived value is considered a better predictor of coffee shop consumers' visitation intentions.

Overall, this study highlights the importance of creating a positive emotional experience and a perceived value that meets consumers' expectations to encourage them to revisit the coffee shop. Speciality coffee shop providers need to pay attention to the quality of their products, services, and the overall atmosphere to ensure that customers have an enjoyable experience and perceive that they receive a good value for their money. By doing so, speciality coffee shop providers can foster long-term customer loyalty and strengthen their competitive position in the market.

5.2 Managerial implications

Specialty coffee shops have a distinct appeal to consumers, often reflecting the personality or design style of the store owner, which creates a one-of-a-kind experience. As a result, customers are more likely to place a greater value on the coffee and other products offered, and they may have a more positive attitude towards paying higher prices. This increased perceived value can also make customers more willing to overcome potential obstacles like distance, transportation, waiting times, and higher prices in order to visit the coffee shop and enjoy the unique experience. In essence, the personal touch and uniqueness of specialty coffee shops make them more than just a place to purchase coffee: they often become a destination that provides a memorable experience for customers. And since consumers are willing to go out of their way to visit these shops, specialty coffee businesses can develop a loyal customer base that provides a steady stream of business over time.

This indicates that speciality coffee shop owners should prioritize the development of unique products and services, as well as fostering strong relationships with their consumers. This can be achieved through offering membership or special promotions for loyal customers. Overall, focusing on these key elements can help set Coffee shops apart and enhance the customer experience, which can lead to increased customer loyalty and improved business success. By understanding the needs and preferences of their consumers, coffee shop owners can tailor their offerings, create a welcoming environment, and implement strategies that drive customer retention and satisfaction. These include things like personalized recommendations, special events or seasonal menus, and flexible payment options. Ultimately, it is important for coffee shops to prioritize customer engagement and satisfaction in order to stand out in a highly competitive market and thrive in the long term.

5.3 Limitations and future study

This study only collect data from two specialty coffee shops in Kaohsiung, future studies should include a greater number of locations across different regions (North, Center, or South). It is interesting to find out if there is a difference while comparing different type of specialty coffee shop. And the results can provide more information to fulfil the gap between perception and behavior intention. Moreover, it is important to note that the data collection period was during the Covid-19 pandemic. This could have potentially impacted consumer behavior and thus, it would be beneficial to conduct data collection during other time periods in the future, allowing for a comparison of the results from this study to those obtained during different conditions. This would provide more insight into the underlying factors that may influence consumer behaviour and enable a more comprehensive understanding of the market trends and consumer preferences. Furthermore, it would allow for a more accurate evaluation of the effectiveness of marketing strategies and product offerings, as the impact of the pandemic may be lessened or eliminated in future data collection efforts. Overall, conducting data collection at different time periods would provide a more robust foundation for informed decision-making in the marketing industry. Lastly, the findings of this study suggest that the perceived value of a specialty coffee shop plays a significant role in mediating the relationship between emotional experience and revisit intention. However, further

research is needed to investigate if there are other potential variables that may also act as mediators between emotional experience and the intention to revisit a specialty coffee shop.

This study was conducted by collecting data from only two specialty coffee shops in Kaohsiung. Future studies should consider expanding the sample size and including coffee shops from different regions (North, Central, or South) to examine potential variations across regions and types of specialty coffee shops. Such comparisons could provide valuable insights to bridge the gap between perception and behavioral intentions. It is important to acknowledge that the data collection took place during the Covid-19 pandemic, which may have impacted consumer behavior. Conducting data collection during different time periods would be beneficial for future research. This would allow for comparisons between the results obtained in this study and those from different conditions, shedding light on the underlying factors that may impact consumer behavior. Additionally, it would facilitate a more comprehensive understanding of market trends and consumer preferences. Furthermore, conducting data collection at different time periods would enable a more accurate evaluation of the effectiveness of marketing strategies and product offerings. As the impact of the pandemic may be reduced or eliminated in future data collection efforts, the findings would provide valuable insights for informed decision-making in the marketing industry. Finally, while the findings of this study suggest that perceived value plays a significant role in mediating the relationship between emotional experience and revisit intention for specialty coffee shops, further research is needed to explore other potential variables that could act as mediators in this relationship. Investigating additional factors would contribute to a more comprehensive understanding of the dynamics between emotional experience and the intention to revisit specialty coffee shops.

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