

# The Influence of Shared Responsibility, and Emotional Response to Purchase Intention in Food Service Chain- Stores Servi

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## ABSTRACT

This paper extends Lawler ' s argument (in " An affect theory of social exchange " ) that social exchanges can create a sense of shared responsibility to service settings, and predict that inseparability produces customer perceptions of shared responsibility for service outcomes, resulting in greater emotions. When emotions are positive, there should be increased purchase intention to the service provider. This study hope we can help food service chain-stores service provider to find out how lead to a customer becoming loyal to a service firm. This study empirically examines the influence of customer inseparability , shared responsibility and emotional response to purchase intention in food service chain-store service provider between Taiwan and Mainland China by using quantification analysis. Our research subjects are the customer who purchase on food service chain-stores in Taiwan and Mainland China. Finally, this study aimed to examine the relationship among variables. We used convenient sampling to administer questionnaires in Shanghai and Taiwan. Totally 450 questionnaires were collected, which were 442 valid. The valid respondent rate was 88%. AMOS 7.0 was used to examine and test the relationship between hypotheses. The result show that Consumers ' perceptions of shared responsibility for service outcomes correspond with the extent to which consumers experience emotions in a service setting, which affects their willingness to purchase the service repeatedly.

Keywords : shared responsibility、 emotional response、 purchase intention

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