

A Study of Relationships among Customer Perceived Value, Emotion Contagion and Reconsumption Willingness in Themed ...

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ABSTRACT

This study aimed to explore the relationship with perceived value, emotional contagion and reconsumption willingness of customers of table game themed restaurants. Purposeful sampling was adopted to select undergraduate and graduate students in Taichung City for questionnaire survey with a total of 281 valid questionnaires returned. SPSS 12.0 was adopted for data analyses of descriptive statistics, reliability, independent samples t-test, ANOVA, Pearson product-moment correlation, and multiple stepwise regressions. The study found that: (1) There was a significant difference in students with different grade levels on monetary price dimension of perceived value, which showed that graduate students have higher cognition than seniors. (2) Customers with different participation behavior had a significant difference in perceived value, emotional contagion, and reconsumption willingness. In which, the amount of consumption was significantly different from quality level, and different participating time and information sources also showed significant differences on emotional response, monetary price, behavioral price, and reputation. (3) The perceived value of table game themed restaurant customers had a significant positive correlation with reconsumption willingness, which means that the higher customers' perceived value is, the higher their reconsumption willingness will be. (4) The perceived value of table game themed restaurant customers had a significant positive correlation with reconsumption willingness, which means that the higher customers' emotional contagion is, the higher their reconsumption willingness level will be. (5) The perceived value, emotional contagion and reconsumption willingness of table game themed restaurant customers were significantly predictive with 38.7% of joint predictive power, of which reputation was the most predictive to reconsumption willingness. Finally, the results of the study were discussed and specific recommendations were provided for restaurant operations and future studies as references.

Keywords : table game、themed restaurant、perceived value、emotion contagion、reconsumption willingness

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