

An Empirical Study of The Influence of Store Environment, Consumer 's Emotion, Shopping Value to Word-of-Mouth- The Case

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ABSTRACT

The fast food has generally been favored by the youth. But for those who pursue fashion and taste, only few of them would select the McDonald. Along with the experience economy, and the emergence of esthetics economy, unique creativity design has already been integrated into various industries. Since the McDonald 's marketing strategy is too obsolete to satisfy to consumers ' tendency. Therefore, how to locate the position of brand that displays comfortable, leisure, carefree, fashion atmosphere is quite important. In light of this, we insist that store environment atmosphere is an effective tool for building unique competitive advantage. To perfect the stability and applicability of theory, the Structural Equation Modeling was used for analysis. We provide that firstly, under different stimulates, the store environment has positive influence on the shopping value, however, design factors have more influence on present value. Secondly, consumer 's emotion has significant influence on shopping value, among them hedonic value is bigger than utilitarian value. Thirdly, consumer 's hedonic value and utilitarian value bring positive contributions on consumer active recommendation on other consumers. In addition, we find that present value bring more influence on the behavior of the Word-of-Mouth than utilitarian value does. Finally this research provides this model to follow-up the research makes reference to and gives manage suggestion.

Keywords : fast food restaurant ; shopping value ; word-of-mouth ; structural equation modeling

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