

ความสัมพันธ์ระหว่างการรับรู้คุณค่าเชิงสุนทรีย์รสและเชิงอรรถประโยชน์
ความผูกพันสถานที่ ความพึงพอใจของลูกค้าต่อความตั้งใจ
ที่จะแนะนำต่อร้านกาแฟแฟรนไชส์

Relationships among Perceived Hedonic and Utilitarian Value,
Place attachment, and Satisfaction and Intention
to Recommend of Coffee Shop Franchises

สุนิดา พิริยะภาดา

Sunida Piriypada

บทคัดย่อ

การพัฒนาวัฒนธรรมกาแฟเป็นเครื่องที่สะท้อนพฤติกรรมผู้บริโภคกาแฟของคนไทยที่เริ่มจากการชงกาแฟดื่มในบ้านเป็นกิจวัตร จนพัฒนามาสู่ร้านกาแฟที่เป็นเครื่องหมายบ่งบอกอัตลักษณ์ใหม่ให้กับชนชั้นกลาง โดยเฉพาะร้านกาแฟแฟรนไชส์มีอัตราการเติบโตในประเทศไทยมีการเติบโตอย่างต่อเนื่อง การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาสัมพันธ์ระหว่างคุณค่าเชิงสุนทรีย์รสและเชิงอรรถประโยชน์ ความผูกพันสถานที่ ความพึงพอใจ และความตั้งใจที่จะแนะนำต่อของร้านกาแฟแฟรนไชส์ กลุ่มตัวอย่างที่ใช้ในการวิจัยนี้ได้รวบรวมจากผู้บริโภคกาแฟจำนวน 295 คน โดยใช้แบบสำรวจออนไลน์ผ่านกูเกิ้ลฟอร์ม การวิจัยได้ทดสอบโดยใช้สมการโครงสร้าง ผลการวิจัยพบว่าตัวแปรด้านความพึงพอใจของลูกค้ามีอิทธิพลโดยรวมต่อความตั้งใจที่จะแนะนำต่อมากที่สุด (0.672) ตามมาด้วยความผูกพันต่อสถานที่ (0.555) คุณค่าเชิงสุนทรีย์รส (0.479) และคุณค่าเชิงอรรถประโยชน์ (0.338) ที่ระดับนัยสำคัญทางสถิติ 0.001 ผู้จัดการร้านกาแฟไทยจึงควรให้ความสำคัญกับคุณภาพในการบริการที่ดี และการสร้างบรรยากาศร้านสำหรับผู้บริโภคกาแฟซึ่งจะส่งผลในเชิงบวกต่อความตั้งใจที่จะแนะนำต่อ

คำสำคัญ: ความผูกพันต่อสถานที่ ความพึงพอใจของลูกค้า คุณค่าเชิงสุนทรีย์รส คุณค่าเชิงอรรถประโยชน์ ความตั้งใจที่จะบอกต่อลูกค้าร้านกาแฟ

Abstract

The evolution of coffee culture is a device that reflects the coffee consumption behavior of Thai people, starting with the regular brewing of coffee in houses until the development of coffee shops comes, it represents a new identity for the middle class. Especially, Coffee shop franchises are growing in Thailand with a continuously massive growth. This research was made to examine the relationships among hedonic and utilitarian values, place attachment, customer satisfaction and

วิทยาลัยนานาชาติ สถาบันการจัดการปัญญาภิวัฒน์ จังหวัดนนทบุรี 11120

International college, Panyapiwat Institute of Management, Nonthaburi 11120

*Corresponding author; email: sunidapir@pim.ac.th

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intention to recommend of selected coffee shop franchises. Data used in this study were gathered from 295 Thai coffee shop patrons by conducting a Google online survey, data analysis results were tested using a structural model. The results of the study showed that the customer satisfaction factor has the strongest effect on the intention to recommend (0.672), followed by place attachment (0.555), hedonic value (0.479) and utilitarian value (0.338) at the 0.001 significance level. Coffee shop managers should thus give a significant importance to good service quality and store atmosphere for Thai consumers, which in turn positively affects to intention to recommend.

Keywords: Place attachment, Customer satisfaction, Hedonic and utilitarian values, Intention to recommend, Coffee shop patrons

Background of the study

In a highly competitive market, a growing café culture across countries can be seen in every society around the world, in which the coffee businesses are driving coffee consumption as increasingly common practices in Thailand. The statistical report from Kasikorn Research Center (www.kasikornbank.com, 2018) showed that Thai coffee shop market nationwide was projected to grow by 21.22 billion baht, driven by a compounded growth of 10%. According to the source, the number of selected leading coffee shops e.g. Starbuck, Café Amazon, Black Canyon, there were expected to have 4,881 coffee shop stores nationwide in 2022. This has become apparent that recent years the rise of coffee consumption has forced the competitive environment, with combined local and international coffee shop franchises, (Carruthers, 2017). Its attractive market offers numerous opportunities for new coffee franchises entering to support strong growth in this area.

In modern societies, coffee shops have been termed as both a “third space” that arouses a sense of physical and psychological benefits to people. (Rosenbaum, Ward, Walker, & Ostrom, 2007; Tumanan & Lansangan, 2012), coffee shop patrons like to drink at a shop which they are emotionally attached. Hidalgo & Hernandez (2001) stated the main concept of environmental psychology, place attachment is highly influenced a person connected by an emotional bonding with a physical site giving meaning through social interaction. As consumer are highly interesting in a somewhat higher quality of coffee and atmosphere, which are the first things that have a great amount of influence on customer overall experiences. Comprehending human experiences in Coffee shops provide a better understanding the importance of place attachment in the context of a sense of a place, user’s attitudes and emotions, especially the experiences and involvements of the coffee shop patrons in selected Thai coffee shops.

In order to create competitive advantages and retain loyal consumers, the coffee shop managers have to be proactive in increasing sustainable values with consumer satisfaction. An effort to shift from customer satisfaction towards customer perceived value should be considerably increased; especially, the concept of hedonic and utilitarian values, which were carried out by a number of studies since 1994 (Babin, Darden, & Griffin, 1994). With hedonic value, it is primarily motivated by the desire for sensual pleasure, fantasy, and fun, consumers entirely receive the

immediate gratification from products bought, which satisfy their emotional and sensory needs, after basic needs (e.g. food, shelter, or clothing) are exceeded. The hedonic consumption received from products will vary from individual to individual. For example, designer watches or luxurious cars (Hirschman & Holbrook, 1982). While utilitarian aspect has been described as necessary consumption, or task-related and rational, that is the feelings associated with more functional-oriented by the want to satisfy a primary need or to achieve a functional task. For instance, the consumption of laundry detergent to wash clothes) (Babin, Darden, & Griffin, 1994; Batra & Ahtola, 1990).

Customer satisfaction created by hedonic and utilitarian values and place attachment has significant effect on critical marketing priorities because they are generally assumed to be significant determinants of behavioral intention (Ryu and Han, 2010). It is crucial to comprehend how consumers' perceived hedonic and utilitarian values and place attachment vary across the context of coffee shop services. Thus, the coffee shop managers in Thailand must emphasize on a deeper understanding of consumers' behavior in this fast-growing segment on how consumers perceive and experience a place, as well as hedonic and utilitarian consumptions, all of which may be principal explanatory factors (Kasnaeny, Sudiro, Hadiwidjojo, & Rohman, 2013).

Research objective

The specific particularly aims of this research were

1. To fill the gap of literatures where there is little investigation prior to explore in the coffee shop industry, whether customers in this business sector are mainly driven by emotional or practical value.
2. To investigate the relative correlations of customer values such as hedonic and utilitarian dimensions on place attachment, and customer satisfaction and subsequent intention to recommend the selected Thai Coffee shops.

Literature Review

Hedonic and Utilitarian values

An array of research has been verified varying characterizations of benefits for a product or service with an attempt to fulfill customer needs or wants (Kotler, 1991), but there is generally considerable with respect to Kotler's terminology of benefits. The concept of benefits has been conceptualized by general consensus that multiple benefits are typically satisfied when consumers perceived value for what they get from the utility of a product or service provision (Zeithaml, 1988; Day & Crask, 2000). Traditional scholars introduced two types of shopping values that rely primarily upon hedonic and utilitarian consumptions. Moreover, Hirschman and Holbrook, (1982) concluded that consumption exists and is related to hedonic or utilitarian reasons. These two shopping values are represented as customers' interaction with a completed evaluation in the consumption process (Babin et al., 1994). Within the perspective of Babin et al., (1994), they described utilitarian

consumption is termed as a functional or task-related standpoint and may be thought of as work to accomplish goals by rational explanation of why something is purchased (Ozturk et al., 2016).

Whereas a significant hedonic value has been offered by studies of Holbrook & Hirschman, (1982); Babin et al., (1994), hedonic value is referred as being “more subjective and personal than its utilitarian counterpart and resulting more from the fun and playfulness than from task completion”. Hedonic aspect relates to non-tangible product attributes, the adventurous nature of hedonic value reflects the value of socially satisfying manner when shoppers get shopping’s entertainment and emotional potential resulting from fun and playfulness of the utility of a product or service (Baker, Grewal, Parasuraman, 1994; Zeithaml, 1988), shoppers may not only obtain the hedonic value while purchasing, but also satisfy their consumption experience of pleasure in specific purposes (Anderson, Knight, Pookulangara & Josiam, 2014). Clearly, for a consumer, the holistic perception of hedonic and utilitarian values is considered fundamental to understanding an assessment of consumption activities, representing a better comprehensive picture to create overall worth of experience and emotions to bonding across consumption phenomena (Hirschman & Holbrook, 1982; Bridges & Florsheim, 2008). Thus, it is reasonable to adopt the two-dimensional measures of hedonic and utilitarian values for predicting the significant relationship between values and coffee shop patrons’ satisfaction from selected Coffee shops franchises.

Place Attachment

In recent years, place attachment has gained remarkable attention as a significant driver of predicting consumer satisfaction. Place attachment refers as the engagement of consumers with symbolic relationships or emotional bonds in a deeper level of geographic commitment, it may vary depends upon the size and scale (Low & Altman, 1992). Conventionally, Harris, Brown, & Werner (1996) said place attachment is indeed multifaceted notion based on various features of feelings of being attached, or a sense of belonging of people-place bonding in reference to a place, including behavior, cognition, and affect. Nonetheless, Altman & Low, (1992) noticed the place attachment is the result of dimensions of social interaction that encompasses of emotion, knowledge, beliefs, behaviors and actions. Previously, Waxman (2006) identified the level of place attachment can thus be affected by aspects of social and physical factors. First, the lists in social factors consist of “the opportunity to linger, feelings of ownership, ability to territorialize, trust and respect, anonymity, productivity, opportunity to socialize, and support”. Second, the physical factors comprise of “cleanliness, pleasant aroma, adequate lighting, comfortable furniture, access to a view, pleasant acoustics and music conducive to conversation or reading, access to natural light, and appealing décor”. In this respect, coffee shop patrons’ feelings, emotions and moods can be affected by the social and physical values of a coffee shop ambience (store layout, sound, texture, interiors, luminance, smell color, music, cleanliness and excellent customer services). Being attached to a coffee shop would be created by the sense of a space that emotionally connect all patrons to the shop with their physical and social properties they perceive. Thus, it is worth to know coffee patrons’

attitude what kind of social and physical characteristics of such spaces, may affect with their emotional bonds which play a significant role in generating customer satisfaction.

Satisfaction

There are numerous studies on customer satisfaction in business and hospitality fields (Colgate & Lang, 2001), some scholars verified satisfaction as a unidimensional construct with different conceptualizations due to its influences on consumer decision making (Colgate & Lang, 2001; Prebensen, Woo, Chen, & Uysal, 2013). Oliver (1996) defined satisfaction as the consumer's fulfillment response. Further, Hunt (1977) described it as "an evaluation rendered that the (product) experience was at least as good as it was supposed to be", satisfaction is viewed as under or over fulfillment levels (Rossomme, 2003). When a customer perceived a higher level of needs fulfillment, customer satisfaction should then be higher, and vice versa. A positive response that customers have been accomplished their expectation from a result of the aggregate judgement in all interactions and touch points provided by the service organization (Chen & Tsai, 2007). In other words, the satisfaction of customers is based on whether their need is met effortlessly, the failure to meet needs and expectations is reflected a dissatisfaction result with the product or service (Zeithaml & Bitner, 2004).

Indeed, many researchers agree that customer satisfaction can be caused a considerable feeling of acceptance or rejection, when the customers feel satisfied, they will be assumed to be happiness, relief, excitement, and delight (Wakefield & Baker, 1998; O'Curry & Strahilevitz, 2001). On the other hand, if consumers have a negative satisfaction, definitely, they can judge a product or service with some degree of dissatisfaction regarding feeling of tolerance, distress, sadness, regret, and outrage (Hoyer & MacInnis, 2004). High level of customer increases long-term benefits to the firm such as positive word of mouth comment, thereby sustainable profitability and customer loyalty (Greenwell, Fink, & Pastore, 2002; O'Curry & Jang, 2009). Based on aforementioned definition, in investigating consumer satisfaction levels is essential to understand the significant impacts among values and place attachment on customer satisfaction of Thai coffee consumptions.

Hedonic and Utilitarian Values and Satisfaction

Some marketing researchers have noted that perceived values are one of the most important variables influencing customer satisfaction and loyalty (Patterson & Spreng, 1997; Parasuraman & Grewal, 2000; Eggert & Ulaga, 2002). Referring to McDougall & Levesque (2000), they found the three elements of values (core quality, relational quality and service value) significantly affect customer satisfaction, where the perceived value is the greatest influence on potential demand for restaurants. Likewise, a previous research in the context of fast food restaurants, Nejati & Moghaddam (2012) have confirmed that both hedonic and utilitarian values significantly linked with a satisfaction which in turn results in future behavioral intention

Satisfaction and Place Attachment

A number of satisfaction-related studies has been closely linked to place attachment (Morgan, 2009), there were handful studies of the relationship between satisfaction and place attachment linking in relation to human thought and behavioral response, their findings have a diverse range of contexts. For example, Halpenny (2006) demonstrated that satisfaction with a national park's resources, e.g. natural, social, and activity-conducive environments, was found to be more effectively predicted on overall place attachment. Zenker & Rütter (2014) showed a significant influence of citizen satisfaction on place attachment to the city in urban areas. More recently, Hosany, Prayag, Van Der Veen, Huang & Deesilatham (2016) confirmed that satisfaction was found to be completely mediated the effect of service quality on place attachment to the tourist destination.

Place Attachment and Intention to Recommend

Although several empirical studies have examined the association between place attachment and various behavioral responses, but findings have been mixed (Kil et al., 2012; Ramkissoon et al., 2013; Tonge et al., 2015; Hosany et al., 2016). For example, In the context of nature-based recreation, Tonge et al. (2015) indicated place attachment was found to be a directly positive determinant on pro-environmental behaviors. In the tourism destination context, Lee et al. (2012) concluded place identity directly affects word of mouth. Further, Prayag & Ryan (2012) examined the effect of place attachments and intention to recommend. The findings demonstrated that place attachment was an antecedent of future intentions to recommend.

Satisfaction and Intention to Recommend

Numerous researchers have shown customer satisfaction is a dominant force of positive word of mouth or recommendation (Chen & Tsai 2007; De Matos & Rossi 2008). When satisfied customers are more likely to recommend a company by giving a positive word of mouth to others (Reichheld, 2003), which often result in creating a viral effect when they are thinking of purchasing. Furthermore, Bigne, Sanchez, & Sanchez (2001) mentioned satisfaction is seen as the major determinant of behavioral intention, in particular, the likelihood of recommendation. Therefore, this paper explores the importance of satisfaction whether it can be a superior predictor of intention to recommend.

Considering the aforementioned theories above, the following hypotheses were thus tested:

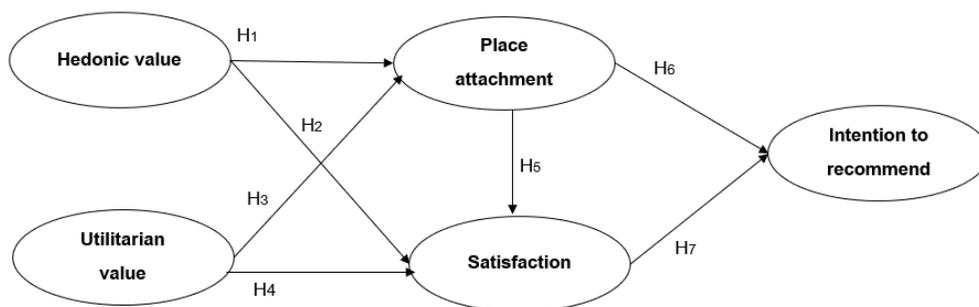


Figure 1 The structural model

H₁ Hedonic value is a significant positive relationship with place attachment

H₂ Hedonic value is a significant positive relationship with satisfaction

H₃ Utilitarian value is a significant positive relationship with place attachment

H₄ Utilitarian value is a significant positive relationship with satisfaction

H₅ Place attachment is a significant positive relationship with satisfaction

H₆ Place attachment is a significant positive relationship with intention to recommend

H₇ Satisfaction is a significant positive relationship with intention to recommend

Research Method

A structured questionnaire was adopted from relevant literatures, consisting of socio-demographic information, (e.g. sex, age, education, monthly income, visit frequency), and five constructs, e.g. hedonic and utilitarian values (Babin et al., 1994); place attachment (Waxman, 2006); satisfaction (Woodroof, 1997); and intention to recommend (Oliver (1996). Multinational coffee shop franchises, such as Starbuck, Café Amazon, and Black Canyon, were selected to be the research case study. To qualify for participation, coffee shop patrons in the survey had to experience in selected coffee franchises at least one time. The questionnaire was conducted in Thai, a panel rating approach a Likert-type scale for each questionnaire was applied, ranging from 1 (completely disagree) to 5 (completely agree).

A pioneer test of 30 participants was carried out prior to final analysis. Following the pilot study, the initial questionnaire was tested to minimize errors, to assess a reliability test, to identify any scale item that needs revision, as well as to refine the questionnaire so as to clarify the language used when finalizing the questionnaire. According to Cronbach's alpha coefficient in this study was 0.89 which is acceptable range to measure the reliability of a data set (Cortina, 1993).

In the final data collection, an online survey using Google form was administered in the final study during May to July, 2018, Hair, Black, Babin and Anderson (2010) suggested that sample size should be 5 to 10 times of the number of items used in the scale. Thus, number of respondents in this study was 295 consumers who completed the survey, they were more reliable than rule of thumb for determining sample size.

In the current study, in order to reduce common method bias, an exploratory factor analysis was conducted to consider the number of variables necessary accounting for the variance in the variables. A total of 26 multi-item scales were applied to test five constructs used in this current model. In addition, five constructs with a cut-off eigen value equal to 1 emerged from the un-rotated principal component analysis, indicating there is no problem due to common method bias (Podsakoff, MacKenzie, Lee & Podsakoff, 2003). Later, the confirmatory factor analysis (CFA) was done on the structural model to verify the data validity and reliability, some items in the structural model with a loading of less than 0.65 were removed out prior to the final model. In the end, after adjusting the model, the researcher tested CFA and model fit indices whether they are in the acceptable thresholds.

Research Findings

Table 1 summarizes a profile of the study sample, there were more female (54.6%) than male consumers (45.4%), and about 50.8% of them were aged between 20 and 24 years. In terms of educational level, 73.6% of the participants completed undergraduate as their highest educational level, the majority of the respondents had monthly income in a range of 35,001 – 45,000 Baht (27.80%), followed by 22.37% with a monthly income of 25,001 – 35,000 Baht. While about 59.66% of the respondents expressed that they had visited selected Thai coffee shops at least one to two times a week, followed by three or four times a week (19.32%).

Table 1 Demographic data of respondents

Demographic Factor	Responses	Frequency (n=295)	Percentage
Gender	Male	134	45.4
	Female	161	54.6
Age	Less than 20 years	57	19.3
	20 – 24 years	150	50.8
	25 – 29 years	69	23.4
	30 – 34 years	12	4.10
	35 years and above	7	2.40
Education level	High School and below	14	4.70
	Undergraduate	217	73.60
	Graduate and above	64	21.70
Monthly Income	Less than 15,000 Baht	37	12.54
	15,000– 25,000 Baht	57	19.32
	25,001 – 35,000 Baht	66	22.37

Demographic Factor	Responses	Frequency (n=295)	Percentage
	35,001 – 45,000 Baht	82	27.80
	More than 45,000 Baht	53	17.97
Visit frequency (Week)	1-2 times	176	59.66
	3-4 times	57	19.32
	5-6 times	37	12.54
	Everyday	25	8.47

Analysis of Reliability, Convergent, and Discriminant Validity

As illustrated in Table 2, interconstruct correlations and Cronbach's alpha value were given, the Cronbach's alpha value ranged from 0.861 to .907, it means that a measure of scale was reliable (>.70) Nunnally (1978). Additionally, to determine the constructs used in the model were not highly corrected among the latent variables, discriminant validity analysis was tested (Cronbach & Meehl, 1955). It was found that all the correlation estimates across all constructs were less than the recommended values of 0.85, suggesting distinctness in discriminant validity (Kline, 2011).

Table 2 Interconstruct correlations

Constructs	1	2	3	4	5
1. Hedonic values	(.907)				
2. Unitarian values	.584**	(.892)			
3. Place attachment	.399**	.480**	(.899)		
4. Customer satisfaction	.408**	.536**	.581**	(.873)	
5. Intention to recommend	.308**	.488**	.541**	.307**	(.861)

Cronbach's alpha value was presented in brackets.

**p < 0.01, *p < 0.05

Furthermore, factor loadings, composite reliability (CR) and average variance extracted (AVE) were shown in Table 3, it can be seen the square root of all AVE scores exceeded the correlation estimates among constructs, indicating discriminant validity of each construct was satisfactory (Fornell & Larcker 1981). Next, convergent validity was determined by the AVE, all AVE values were above the 0.50 benchmark, thereby satisfying the scale's convergent validity. The results of the CFA had strong evidence as factor loadings for each construct exceeded 0.55, and t-values above the cutoff value of 1.96, showing the model's convergent validity (Loehlin 1998; Peterson 2000).

Table 3 Reliability, Convergent, and Discriminant Validity

Constructs	Items	Mean	S.D.	Std. Factor Loading	CR	AVE
Hedonic values	HV1: I go to this Coffee shop since I could feel convenient and get rid of worry	4.11	0.94	0.889	0.924	0.708
	HV2: Spending time at this Coffee shop is fun and pleasant	3.76	1.78	0.876		

Constructs	Items	Mean	S.D.	Std. Factor Loading	CR	AVE
	HV3: My experience at this Coffee shop was truly a joy	3.86	0.94	0.827		
	HV4: This coffee shop is a place where I like to spend my leisure time	4.08	0.95	0.819		
	HV5: Visiting this Coffee shop is one of my favorite activities	4.44	0.80	0.792		
Utilitarian values	UV1: I could accomplish just what I need to when visiting this Coffee shop	4.13	1.03	0.873	0.912	0.739
	UV2: Visiting this Coffee shop was pragmatic and economical.	4.18	0.89	0.87		
	UV3: I found just the menu I was looking for at this coffee shop	3.50	1.03	0.86		
	UV4: Service at this Coffee shop was quick	3.89	0.97	0.834		
Place attachment	PL1: This Coffee shop has good hygiene	4.22	0.71	0.887	0.943	0.624
	PL2: This Coffee shop has pleasant aroma	4.19	0.90	0.872		
	PL3: There is enough lighting in this Coffee shop	3.92	0.92	0.797		
	PL4: This Coffee shop has comfortable furniture	3.67	0.99	0.789		
	PL5: This Coffee shop has good access to outside view	3.78	0.98	0.797		
	PL6: I am disappointed whenever my favorite seat is taken by other people	3.49	1.10	0.785		
	PL7: If I want to socialize with my friends or others, I will go to this Coffee shop	4.20	1.24	0.768		
	PL8: The staffs at this Coffee shop are supportive toward me	3.50	1.03	0.755		
	PL9: If I want to be productive, I will go to this Coffee shop	4.19	0.90	0.723		
	PL10: This coffee shop allows me to feel anonymous	3.53	.951	0.711		
Customer satisfaction	CS1: I am pleased to spend time at this Coffee shop	4.13	1.03	0.875	0.893	0.677
	CS2: The overall feeling I got from Coffee shops was satisfied.	4.86	1.62	0.810		

Constructs	Items	Mean	S.D.	Std. Factor Loading	CR	AVE
	CS3: The overall feeling I got from this Coffee shop put me in a good mood	4.22	0.71	0.807		
	CS4: I really enjoy myself at this Coffee shops	3.95	1.09	0.797		
Intention to recommend	IN1: I will recommend this Coffee shop to other people	3.89	0.97	0.853	0.877	0.703
	IN2: I will say positive things about Coffee shops to other people	3.95	1.09	0.847		
	IN3: I will encourage friends and relatives to go to this Coffee shops	4.13	1.03	0.815		

In order to analyze fit indices, a number of fit indices including the goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), normed fit index (NFI), root mean square error of approximation (RMSEA), and the normed chi-square statistic (χ^2/df) were undertaken to assess the measurement quality. The model showed satisfactory fits for the current model, ($\chi^2 = 58.705$, $\chi^2/df = 2$, GFI =.930, IFI=.954, CFI=.954, NNFI=.953, RMSEA=.067, therefore, all fit indices were indicated in Table 4.

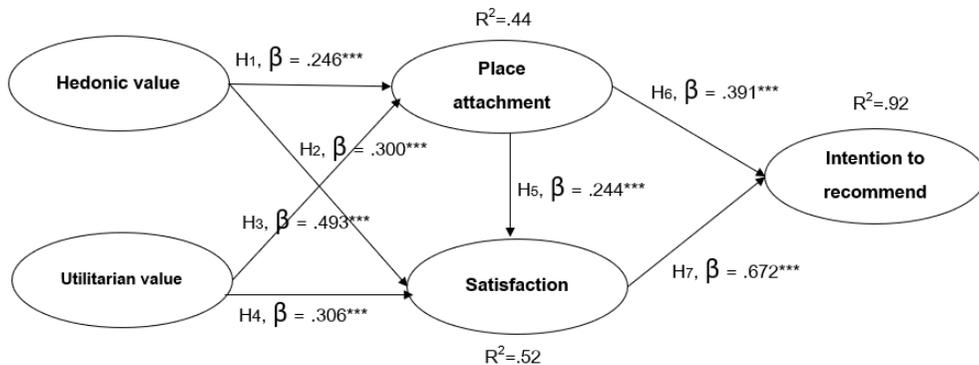
Table 4 Fit indices for the hypothesized model

Goodness of fit	Hypothesized model	Recommended values	Recommended values	Results
Df	29.353	χ^2	58.705	
χ^2/df	2	≤ 5.00	Hair et al. (2006)	Qualified
GFI	.930	≥ 0.90	Schumacker & Lomax (2010)	Qualified
IFI	.954	≥ 0.90	Schumacker & Lomax (2010)	Qualified
CFI	.954	≥ 0.90	Schumacker & Lomax (2010)	Qualified
NNFI	.953	≥ 0.90	Schumacker & Lomax (2010)	Qualified
IFI	.954	≥ 0.90	Schumacker & Lomax (2010)	Qualified
RMSEA	.067	≤ 0.08	Hair et al (2010)	Qualified

Structural Model and Hypothesis Testing

The structural equation model was conducted and shown in Fig. 2, standardized estimates in the path coefficients show a positively significant relationship between hedonic value and place attachment (H_1 , $\beta = .246$, $t = 4.489$, $p < 0.001$). Likewise, hedonic value has a positive relationship with satisfaction (H_2 , $\beta = 0.300$, $t = 5.705$, $p < 0.001$). The relationships between utilitarian value and place attachment, utilitarian value and satisfaction were built (H_3 , $\beta = 0.493$, $t = 9.001$, $p < 0.001$), (H_4 , $\beta = 0.306$, $t = 5.304$, $p < 0.001$), accordingly. The hedonic and utilitarian values explain more than 44% of variance in place attachment. The study also accepted the influence of place attachment on satisfaction (H_5 , $\beta = 0.244$, $t = 4.422$, $p < 0.001$). Together, consumer values of

hedonic and utilitarian and place attachment explain 52% of variance in satisfaction. Hypothesis 6 is supported that there is a positive connection between place attachment and intention to recommend ($H_6, \beta = 0.391, t = 18.618, p < 0.001$). As theorized, satisfaction plays an important variable on intention to recommend ($H_7, \beta = 0.672, t = 31.998, p < 0.001$), while both place attachment and satisfaction explains a high proportion of the variance in intention to recommend ($R^2 = 92\%$), see table 5.



*** $p < 0.001$.

Figure 2: The standardized coefficients in the structural model

Table 5 Structural Model Analysis

Hypothesis	Path	Standardized coefficient	SE B.	t Value	Hypothesis results
H ₁	Hedonic value → Place attachment	.246	.045	4.489***	Supported
H ₂	Hedonic Value → Satisfaction	.300	.050	5.705***	Supported
H ₃	Utilitarian value → Place attachment	.493	.061	9.001***	Supported
H ₄	Utilitarian value → Satisfaction	.306	.074	5.304***	Supported
H ₅	Place attachment → Satisfaction	.244	.064	4.422***	Supported
H ₆	Place attachment → Intention to recommend	.391	.019	18.618***	Supported
H ₇	Satisfaction → Intention to recommend	.672	.016	31.998***	Supported

*** $p < 0.001$.

In table 6, the sizes of effects analysis were tested, the summary results showed that satisfaction accounts for the greatest total effect (.672) to intention to recommend, followed by the relationships between place attachment and intention to recommend (.555), and utilitarian value and place attachment (.493), respectively. Whereas utilitarian and hedonic values have mainly strong indirect effects on intention to recommend the values of .479 and .338, respectively.

Table 6 Analysis of direct, indirect and total effects

Relationship	Direct effect	Indirect effect	Total effect
Hedonic value→Place attachment	.246	-	.246
Hedonic value→ Satisfaction	.300	.060	.360
Utilitarian value → Place attachment	.493	-	.493
Utilitarian value → Satisfaction	.306	.120	.426
Place attachment→ Satisfaction	.244	-	.244
Place attachment → Intention to recommend	.391	.164	.555
Satisfaction→ Intention to recommend	.672	-	.672
Hedonic value→Intention to recommend	-	.338	.338
Utilitarian value →Intention to recommend	-	.479	.479

Conclusions and Implications

To sum up, the study findings of the current study are significant both theoretical and managerial implications for marketing practices. As the objectives of this paper are to better understand why coffee shop patrons attach to a place and thereby improve service quality of the Coffee shop franchises for Thai coffee patrons.

Theoretical Contributions

This study contributes to the existing marketing in several respects: firstly, hedonic and utilitarian values are positively significant with place attachment and customer satisfaction, resulting in a significant effect on intention to recommend, the findings are in lines with the previous studies (Ryu, Han, & Jang, 2010; Nejati & Moghaddam, 2013; Basaran & Buyukyilmaz, 2015). In addition, Thai coffee shop patrons are likely to agree that hedonic values such as a feeling of convenience, fun and pleasant, and joyful experiences, as well as utilitarian values, for examples, task-accomplishment, the like of seeing menu items, pragmatic and economical values are both critical to them. However, the utilitarian value plays a more important role on customer satisfaction than hedonic aspect (Nejati & Moghaddam, 2013). Secondly, this research has also found that the higher the place attachment level of a patron, the higher his satisfaction level, which would cause the more intention to recommend. This implies that when Thai coffee shop patrons are bonded to a Thai Coffee shop, they will be committed and loyal to the place attachment, which in turn to more often visiting to the place, as well as recommending the place to others. The results are consistent with the notion entrenched from previous literatures (Fedorikhin, Park, & Thomson, 2008; Yuksel, Yuksel, & Filim, 2010; Lopez & Sanchez, 2013; Jang, Kim, & Lee, 2015).

Lastly, it can be seen hedonic and utilitarian values are not the only determinant of both place attachment and satisfaction. The greater indirect effect was found in the relationship between hedonic and utilitarian values and intention to recommend, this indicates that the more hedonic and utilitarian values of coffee shop patrons get from a Thai Coffee shop, the higher satisfaction level, which may consequently result in the greater intention to recommend the Thai Coffee shops.

Managerial implications

Coffee shop market in Thailand has an aggressive competition, with an obvious increase in the number of Thai and international coffee shop franchises, they are attempting to attract and retain coffee drinkers. In order to creating competitive advantages and retain loyal consumers, executives or practitioners of coffee shop franchises from Thailand must have to be proactive in increasing sustainable values with consumer satisfaction, especially, creating a sense of attachment of coffee drinkers may be resulted in an influence on post-consumption evaluations. This paper has brought fresh insights for scholars and Thai coffee shop managers by developing their comprehension about the influential determinants in predicting satisfaction and behavioral intentions, some practical implications were thoroughly proposed accordingly.

1. Executives of coffee shop franchises in Thailand can apply the concept of hedonic and utilitarian dimensions by mixing strategies in marketing campaigns instead of simply paying attention on the price-centered promotions (Park, Jaworski, & MacInnis, 1986). Analysis of hedonic and utilitarian dimensions of coffee related businesses can help marketers to identify the effectiveness of promotional campaigns in formulating experiential or functional marketing practices (Park et al., 1986). For example, managers should look for ways to deliver quick services to the customers in such a way that instills a sense of convenience and joyfulness in their minds, such as great customer service, quick serving of drink and food orders, and rare menu items with worth spending.

2. In terms of place attachment, it was shown to be a strong predictor of satisfaction and intention to recommend, when coffee shop patrons feel attached to their favorite Thai Coffee shops they will benefit from shop facilities, consisting of cleanliness, pleasant aroma, adequate lighting, comfortable furniture, access to outside view, which can create feeling of ownership, anonymity, productivity, and socialization (Namkung & Jang, 2007; Han & Ryu, 2008; Ryu, Han, & Jang, 2010).

3. It is apparent all findings are demonstrated the important determinants of satisfaction in predicting behavioral intention, in which intention to recommend is formed when Thai coffee patrons feel satisfied with the overall components of the coffees which are the key factors driving satisfaction; perceived hedonic and utilitarian values, a sense of attachment to the coffee shops. As coffee shop consumer rely heavily on noncommercial sources of information, such as good recommendations from friends and family. Therefore, coffee shop managers should take into consideration on how to create a strong emotional bond with placing a great emphasis on the influence of hedonic and utilitarian aspects on coffee patrons' attitudes.

Limitation and future research

Some limitations were found in this research, a major constrain is its limited study which is only coffee shop franchises, future studies may take a broader sample from non-franchise coffee shop as a whole due to avoiding the generalizability problem in the findings. Another important limitation is that data collection from online distribution may be not appropriate in terms of data reliability due to its deceptive nature of social media, the researcher might then not meet the criteria as the sample required for cases selected. Since socio-demographic data of respondents such as gender, age, education and income are important factors to predict the coffee consumption across the societies (Bukenya & Wright, 2007; Goyal & Singh, 2007). Therefore, further investigation should introduce socio-demographic variables as mediating effects in the current structural model in order to gain a better understanding of the influential variables of the dynamic relationship.

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