

# THE IMPACT OF CUSTOMERS' EMOTIONAL EXPERIENCE ON CUSTOMERS' REPURCHASE: A CASE STUDY OF TAKING MULTIMEDIA RESTAURANTS\*

**Ling Wang**

International Chinese College,  
Master of Business Administration,  
Rangsit University, Pathum Thani, Thailand  
E-Mail: 1017184966@qq.com

\*\*\*\*\*

## Abstract

This article takes multimedia restaurant consumers as the research object. Based on the results of previous studies, a questionnaire is designed, and SPSS software is used to carry out quantitative research on reliability, validity and relevance, and analyze emotional experience-perceived value-interaction Marketing-the relationship between the four variables of repurchase, explore the influence mechanism of customers' repurchase behavior in the context of multimedia restaurant. Finally, the following conclusions are drawn: for the customer's repurchase behavior, the emotional experience has a positive impact; the emotional experience acts on the customer's repurchase relationship through the perceived value; for the relationship between the emotional experience and the customer's repurchase, Interactive marketing played an effective regulatory role.

**Keywords:** emotional experience; repurchase; perceived value; interactive marketing

## Introduction

As people's consumption concepts, lifestyles, and value needs change, it will become more and more difficult for the traditional catering industry to gain more customers' favor. With the development of science and technology, through the introduction of holographic projection technology in the multimedia restaurant, customers can enjoy the "beautiful scenery" while enjoying the food, and then obtain a unique experience, so that the restaurant get customer flow and reputation and enhance the overall competitiveness (Plutchik, 1974). However, there is still a lack of relevant research on the mechanism of multi-media restaurants in improving customer flow and reputation, especially on the influence mechanism of customers' repurchase behavior, and it is difficult to effectively guide the business activities of restaurant owners. In this context, this article takes multimedia restaurant diners as the research object, designs 27 question options, and uses on-site paper questionnaires and SPSS software analysis to study the relationship between customer emotional experience, perceived value, interactive marketing and repurchase The relationship model explores the influence mechanism of customers' repurchase behavior in the context of multimedia restaurants, and puts forward relevant suggestions on the business activities of multimedia restaurants.

Through sorting and analyzing previous research literature, the following three hypotheses are put forward:

H1: Emotional experience has a positive effect on customers' repurchase.

H2: In the relationship between emotional experience and customers' repurchase, interactive marketing plays a positive role. In other words, emotional experience in interactive marketing strategies effectively enhances its influence on customers' repurchase intentions.

---

\* Received: May 5, 2021; Revised: October 10, 2021; Accepted: December 31, 2021

H3: The customer's perceived value plays an intermediary role, connecting the emotional experience with the customer's repurchase relationship.

Based on the above research hypothesis, this research constructed a research model accordingly (Figure 1). The research model believes that interactive marketing acts as a moderating variable between emotional experience and customer repurchase behavior, while customer perceived value acts as an intermediary variable.

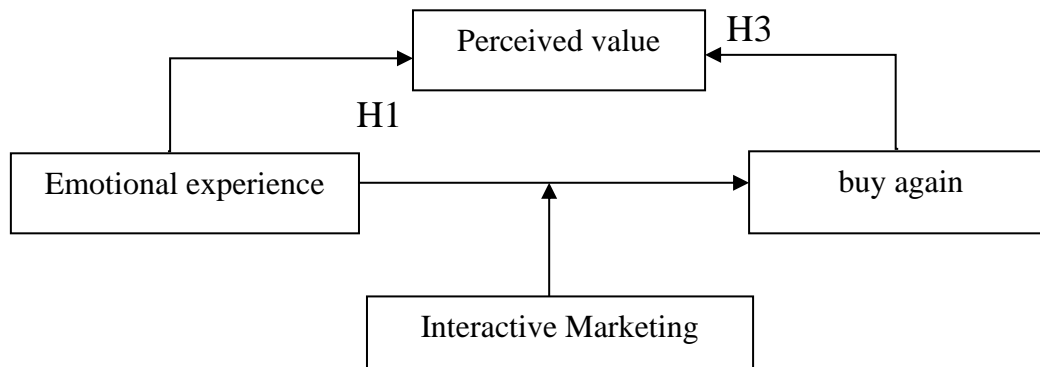


Figure 1 Research model

## Objectives

This article draws lessons from Bradley and Lang (1994) on the measurement of customer emotional experience, that is, the description of emotion is refined into two dimensions of expectation and happiness. By sorting out, we can get the following four pairs of phrases to describe emotional experience: I like it very much—I don't like it very much; it makes people hate it—makes people happy; very strong—Very not strong; very comfortable—very uncomfortable. In the measurement method, the five-point scale measurement method is used for measurement, in which the scores of "very consistent" and "very non-compliant" are 5 points and 1 point, respectively.

Scholars at home and abroad have done a lot of research on the connotation of customers' repurchase intention, and most of them believe that customers' repurchase intention can predict customers' repurchase behavior (Wang et al., 2003). Although the customer's repurchase intention is not consistent with the customer's repurchase behavior in some cases, that is to say, even if the customer has the repurchase intention, it can predict the customer's repurchase intention and evaluate whether it has a purchase behavior, which has certain practical significance. Generally speaking, Gao (2009) proposes that the customer's willingness to buy again can be described in two aspects. On the one hand, the company's product is repurchased, and on the other hand, the customer will publicize the company's product. This article sets the measurement indicators of customers' repurchase intention accordingly. The higher the score, the stronger the customer's repurchase intention.

When dividing the perceived value of customers in a multimedia restaurant, this paper synthesizes previous research conclusions (Jordan, 2000), and summarizes the characteristics of the multimedia restaurant. They are divided into four primary factorial dimensions: product, service, environment, and cost. It also includes 7 secondary factors such as dishes, services, internal and external environment, currency and non-monetary including the taste, taste, type, meat and vegetable collocation, cost-effective amount, taste selection, professionalism of the service, friendliness, whether the dishes are novel, the name of the dishes, whether the restaurant is in hurry, whether the atmosphere is true, whether the transportation is convenient,

and the service staff .There are 15 three-level factors such as the comfort level of the dishes, the price of the dishes, and promotional activities (Zhang, 2016; Zhou, 2014).

This research focuses on the impact of emotional experience on customers' repurchase behavior under the use of interactive marketing methods by enterprises as the content of discussion. According to the existing theoretical foundation and the characteristics of interactive marketing in the multimedia catering industry, adjustments and changes have been made and established by this research (McDonagh et al., 2002). Based on the theoretical model, with on-site interactive marketing and mobile network interactive marketing models as the key research, define relevant variables and list measurement items. The higher the score, the stronger the moderating effect of interactive marketing.

This study refers to the mature questionnaires in the existing research literature and combines actual consumption situations. On the basis of the original scale, gender, age, education, occupation, income level and the main reasons for eating in the multimedia restaurant are added. The content of the basic information survey. In this questionnaire, the five-point scoring method is used for calculation, and there are a total of 27 item options. Finally, the entire questionnaire contains five parts: emotional experience, repurchase, perceived value, interactive marketing, and basic personal information. Among them, there are 4 questions on the emotional experience scale, 3 questions on the customer repurchase scale, 15 questions on the perceived value scale, and 5 questions on the interactive marketing scale. The basic personal information includes the consumer's age, education, occupation, and the reason of visiting to the multimedia restaurant.

## Methodology

**Table 1** Reliability analysis conclusion table

Dimensions and variables	Item	Cronbach's alpha Data result
Emotional experience	4	0.853
buy again	3	0.655
Product perception	3	0.641
Service awareness	5	0.624
Environmental awareness	4	0.629
Cost perception	3	0.602
Interactive Marketing	5	0.609

Analyze from Table 1 the three primary variables of recognition, emotional experience, repurchase, and interactive marketing and the four secondary variables of product perception, service perception, environmental perception, and cost perception. The Cronbach's alpha coefficient is greater than 0.6, and the overall Cronbach's alpha coefficient of the scale reaches 0.879, indicating that the reliability of the data is of high quality and can be further analyzed.

**Table 2** Tests of the main variables KMO and Bartlett

variable	KMO Test coefficient	Approximate chi-square value	Significance level
Emotional experience	0.782	175.151	0.000
buy again	0.625	46.658	0.000
Product perception	0.650	37.622	0.000
Service awareness	0.642	61.942	0.000
Environmental awareness	0.626	55.117	0.000
Cost perception	0.624	31.197	0.000
Interactive Marketing	0.665	54.159	0.000

It can be seen from Table 2 that the KMO test coefficient of each variable exceeds 0.6, indicating that the questionnaire meets the requirements of factor analysis. The approximate chi-square value is between 31-176. Therefore, for the null hypothesis, the significance probability of 0.000 ( $P < 0.01$ ) is not true, which indicates that the relevant variables have the characteristics of ideal validity results.

**Table 3** Total variance explained by the main variable

variable	Initial eigenvalue	variance %	accumulation %
Emotional experience	2.782	69.541	69.541
buy again	1.804	60.120	60.120
Product perception	1.756	58.545	58.545
Service awareness	2.030	40.600	40.600
Environmental awareness	1.917	47.916	47.916
Cost perception	1.677	55.884	55.884
Interactive Marketing	1.983	39.666	39.666

The factor analysis in this paper is done by two methods: principal component analysis and maximum difference rotation method. It can be seen from Table 3 that the total variance explanation rates of the seven main variable factors are 69.541%, 60.120%, 58.545%, 40.600%, 47.916%, 55.884%, and 39.666%, respectively. Therefore, the validity of the main variable scales is considered to be good.

**Table 4** Correlation coefficients between variables

variable	Emotional experience	buy again	Perceived value	Interactive Marketing
Emotional experience	1			
buy again	0.76	1		
Perceived value	0.532	0.472	1	
Interactive Marketing	0.363	0.339	0.535	1

It can be seen from Table 4 that there is a medium degree of positive correlation between emotional experience and repurchase, and there is a medium degree of positive correlation between emotional experience and perceived value; there is a low degree of positive correlation between emotional experience and interactive marketing; again; There is a low degree of positive correlation between purchase and perceived value; for repurchase and interactive marketing, the relationship between the two is a low positive correlation; for perceived value and interactive marketing, the relationship between the two is moderate Positive correlation.

**Table 5** Analysis of the Moderating Effect of Interactive Marketing

	Return one	Return Two	Return Three
Emotional experience	0.760	0.733	2.182
Interactive Marketing		0.073	1.354
Emotional experience * Interactive Marketing			2.264
F	132.352	66.735	9.083
Sig	0.000	0.000	0.000
AdjustmentR2	0.573	0.573	0.606
R2 Change amount	0.577	0.582	0.037

It can be seen from Table 5 that in regression 1, the regression coefficient of the independent variable emotional experience on the dependent variable customer's repurchase is 0.760 (Sig<0.01), so the emotional experience has a positive effect on the customer's repurchase; in regression two, the regression model Because the independent variable of emotional experience and the moderating variable of interactive marketing are added, it shows significant regression; under the premise of regression 2, after adding the interactive items of emotional experience and interactive marketing, the amount of R2 change in regression 3 is 0.037 (Sig<0.05), indicating that the moderating effect exists, that is to say, for the relationship between emotional experience and customer repurchase willingness, the interactive marketing of the moderating variable plays an effective moderating role, while for emotional experience\*interactive marketing, Because the regression coefficient is 2.264 (Sig<0.01), there is a positive adjustment effect, which shows that for customers' repurchase willingness, emotional experience positively adjusts interactive marketing and makes it play its due role.

**Table 6** The mediation effect test of customer perceived value

	Model one	Model two	Model Three
	Customer buys again	Customer Perceived Value	Customer buys again
Emotional experience	0.760	0.390	0.705
Customer Perceived Value			0.073
AdjustmentR2	0.573	0.406	0.572
F	132.352	34.487	0.702

Further test the mediating effect process of customer perceived value, using emotional experience and customer perceived value as independent variables and mediating variables respectively, and then select customers to purchase again as the dependent variable, carry out the corresponding regression analysis, under the premise of the hierarchical regression analysis, the conclusion is 6 The test results of the known hypotheses, the regression results obtained are as follows: The independent variable emotional experience in model one has a positive effect on the dependent variable customer's repurchase regression coefficient of 0.760 (Sig<0.001); the independent variable emotional experience in model two has a positive impact The regression coefficient of the intermediary variable customer perceived value is 0.390, which has a positive effect (Sig<0.001); in model three, the intermediary variable customer perceived value is added, so for the two variables of emotional experience and the intermediary variable customer perceived value, its regression The coefficients are 0.705 and 0.073, and both have a positive effect on the dependent variable customer's repurchase. However, the regression coefficient of the independent variable's emotional experience is lower than in the first step. This shows that for emotional experience and customer repurchase, customers Perceived value can play a role in linking the two.

## Results and Discussion

Through the empirical evidence in this article, it is concluded that the emotional experience will have a positive effect on the customer's repurchase intention, and at the same time, between the two, interactive marketing has played a strong regulatory role. Therefore, when companies innovate marketing methods, in addition to adding interactive marketing methods, they must also clearly recognize the importance of customer emotional experience. More specifically, in the daily business development process, companies can adopt online and offline marketing strategies to provide customers with as many ways to participate in the experience as possible, such as establishing and updating customer address books and cooperation channels in a timely manner; Collect customers' opinions and suggestions after dining experience in multimedia restaurants; collecting relevant information about multimedia catering companies and industry policies, and actively share them with customers; actively understand customers' preferences and demands for multimedia restaurants. In addition, companies also use forums, WeChat public accounts, official Weibo and other platforms to update restaurant themes and the latest developments of the company in a timely manner, and promote the company through background messages, redeem points, and give benefits to improve the company's brand awareness. At the same time, a network platform is formed to enable better interaction and communication between customers and enterprises. Through visits to multimedia restaurants, welfare dining experience, participation in multimedia restaurant behind-the-scenes production, cooking lectures, face-to-face communication with the corporate team and other links, the distance between customers and the company is shortened, and offline interaction is carried out to enable customers to gain a sense of group belonging. In this way, we can jointly create value at multiple interactive points, enhance the degree of customers' positive emotions, and significantly increase the level of customer trust in the company.

Multimedia catering enterprises should put the improvement of their own service quality in a more prominent position in their operation and management. In the multimedia catering industry, adhering to the core of the humanistic spirit, through characteristic management methods, different taste content is formed. For corporate culture, catering culture is an indispensable content. Specifically, it is to keep good service internally and practice the concept of "customer first". First of all, multimedia products have the characteristics of intangibility and synchronization of production and consumption. It is difficult for customers to understand the quality of multimedia products before actual consumption. For this reason, companies should convey as much product information produced by multimedia restaurants to customers as possible to maintain Transparency of information, earnest fulfillment of promises to customers, and make publicity consistent with actual conditions. Secondly, companies should pay attention to the improvement and adjustment of the employee service training system. Operators of multimedia restaurants are required to update the training methods and content in real time according to the needs of the times to improve the quality of training; create training files to record the training of employees and the training results obtained; put the personal development of employees in the first place. Through corresponding communication and exchange methods, formulate standardized work standards and service procedures, and pass them on to employees, and through internalization, improve the professional knowledge and skill level of service personnel and ensure their service quality. Third, we must accelerate the advancement of information management. Establish a modern information platform, such as doing a good job in upgrading and maintaining corporate websites, making better use of micro-sites, WeChat public platforms and other channels, allowing customers to understand the products of multimedia restaurants through online channels and obtain more diversified information Resource content.

## References

- Bradley, M.M., & Lang, P.J.(1994).Measuring emotion: the self assessment manikin and the semantic differential. *Journal of Behavior Therapy and Experimental Psychiatry*, 25(1): 49-59.
- Gao, L. (2009). *The emotional experience of urban public space art design*. Zhejiang University of Technology.
- Jordan, P.W. (2000). *Designing pleasurable products*. New York: Taylor & Francis, 121.
- McDonagh, D., Bruseberg, A., & Haslam, C. (2002). Visual product evaluation: exploring users' emotional relationships with products. *Appl Ergon*, 33(3): 231-240.
- Plutchik, R. (1980). *Emotion: A Psychoevolutionary Synthesis*. New York: Harper & Row.
- Plutchik, R. K. (1974). *Manual of the Emotions Profile Index*. Los Angeles: Western Psychological Services.
- Wang, Chunxiao., Han, Xiaoyun., & Wen, Biyan. (2003). An Empirical Study on the Relationship between Customer Satisfaction and Loyalty. *Nankai Management Review*, (6): 70-74.
- Woodruff, R.B. (1997). Customer Value: The Next Source for Competitive Advantage. *Journal of the Academy of Marketing Science*, 2(25):141.
- Zhang, J. (2016). Research on physical bookstore space design based on emotional experience.
- Zhou, H. (2014). The secret of Amazon's success-creating a better user experience. *China Economic Weekly*, 02:78-79.