Research Articles

The Influence of Service Quality of Gas Station Branded Convenience Stores on Consumers' Purchase Intention: Experience Value as A Mediating Variable

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Abstract

In the era of consumer sovereignty, it is the main goal of businesses to improve their service quality to gain consumer satisfaction and provide quality products and services to consumers. This study presents the relevant research hypotheses in terms of the relationship between service quality, experience value and consumers' willingness to purchase in gas station branded convenience stores by investigating consumers' perceptions of service quality in various dimensions in gas station branded convenience stores, and examining the extent to which the service quality affects consumers' willingness to purchase, with the experience value as a mediating variable. This study will try to help gas station branded convenience store operators understand areas of service improvement, make suggestions to improve service quality management tools, and discover potential advantages to increase customer satisfaction.

Keywords: *Gas Station Branded Convenience Store; Service Quality; Experience Value; Purchase Intention*

Received: April 10, 2021, **Revised** May 9, 2021, **Accepted** May 12, 2021

Acknowledgement : This research was successfully funded by International Chinese College, Master of Business Administration, Rangsit University.

Introduction

With the accelerated pace of people's lives, many residents do not have enough time to shop and spend at ordinary supermarkets, while gas station convenience stores are more flexible and adaptable than large supermarkets, more recognizable and selective than ordinary convenience stores, saving customers' time and making them feel a more efficient and convenient consumption experience. Although China has been developing gas station convenience store business since the 1990s. However, because gas stations have been mainly operating oil business profitably, gas station convenience stores have not received much attention. At present, Chinese gas station convenience store enterprises do not pay enough attention to the service quality of gas station branded convenience stores, and their service strategies are not perfect. As a service industry, the service quality of convenience stores is crucial to the development of convenience stores.

Sinopec started to open convenience stores at gas stations in 2008, creating the "EasyJet" convenience store brand. In view of the overall environment and background of China's retail industry, which provides favorable prospects for the development of branded convenience stores, this paper takes the "EasyJet" convenience store in Qujing as the research object based on the current industry environment, and investigates the influence of service quality combined with consumer experience value on consumers' purchase intention in the process of gas station branded convenience stores. This paper is based on the current industry environment.

Literature review

A large number of scholars have proposed theories related to the definition and measurement of service quality, among which Parasuraman, Zeithaml & Berry (1988) considered the perception of service quality as the consumer's assessment of the goodness of the whole service, the difference between the customer's hope and actuality, and proposed the SERVQUAL perceived quality evaluation model, including Five aspects: responsiveness, reliability, tangibility, and empathy and assurance. dabholkar (1996) constructed the RSQS model for measuring retail service quality in response to the fact that the characteristics of the retail service industry differ from those of the pure service industry, and proposed that retail service quality is composed of five components: physicality, reliability, personnel interaction, problem handling, and store measures. Liping Qian et al. (2005) proposed an improved model based on the local extension of Dabholkar's study for China's consumption habits and cultural background, proving that the RSQS model is not fully applicable to the Chinese retail industry.

Internationally defined approaches to experience value present diverse theories. The first is the introspective experience value theory represented by Massimini et al. (1988) scholars, which contains eight dimensions of relaxation, boredom, arousal, fluency, control, indifference, and worry and anxiety. Next is the associative experience value theory represented by Holbrook (1999) scholars. It is clarified that experiential value includes external, internal, self- and other-oriented, and active and passive kinds of values. Finally, Sheth and Gross (1991) and other scholars have developed the concept of hierarchical experience value, which includes functional, emotional, social, and knowledge and condition values. (2009), based on the research of scholars, they sorted out and integrated the introspective experience value, associative experience value and hierarchical experience value. The experience value is classified into functional, emotional and social aspects according to Chinese consumers' psychology.

Dodds (1991) proposed that willingness to buy can be defined as the customer's initiative to actively purchase, the recognition of the product by the customer, and the possibility of the customer to choose and shop. Purchase intention is the idea that the probability of the consumer's willingness to purchase a product is

based on the consumer's willingness to make a purchase, and therefore purchase intention predicts the consumer's purchase behavior.

Research methodology

The measurement of the independent variable "service quality" is based on Dabholkar's (1996) RSQS model, and mainly adopts Qian Liping et al.'s (2005) service quality measurement model, which classifies service quality into five dimensions: physicality, reliability, personnel interaction, problem handling, and store measures; the mediating variable The measurement of "experience value" mainly adopts the hierarchical experience value structural dimension model of Fengchao Zhang and Shuyang You (2009), and Jensen et al. (2007) and Willings et al. (2008), who argue that experience value consists of both functional and emotional values, which can quantify consumers' willingness to purchase. The following research hypotheses are proposed.

Q1: physicality has a positive effect on consumers' willingness to purchase.

Q2: Reliability has a positive effect on consumers' willingness to purchase.

Q3: Interactivity of personnel has a positive effect on consumers' willingness to purchase.

Q4: Handling of problems has a positive impact on consumers' willingness to purchase.

Q5: Store measures have a positive impact on consumers' willingness to purchase.

Q6: physicality has a positive effect on consumers' functional value.

Q7: Reliability has a positive effect on consumers' functional value.

Q8: Personnel interactivity has a positive effect on consumers' functional value.

Q9: handling of problems has a positive impact on consumers' functional value.

Q10: store measures have a positive impact on consumers' functional value.

Q11: physicality has a positive impact on consumers' affective value.

Q12: reliability has a positive impact on the affective value of consumers.

Q13: Interactivity of personnel has a positive impact on the affective value of consumers.

Q14: handling of problems has a positive impact on the affective value of consumers.

Q15: Store measures have a positive impact on consumers' affective value.

Q16: consumers' functional values have a positive influence on purchase intention.

Q17: Affective value of consumers has a positive influence on purchase intention.

Q18: functional value has a mediating role in the effect of service quality on consumers' willingness to purchase.

Q19: Affective value has a mediating role in the effect of service quality on consumers' willingness to purchase.

The study model for constructing the three is shown in Figure 1.

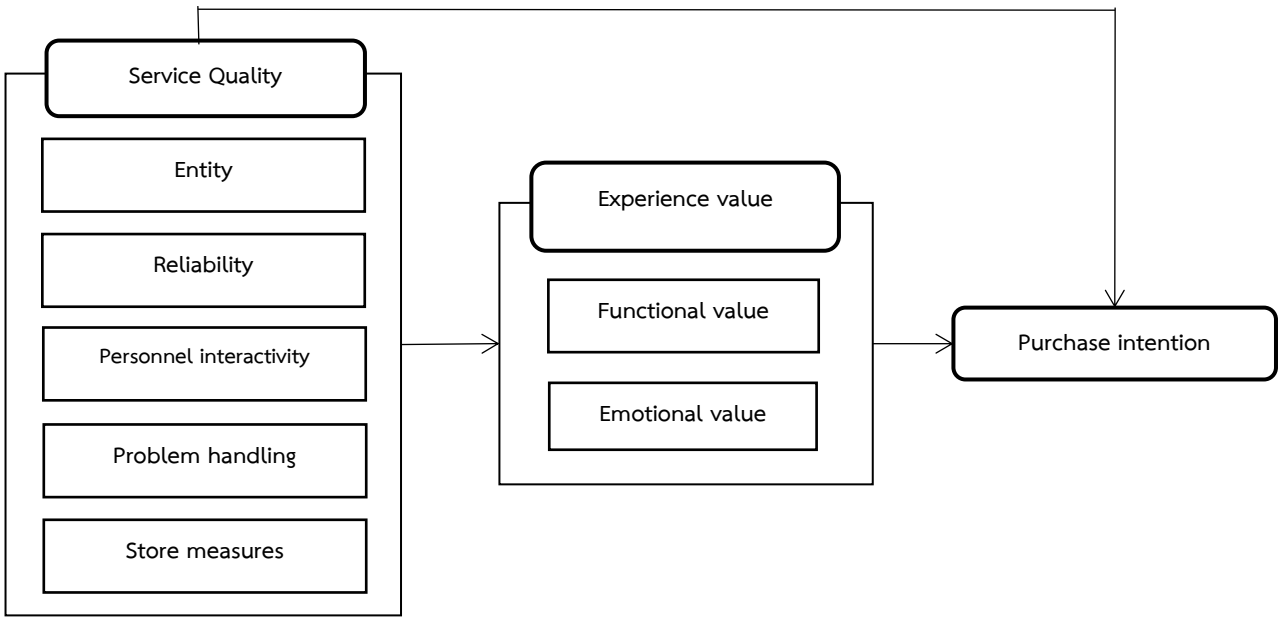

Figure 1 Research model

Research analysis

This paper collected and analyzed the data by means of a questionnaire survey. The questionnaires were distributed with the help of professional online survey tools, and the data were collected through the online distribution of questionnaires. 307 questionnaires were collected in total, of which 269 were valid, with a valid return rate of 87.62%. SPSS19.0 was used to analyze the data of 269 samples.

Descriptive analysis

From the sample statistics in Table 4.1, it can be seen that there are more female samples than male samples participating in this survey; the respondents' ages are mostly concentrated in the age groups of 18-25 and 26-35, and the overall survey respondents are younger; the respondents' education level is higher, and the proportion of those with college education or above accounts for 84.38%, while the number of samples with bachelor's degree accounts for the largest proportion; the respondents' monthly income is The number of respondents with monthly income of RMB 4000-7000 is the largest, and the overall income level of the sample is high.

Table 1 Sample statistics table

		Frequency	Percentage
Gender	Male	94	34.94%
	Female	175	65.06%
Age	Under 18 years old	7	2.60%

	18-25 years old	92	34.20%
	26-35 years old	90	33.46%
	36-45 years old	44	16.36%
	46-55 years old	34	12.64%
	Over 55years old	2	0.74%
Education	Junior high school and below	5	1.86%
	High school	37	13.75%
	College	81	30.11%
	Undergraduate	122	45.35%
	Master and above	24	8.92%
Monthly income	Under 2000 RMB	19	7.06%
	2000-4000 RMB	76	28.25%
	4000-7000 RMB	111	41.26%
	7000-10000 RMB	46	17.10%
	More than 10000 RMB	17	6.32%
Total		269	100%

Reliability analysis

In this paper, Cronbach's alpha coefficient and CITC analysis were used for reliability analysis. As shown in Table 4.2, the overall "Cronbach's alpha coefficient" of the "service quality" scale is 0.933, which is greater than 0.9, and the overall "experience value" and "purchase intention" scales have a Cronbach's alpha coefficient of 0.9. The overall "Cronbach's alpha coefficients" of the scales of "experience value" and "purchase intention" are 0.789 and 0.777 respectively, both of which are greater than 0.7, thus indicating that The reliability of the research data is of high quality and has good consistency.

Table 2 Results of the reliability analysis test

Variable	Title item	Cronbach's α coefficient
Service Quality	P1-P18	0.933
Experience value	P19-P22	0.789
Purchase intention	P23-24	0.777

In this paper, exploratory factor analysis was conducted by extracting common factors to represent the original variables, and the correlation between the indicators was tested using KMO sample measure and

Bartlett's spherical test. The KMO value of "service quality" was calculated to be 0.954, which is higher than 0.9, and the Sig of Bartlett's spherical test was 0.000, which is lower than 0.01, making it suitable for factor numerator. From Table 4.3, it can be seen that the cumulative explanation of variance reached 65.838%, which is higher than 50%, indicating that the analysis results have a very strong power of elaboration.

Table 3 Test results of factor analysis of "service quality"

Service Quality	Factors				
	1	2	3	4	5
Eigenvalue	3.328	3.092	2.318	1.949	1.823
Explanation of variance	17.517%	16.274%	12.198%	10.256%	9.593%
Cumulative variance explained	17.517%	33.719%	45.989%	56.245%	65.838%

The KMO value of "experience value and purchase intention" is calculated to be 0.852, which is higher than 0.8, and the significance Sig of Bartlett's spherical test is 0.000, which is lower than 0.01, which is very suitable for factor numerator. As shown in Table 4.4, the cumulative variance explanation rate reached 79.732%, which is higher than 50%, indicating that the explanatory power of the analysis results is very strong.

Table 4 Results of the factor analysis of "experience value and purchase intention"

Experience value and Purchase intention	Factors		
	1	2	3
Eigenvalue	1.649	1.613	1.522
Explanation of variance	27.477%	26.889%	25.366%
Cumulative variance explained	27.477%	54.366%	79.732%

Correlation analysis

In this paper, Pearson simple correlation coefficient was used for correlation analysis. From Table 4.5, it can be seen that all of variables 4 - variable 8 show significance with purchase intention with correlation coefficient values greater than 0, and there is a positive correlation; all of variables 4 - variable 8 show significance with functionality with correlation coefficient values greater than 0, and there is a positive correlation; all of variables 4 - variable 8 show significance with affectivity with correlation coefficient values greater than 0, and there is a positive correlation.

Table 5 Interrelationships among scale variables

		1	2	3	4	5	6	7	8
1. Purchase intention	r	1							
	P value								
2. Functional value	r	.608**	1						
	P value	0.000							
3. Emotional Value	r	.603**	.677**	1					
	P value	0.000	0.000						
4. Entity	r	.463**	.575**	.580**	1				
	P value	0.000	0.000	0.000					
5. Reliability	r	.487**	.580**	.568**	.736**	1			
	P value	0.000	0.000	0.000	0.000				
6.Personnel interactivity	r	.543**	.624**	.665**	.757**	.685**	1		
	P value	0.000	0.000	0.000	0.000	0.000			
7. Problem handling	r	.515**	.608**	.597**	.616**	.640**	.648**	1	
	P value	0.000	0.000	0.000	0.000	0.000	0.000		
8. Store Measures	r	.447**	.590**	.611**	.645**	.590**	.693**	.614**	1
	P value	0.000	0.000	0.000	0.000	0.000	0.000	0.000	

Note: "**" indicates significant correlation at the 0.01 level (two-sided)

Linear regression analysis

This paper uses "linear regression analysis" to further analyze the causal relationship between the variables and to confirm the assumptions of the research system. The first goodness-of-fit test yielded an "adjusted R-squared" value of 0.368, indicating a good model fit, and the ANOVA test yielded an "F" value of 30.170, with a significance of 0.000, indicating a good model fit. F" value is 30.170 with a significance of 0.000, which indicates that the model is scientifically well stated.

The standard regression equation: purchase intention = 0.987 + 0.002*physicality + 0.161*reliability + 0.438*personal interaction + 0.169*handling problems - 0.020*store measures. In Table 4.6, the significance of physicality and store measures are higher than 0.05, while the significance of reliability, human interaction and handling problems are lower than 0.05. This shows that physicality and store measures do not affect purchase intention; reliability, human interaction and handling problems all have a significant positive effect on purchase intention.

In conclusion, "Hypothesis Q2: Reliability has a positive effect on consumers' willingness to purchase", "Hypothesis Q3: Interactivity of personnel has a positive effect on consumers' willingness to purchase", and

"Hypothesis Q4: Handling of problems has a positive impact on consumers' willingness to purchase" are valid. "Hypothesis Q1: physicality has a positive effect on consumers' willingness to purchase" and "hypothesis Q5: Store measures have a positive impact on consumers' willingness to purchase" were not verified.

Table 6 Calculated regression coefficients of model 1

Model 1	Non-standardized coefficient		Standard coefficient	t	Sig	VIF
	B	Standard error				
Constants	0.987	0.250		3.943	0.000	
Entity	0.002	0.107	0.001	0.015	0.988	3.124
Reliability	0.161	0.080	0.162	2.017	0.045	2.555
Personnel interactivity	0.438	0.109	0.363	4.018	0.000	3.226
Problem handling	0.169	0.071	0.178	2.389	0.018	2.202
Store Measures	-0.020	0.082	-0.019	-0.244	0.807	2.291

In this paper, physicality, reliability, personnel interaction, problem handling and store measures are considered as explanatory variables and functional value is considered as an explanatory variable in the regression model.2 The first goodness-of-fit test yields an "adjusted R-squared" value of 0.483, which indicates a good model fit. The "F" value was 51.297, with a significance of 0.000, indicating that the model was scientifically well stated.

Standard regression equation: functionality = 1.012 - 0.020*physicality1 + 0.141*reliability + 0.241*personnel interaction + 0.203*handling problems + 0.189*store measures. In Table 4.7 regression coefficient calculations, the significance of physicality is higher than 0.05, while reliability, personnel interaction, handling problems and store measures are all less significant than 0.05. This shows that physicality does not have an impact relationship on functional value; reliability, people interaction, handling problems and store measures all have a significant positive impact relationship on functional value.

In conclusion, "Hypothesis Q7: Reliability has a positive effect on consumers' functional value", "Hypothesis Q8: Personnel interactivity has a positive effect on consumers' functional value", "Hypothesis Q9: handling of problems has a positive impact on consumers' functional value" and "Hypothesis Q10: store measures have a positive impact on consumers' functional value" are valid, while "Hypothesis Q6: physicality has a positive effect on consumers' functional value " did not pass the validation.

Table 7 Calculated regression coefficients of model 2

Model 2	Non-standardized coefficient		Standard coefficient	t	Sig	VIF
	B	Standard error				
Constants	1.012	0.193		5.233	0.000	
Entity	-0.020	0.074	-0.019	-0.263	0.792	2.643
Reliability	0.141	0.060	0.163	2.342	0.020	2.512
Personnel interactivity	0.241	0.079	0.233	2.071	0.002	2.985
Problem handling	0.203	0.053	0.244	3.829	0.000	2.100
Store Measures	0.189	0.063	0.195	3.001	0.003	2.192

In this paper, physicality, reliability, personnel interaction, problem handling and store measures are considered as explanatory variables and emotional value is considered as an explanatory variable in regression model 3. The first goodness-of-fit test yielded an "adjusted R-squared" value of 0.518, which is a good model fit, and the ANOVA test yielded The "F" value was 77.158, with a significance of 0.000, indicating that the model was scientifically well stated.

Standard regression equation: Affective = 0.563 + 0.056*physical + 0.175*reliability + 0.257*personal interaction + 0.239*problem handling + 0.145*store measures. In the regression coefficient calculation in Table 4.8, the significance of physicality is higher than 0.05, and the significance of reliability, handling problems, store measures, and communication between personnel is lower than 0.05. This shows that physicality does not affect affect affective value; reliability, personnel interaction, handling problems, and store measures all have a significant positive effect on affective value.

In conclusion, "Hypothesis Q12: reliability has a positive impact on the affective value of consumers", "Hypothesis Q13: Interactivity of personnel has a positive impact on the affective value of consumers", "Hypothesis Q14: handling of problems has a positive impact on the affective value of consumers", "Hypothesis Q15: Store measures have a positive impact on consumers' affective value" are valid, while "Hypothesis Q11: physicality has a positive impact on consumers' affective value " did not pass the validation.

Table 8 Calculated regression coefficients of model 3

Model 3	Non-standardized coefficient		Standard coefficient	t	Sig	VIF
	B	Standard error				
Constants	0.563	0.190		2.963	0.003	
Entity	0.056	0.074	0.046	0.753	0.452	2.783

Reliability	0.175	0.055	0.165	3.191	0.002	1.972
Personnel interactivity	0.257	0.063	0.245	4.094	0.000	2.621
Problem handling	0.239	0.045	0.278	5.246	0.000	2.064
Store Measures	0.145	0.059	0.131	2.476	0.014	2.055

Intermediary effect analysis

After regression analysis of the scales, it was found that physicality and store measures did not have an effect on purchase intention; reliability, human interaction and handling problems all had a significant positive effect on purchase intention. Physicality does not affect functional value; reliability, human interaction, handling issues and store measures all have a significant positive effect on functional value.

Based on the above findings, the regression analysis of physicality, reliability, human interaction, problem handling, store measures, and functional value on consumers' purchase intention was conducted. The coefficient of regression of functional value on purchase intention was calculated to be 0.332, which is less significant than 0.05, thus it can be determined that functional value has a significant positive influence on consumer's purchase intention.

Fully mediated if a and b are significant and c' is not significant; partially mediated if a, b, and c' are significant and a*b and c' have the same sign; partially mediated if a, b, and c' are significant and a*b and c' is masked if at least one of a and b is insignificant and the 95% BootCI of a*b includes the number 0, the mediation is insignificant; fully mediated if at least one of a and b is insignificant, the 95% BootCI of a*b does not include the number 0, and c' is insignificant; fully mediated if at least one of a and b is insignificant, the 95% BootCI of a*b 95% BootCI does not include the number 0, c' is significant, and a*b has the same sign as c', it is partially mediated; if at least one of a and b is insignificant and the 95% BootCI for a*b does not include the number 0 (significant) and c' is significant, and a*b has the same sign as c ' with different signs, then it is a masking effect.

As shown in Table 4.9, functional value does not mediate significantly between physicality and purchase intention; functional value fully mediates between reliability, human interaction, problem handling, store measures and purchase intention.

In summary, "Hypothesis Q16: consumers' functional values have a positive influence on purchase intention" and "Hypothesis Q18: functional value has a mediating role in the effect of service quality on consumers' willingness to purchase" are valid.

Table 9 Results of the test for functional mediating role

Item	a	b	a*b Intermediary effects	95% bootcl	c'
Entity - Functional value - Purchase intention	-0.002	0.332*	-0.006	- 0.056 ~ 0.043	-0.038
Reliability - Functional value- Purchase intention	0.141*	0.332*	0.047	0.004 ~ 0.106	0.062
Personnel interaction - Functional value - Purchase intention	0.241*	0.332*	0.080	0.018 ~ 0.138	0.163
Problem handling - Functional value - Purchase intention	0.203*	0.332*	0.067	0.023 ~ 0.130	0.099
Stores Measures - Functional value - Purchase intention	0.189*	0.332*	0.063	0.007 ~ 0.122	-0.081

Note: "a" is the regression coefficient when the independent variable is on the mediating variable; "b" is the regression coefficient when the mediating variable is on the dependent variable;
"*" represents sig< 0.005

After regression analysis of the scales, it was found that physicality and store measures do not have an impact on purchase intention; reliability, human interaction and handling problems all have a significant positive impact on purchase intention. Physicality does not affect affect emotional value; reliability, human interaction, handling issues and store measures all have a significant positive effect on emotional value.

Based on the above findings, the regression analysis of physicality, reliability, human interaction, problem handling, store measures, and emotional value on consumers' purchase intention was conducted. The regression coefficient of emotional value on consumers' willingness to purchase was calculated to be 0.297, which is less significant than 0.05, so it can be determined that emotional value has a significant positive influence relationship on consumers' willingness to purchase.

From Table 4.10, it can be seen that affective value is not significant in mediating between physicality and purchase intention; affective value is partially mediated between reliability and purchase intention; affective

value is fully mediated between personnel interaction, handling problems, store measures and purchase intention.

In conclusion, "Hypothesis Q17: Affective value of consumers has a positive influence on purchase intention" and "Hypothesis Q19: Affective value has a mediating role in the effect of service quality on consumers' willingness to purchase " are valid.

Table 10 Results of the test for affective mediating role

Item	a	b	a*b Intermediary Effects	95% bootcl	c'
Entity - Emotional value - Purchase intention	0.056	0.297*	0.017	-0.026 ~0.056	0.082
Reliability - Emotional value- Purchase intention	0.175*	0.297*	0.052	0.004 ~0.097	0.267*
Personnel interaction - Emotional value - Purchase intention	0.257*	0.297*	0.076	0.017 ~0.140	0.128
Problem handling - Emotional value - Purchase intention	0.239*	0.297*	0.071	0.040 ~0.126	-0.047
Stores Measures - Emotional value - Purchase intention	0.145*	0.297*	0.043	0.003 ~0.077	-0.085

Note: "a" is the regression coefficient of the independent variable on the mediating variable;
"b" is the regression coefficient of the mediating variable on the dependent variable;
"*" represents sig< 0.005

Summary of hypothesis testing results

Table 11 Summary of the results of the validity or otherwise of the study hypothesis tests

Research hypotheses	√ / ×
Q1: physicality has a positive effect on consumers' willingness to purchase.	×
Q2: Reliability has a positive effect on consumers' willingness to purchase.	√
Q3: Interactivity of personnel has a positive effect on consumers' willingness to purchase.	√
Q4: Handling of problems has a positive impact on consumers' willingness to purchase.	√
Q5: Store measures have a positive impact on consumers' willingness to purchase.	×
Q6: physicality has a positive effect on consumers' functional value.	×
Q7: Reliability has a positive effect on consumers' functional value.	√

Q8: Personnel interactivity has a positive effect on consumers' functional value.	√
Q9: handling of problems has a positive impact on consumers' functional value.	√
Q10: store measures have a positive impact on consumers' functional value.	√
Q11: physicality has a positive impact on consumers' affective value.	×
Q12: reliability has a positive impact on the affective value of consumers.	√
Q13: Interactivity of personnel has a positive impact on the affective value of consumers.	√
Q14: handling of problems has a positive impact on the affective value of consumers.	√
Q15: Store measures have a positive impact on consumers' affective value.	√
Q16: consumers' functional values have a positive influence on purchase intention.	√
Q17: Affective value of consumers has a positive influence on purchase intention.	√
Q18: functional value has a mediating role in the effect of service quality on consumers' willingness to purchase.	√
Q19: Affective value has a mediating role in the effect of service quality on consumers' willingness to purchase.	√

Conclusion

First, service quality has a positive effect on purchase intentions. Gas station brand convenience stores provide convenient and guaranteed shopping experience and staff with good image and professionalism can effectively enhance consumers' willingness to purchase; the ability of the store to handle potential problems is also particularly important, and timely and effective handling of unexpected situations can enhance consumers' trust and promote consumers' willingness to purchase.

Second, service quality has a positive effect on functional value. Reliable service and communication between consumers and service providers of gas station brand convenience stores influence consumers in measuring their functional value; business hours and convenient parking lots are the factors that mainly present indirect service quality, and also influence consumers in measuring brand functionality.

Third, service quality has a positive effect on affective value. Gas station brand convenience stores maintain consistently good service performance and guaranteed product quality can lead to enhanced emotional recognition by consumers; professional staff and their just-right services as well as security and after-sales can lead to a good impression and subsequent trust emergence.

Fourth, experiential value has a positive effect on purchase intentions. Functional value enables reliability, human interaction, problem handling and store measures to increase consumers' purchase intention. Emotional functional value allows reliability, human interaction, problem handling and store measures to increase consumers' purchase intentions.

In summary, some suggestions for gas station brand convenience store managers: 1) companies to strengthen the importance of the overall business of gas station brand convenience stores and strengthen the service quality of employees; 2) improve the image of products and services, with the help of the market refinement, can allow different consumers to obtain the appropriate products and services; 3) diversification of goods, the introduction of fresh food and beverage products with characteristics to meet the daily needs of consumers, to establish 4) create a good image of the store, pay attention to the psychological aspects of consumers, put themselves in the shoes of consumers when providing services, and improve the consumer experience.

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