

A Study of Customer Motivation on the Thai Chain Restaurant-A Case Study of Thai Town Cuisine

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Abstract

In recent years, with the increased national income and the government's implementation of the two-day weekend policy, there is a growing population in Taiwan that dines out frequently. Due to the change of values and the improvements in living standards, customers are attaching more importance to enjoying life and increasing their quality of life. To meet the diverse demands of customers, exotic restaurants emerge and prosper in Taiwan. Although preference varies from person to person, Thai restaurants develop the fastest and gain the most popularity among all kinds of exotic restaurants. This study selected the well-known Thai Town Cuisine in Taiwan as the subject to investigate customer motivation in Thai Town Cuisine, the overall satisfaction, and repurchase intention. This study discussed the effect of customer motivation on overall satisfaction, the effect of overall satisfaction on repurchase intention, and adopted a questionnaire survey. The study results show that customer motivation has a significant effect on overall satisfaction; overall satisfaction has a significant effect on repurchase intention. Finally, this study put forward practical suggestions and future direction of academic research for Thai Town Cuisine. This study is expected to contribute to the management of Thai Town Cuisine.

Keywords: Customer motivation, Satisfaction, Repurchase Intention

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I. INTRODUCTION

In recent years, with the increased national income and the government's implementation of the two-day weekend policy, there is a growing population in Taiwan that dines out frequently. Due to the change of values, improvements in living standards, the increasing number of double-income families, and the change of consumption patterns, customers are attaching more importance to enjoying life and increasing their quality of life.

Diverse restaurants offer customers multiple choices, thus, increasing competition in the industry. The basic physiological needs of customers are transformed into higher levels of satisfaction, such as food flavors and features, restaurant decorations, place and dining atmosphere, service quality of restaurant personnel, restaurant theme, etc. To meet the diverse demands of customers, exotic restaurants emerge and focus on creating uniqueness and distinctiveness to attract customers.

There are an increasing number of exotic restaurants in Taiwan; however, since preference varies among customers, these restaurants are more difficult to run than common restaurants. Generally, customers who dine in exotic restaurants attach importance to experiencing the features of exotic catering. Thai restaurants develop the fastest and gain the most popularity among all the types of exotic restaurants. Thai cuisine integrates sour, sweet, salty, spicy, and bitter tastes to stimulate gustation, demonstrating the unique features of Thai cuisine, which is quite different from Taiwanese foods. Thai cuisine has strong taste stimulation, as well as magic spices to add color to the food. Many Thai restaurants prosper in Taiwan. Many businesspeople introducing Thai restaurants want to add different colors to Taiwanese foods. The approaches of Thai restaurants in attracting customers, meeting customer satisfaction, and increasing their opportunities for more transactions are the focuses for businesspeople.

Based on the above motivation, this study selects the customers of the well-known Thai Town Cuisine in Taiwan as the subject to discuss customer motivation, their overall satisfaction, and their repurchase intentions in Thai restaurants. The purposes of this study are, as follows:

- 1) To understand customer motivation, their overall satisfaction, and repurchase intention
- 2) To discuss the effect of customer motivation on overall satisfaction
- 3) To discuss the effect of overall satisfaction on repurchase intention

II. Literature Review

Customer Motivation

Blackwell, Miniard, and Engel (2001) suggested that customer motivation was the driving force of meeting psychological and physiological needs through purchasing products and services.

Motivation is the internal driving force of individuals, which urges people to act, and is the driving force caused by tension due to unmet needs. People release tension and pressure consciously or subconsciously through behavior that could meet their demands (Schiffman & Kanuk, 2000). Burstiner (1991) pointed out that motivation is a desire, impulse, and need to drive people to achieve a purpose. While motivation is buried in the mind and cannot be easily discovered, it shows through external behavior. Therefore, "motivation is action" is a causal law of psychology. This study defines customer motivation as the driving force of purchase behavior to meet internal needs due to unmet needs, as well as psychological and psychological factors.

Sheth (1983) divided customer motivation into functional motivation and non-functional motivation. Functional motivation generates basic needs from rational thinking, and only considers objective factors. Non-functional motivation generates needs from sensitive thinking, and is related to society, motion, and the value of knowledge. Tauber (1972) divided customer motivation into personal motivation and social motivation. Hahha and Wozniak (2001) divided customer motivation into rational and motional motivation, conscious and unconscious motivation, highly urgent and low-urgency motivation, positive and negative motivation, and intrinsic and extrinsic motivation. Lin (2001) divided customer motivation into two parts. The first part was physical consumption motivation, including survival, enjoyment, and development consumption motivation. The second part was psychological consumption motivation, including rational, emotional, and patronage motivation. This study refers to the customer motivation classification of Lin (2001), and many scholars have made appropriate modifications according to the theme of this study, which takes the dimensions of measuring customer motivation for Thai Town Cuisine.

Satisfaction

Satisfaction is an emotional reaction according to specific transactions. It is subjective cognitive psychology that results from the difference between customer experience before purchasing products and the expectations of customers (Oliver, 1981). Satisfaction measures whether psychological satisfaction is realized for the money paid and benefits obtained (Howard and Sheth, 1969). Westbrook (1980) considered that customer satisfaction was the evaluation of the cognitive process of comparisons between actual results and expected results of the product. Kotler (2000) believed that the essential principle for businesses was to meet customer demands. Customer satisfaction is the post-purchase evaluation of product quality, as compared with the expectations before purchasing. According to the above literature, this study suggests that satisfaction is an evaluation of the actual cognitive process from expectations before purchasing to experience after purchasing. The evaluation results are divided into satisfactory and non-satisfactory results.

Lo (2015) pointed out that the customer motivation had significant and positive influence on customer satisfaction. Motivation is an antecedent factor of satisfaction (Mannell & Kleiber, 1997). Lee, Lee, and Wicks (2004) found that motivation could significantly influence satisfaction. Szymanski and Henard (2001) regarded satisfaction as an integrated concept, which could be measured through one question to understand the overall attitudes of customers regarding products. Another method is to measure satisfaction through multiple dimensions. Day (1977) considered satisfaction as an integral and generalized phenomenon, and overall satisfaction could be measured through a single dimension. Lin (2004) proposed that the dimensions of measuring satisfaction included product quality, dining environment, health, services, and culture. This study only discusses the overall satisfaction of Thai Town Cuisine, instead of satisfaction with one specific aspect. Therefore, overall satisfaction is

adopted to measure the overall satisfaction with Thai Town Cuisine.

Repurchase Intention

Hunt, Keaveney, and Lee (1995) believed that repurchase intention referred to the possibility of customers repurchasing a product. After customers purchase products, if the service quality lives up to or exceeds expectations, customer satisfaction is generated, and they would have willingness to repurchase products or introduce the products to others. Folkes (1988) suggested that repurchase results from the product or service meeting the expectations. If the product or service failed to live up to the expectations, the following behavior was affected. Francken (1993) pointed out that repurchase intention could result in repurchase behavior when customers were satisfied with the products or service. Kotler (1999) pointed out that when customer satisfaction is positive, the behavior of repurchase or recommendation is called repurchase intention. According to the above literature, this study thinks repurchase intention means that, after customers buy the product, if they are satisfied with the product, the customers will repurchase or recommend the product to others.

Anderson and Sullivan (1993) proposed that customer satisfaction is positively related to future repurchase behavior; when customers feel more satisfied, the possibility of repurchasing products is greater. Posselt and Gerstner (2005) pointed out that, the higher the satisfaction of customers with a product or service, the higher their repurchase intention. Kotler (1999) claimed that the dimensions of repurchase intention include repurchase behavior and recommending others to purchase. Chiu (2007) proposed that repurchase intention has negative reputation, where customers appeal to superior management and positive reputation. Kim, Park, and Jeong (2004) suggested that the dimensions of repurchase intention include keeping in touch with the company and recommending the product to friends and relatives.

Chung (2008) proposed that the dimensions of repurchase intention include repurchase intention, recommending the product to others, and becoming loyal customers. This study refers to the dimensions of repurchase intention, as put forward by Chung (2008) and many other scholars, and makes appropriate modifications in order to measure the dimensions of repurchase intention for Thai Town Cuisine.

III. RESEARCH METHOD

Research Framework

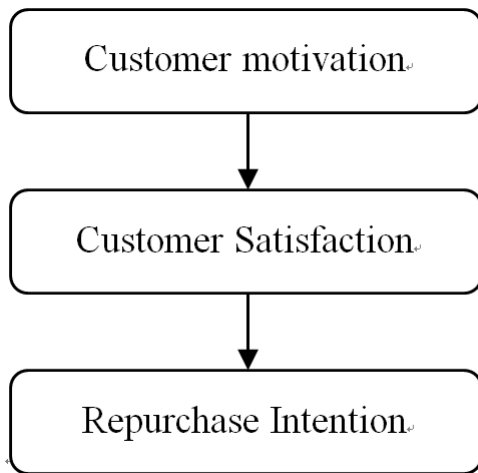


Figure 1. Research Framework

The Research Hypothesis

H1: Customer motivation has a significant effect on customer overall satisfaction.

H2: Customer overall satisfaction has a significant effect on repurchase intention

The Content of the Questionnaire

The study adopted a questionnaire survey as the survey tool and sorts out literature, including four parts:

1) The Measurement Dimension of Customer Motivation

Customer motivation refers to the classification of customer motivation of Lin (2001) and many other scholars, and makes modifications according to the

theme of this study as the measurement dimensions of customer motivation regarding Thai restaurants. There are three dimensions, individual, physiological, and psychological motivation. The study adopts a Likert 5 point scale to measure strength.

2) The Measurement Dimension of Customer Satisfaction

The study only discusses the overall satisfaction of Thai Town Cuisine by adopting a Likert 5 point scale to measure strength.

3) The Measurement Dimension of Repurchase Intention

Customer motivation refers to the dimension of repurchase intention, as put forward by Chung (2008) and many other scholars, and makes modifications according to the theme of this study as the dimension to measure the repurchase intention of Thai Town Cuisine. This study adopts a Likert 5 point scale to measure strength.

4) Customer Demographic Data

This study referred to various studies to design a questionnaire with a total of six background questions, including gender, age, educational level, monthly income, occupation, and marital status.

5) The Pretesting of Questionnaire

This study distributed 65 pretest questionnaires and collected 50 valid copies, with a valid return rate of 77%. The reliability of the dimensions of customer motivation and repurchase intention is tested. Reliability analysis of the pretesting of the questionnaire is based on Cronbach's α coefficient to verify internal consistency. There are 9 questions regarding the dimension of customer motivation, in which the internal consistency reliability of Cronbach's α is 0.875; there are three questions in the dimension of repurchase intention, and the internal consistency reliability of Cronbach's α is 0.981.

IV. RESEARCH RESULT

The 240 questionnaires were distributed from November 2019 to December 2019, and 200 copies were effectively recovered, for an effective recovery rate of 83%. According to all research and hypotheses, the data are statistically analyzed and described, as follows:

Sample Analysis

Regarding gender, there are 94 (53%) males and 106 females; regarding age, the group from 15 to 25 years old accounts for the largest proportion, with a

total of 76 (38%); regarding education, people university or junior college educational backgrounds account for the largest proportion, with a total of 158 (79%); regarding income, 74 people (37%) have monthly incomes of NTD 25,001-NTD 30,000 and account for the largest proportion; 34 people (17%) have monthly incomes of NTD 30,001 (including) and above, which account for the smallest proportion; regarding occupation, most people are in the service industry, with a total of 52 (26%); regarding marital status, 110 people are married (55%), while 90 people (45%) are unmarried.

Table 1. Table of Frequency Distribution of Base Data of Samples

Variable Name	Option	The Number of People	Percentage (%)
Gender	Male	94	53%
	Female	106	47%
Age	15-25 (including) years old	76	38%
	26-35 (including) years old	66	33%
	36-45 (including) years old	20	10%
	46-55 (including) years old	38	19%
	56-65 (including) years old	0	0%
Educational level	Below (including) junior high school	0	0%
	Senior high school and vocational school	40	20%
	University/junior college	158	79%
	Institution (including) above	2	1%
Monthly income	NTD 20,000 (including) below	56	28%
	NTD 20,001 to NTD 25,000	36	18%
	NTD 25,001 to NTD 30,000	74	37%
	NTD 30,001 (including) above	34	17%
	Occupation	Student	38
	Farming, forestry, fishing animal husbandry	0	0%
	Industry	50	25%
	Business	18	9%
	Service industry	52	26%
	Housekeeping	8	4%
	Retired	0	0%

	Freelance	14	7%
	Military, governmental employees and teachers	20	10%
Marital status	Married	110	55%
	Unmarried	90	45%

The Analysis of Customer Motivation

In the questionnaire of customer motivation, respondents most agree with the option that “I choose this restaurant because the environment is comfortable and agreeable” (4.30) in the dimension of psychological motivation. In the dimension of

physiological motivation, respondents agree most with the option “I choose this restaurant because the food is delicious” (4.17), which ranks second; followed by the dimension of personal motivation, of which the option is “I choose this restaurant because the restaurant is very famous” (4.15).

Table 2. Analysis Table of Customer Motivation

Dimension	Option	Average mean	Standard deviation
Personal motivation	I choose this restaurant because this restaurant is very famous	4.15	0.875
	I choose this restaurant because of recommendations from the Internet or magazines	3.35	1.206
	I choose this restaurant because of recommendations from friends and relatives	3.35	1.222
Physiological motivation	I choose this restaurant to experience different dietary characteristics	3.90	0.946
	I choose this restaurant because the food is delicious	4.17	0.878
	I choose this restaurant to have some changes in my diet	3.27	1.172
Psychological motivation	I choose this restaurant to satisfy my curiosity	3.83	1.085
	I choose this restaurant to have more topics to chat with people	3.25	1.219
	I choose this restaurant because the environment is comfortable and agreeable	4.30	0.783

Analysis of Customer Satisfaction

In the customer satisfaction questionnaire, the overall satisfaction of respondents with Thai Town

Cuisine is 3.95, indicating that customers are satisfied with the overall performance of Thai Town Cuisine.

Table 3. Analysis of Satisfaction

Dimension	Option	Average mean	Standard deviation
Overall satisfaction	The overall satisfaction with Thai Town Cuisine	3.95	0.864

Analysis of Repurchase Intention

In the questionnaire of repurchase intention, respondents most agree that “I will come back to Thai Town Cuisine” (4.02); followed by the option

“I will recommend relatives or classmates to Thai Town Cuisine (3.97) ; then, If the price increases, I will accept an appropriate price increase of Thai Town Cuisine food” (3.50).

Table 4. Analysis of Repurchase Intention

Dimension	Option	Average mean	Standard deviation
Repurchase intention	I will come back to Thai Town Cuisine.	4.02	1.002
	I will recommend relatives or classmates to Thai Town Cuisine.	3.97	1.001
	If the price increases, I will accept an appropriate price increase of Thai Town Cuisine food.	3.50	1.446

Hypothesis Validation and Analysis

H1: Customer motivation has a significant effect on customer overall satisfaction.

Multiple regression analysis is conducted for this part. In the model of stepwise regression regarding “overall satisfaction” with Thai Town Cuisine, the explanatory power of the multiple regression model of the effect of customer motivation on overall satisfaction is significant (F value = 44.866, P = 0.000). The adjusted explained variance is 46.9% (R2 = 0.479, Adjusted R2 = 0.469). The effective explained variance for “overall satisfaction” are four factors of customer motivation, which include “I choose this restaurant to experience different dietary characteristics”, “I choose this restaurant

because this restaurant is very famous”, “I choose this restaurant to satisfy my curiosity”, and “I choose this restaurant to have more topics to chat about with people”. Among them, the prediction of the variance that “I choose this restaurant to experience different dietary characteristics” is the highest, and the beta coefficient is 0.320. The regression equation is, as follows:

The overall satisfaction = 0.495 + 0.292* (I choose this restaurant to experience different dietary characteristics) + 0.254 * (I choose this restaurant because this restaurant is very famous) + 0.198 * (I choose this restaurant to satisfy my curiosity) + 0.154 * (I choose this restaurant to have more topics to chat about with people)

Table 5. Multiple Regression Analysis of the Effect of Customer Motivation on Overall Satisfaction

The Dimensions of Customer Motivation	Non-Standardized Coefficient		Standardized Coefficient	T value	significance	
	B value	estimated	Standard error			Beta distribution
(Constant)	0.495		0.274	1.807	0.072	
I choose this restaurant to experience different dietary characteristics	0.292		0.052	0.320	5.616	0.000**
I choose this restaurant because this restaurant is very famous	0.524		0.053	0.257	4.749	0.000**
I choose this restaurant to satisfy my curiosity	0.198		0.046	0.248	4.273	0.000**
I choose this restaurant to have more topics to chat about with people	0.154		0.039	0.218	3.989	0.000**

* P ≤ 0.05 **P ≤ 0.01

H2: Customer overall satisfaction has a significant effect on repurchase intention

Pearson correlation is used to discuss the correlation between customer overall satisfaction and repurchase intention. The analysis of Pearson correlation shows that customer overall satisfaction and repurchase intention have significant positive correlation. The option that has the highest

correlation with customer overall satisfaction is “I will come back to Thai Town Cuisine” (0.547). Therefore, the higher the customer satisfaction with Thai Town Cuisine, the higher the repurchase intention.

Table 6. Correlation Analysis of Customer Satisfaction and Repurchase Intention

	Customer Satisfaction	
	Correlation coefficient	Significance
I will come back to Thai Town Cuisine.	0.547	0.000**
I will recommend relatives or classmates to Thai Town Cuisine.	0.528	0.000**
If the price increases, I will accept an appropriate price increase of Thai Town Cuisine food.	0.312	0.000**

* P ≤ 0.05 **P ≤ 0.01

According to simple regression analysis, the option “I will come back to Thai Town Cuisine” has significant explanatory power on customer overall satisfaction (F value=40.519, P=0.000). The adjusted explained variance is 29.6% (R2=0.299, Adjusted R2=0.296), which shows the effect of the

option “I will come back to Thai Town Cuisine” on customer overall satisfaction. The regression equation is, as follows:

$$I \text{ will come back to Thai Town Cuisine} = 1.515 + 0.635 * \text{Customer overall satisfaction}$$

The option “I will recommend relatives or classmates to Thai Town Cuisine” has significant explanatory power on customer overall satisfaction (F value=76.415, P=0.000). The adjusted explained variance is 27.5% (R²=0.278, Adjusted R²=0.275), which shows the effect of the option “I will recommend relatives or classmates to Thai Town Cuisine” on customer overall satisfaction. The regression equation is, as follows:

I will recommend relatives or classmates to Thai Town Cuisine = 1.506 + 0.624 * Customer overall satisfaction

The option “If the price increases, I will accept an appropriate price increase of Thai Town Cuisine food” has significant explanatory power on customer overall satisfaction (F value=21.341, P=0.000). The adjusted explained variance is 27.5% (R²=0.097, Adjusted R²=0.093), which shows the effect of the option “If the price increases, I will accept an appropriate price increase of Thai Town Cuisine food” on customer overall satisfaction. The regression equation is, as follows:

If the price increases, I will accept an appropriate price increase of Thai Town Cuisine food = 1.440 + 0.522 * Customer overall satisfaction

V. CONCLUSION AND SUGGESTION

Tourists Background, Customer Motivation, Satisfaction, Repurchase Intention

According to this study, the customers of Thai Town Cuisine are mostly women, with a total of 106 people; in terms of age, there is a large number of people aged 15 - 25 years old, with a total of 76 people; in education, the educational backgrounds of most people are university or junior college, with a total of 158 people (79%); the monthly incomes of most people are up to NTD 25,001- NTD 30,000, with a total of 74 people; in occupation, most people are engaged in the service industry, with a total of 52 people; in the aspects of marital status, most people are married, with a total of 110 people.

In the questionnaire of customer motivation, the option that respondents agree with most is “I choose this restaurant because the environment is comfortable and agreeable” in the dimension of psychological motivation. In the questionnaire of customer satisfaction, customers are satisfied with Thai Town Cuisine. In the questionnaire of repurchase intention, the option that respondents agree with most is “I will come back to Thai Town Cuisine”.

The Effect of Customer Motivation, Satisfaction, and Repurchase Intention

According to multiple regression analysis, “I choose this restaurant to experience different dietary characteristics”, “I choose this restaurant because this restaurant is very famous”, “I choose this restaurant to satisfy my curiosity”, “I choose this restaurant to have more topics to chat about with people” in the dimension of customer motivation have significant influence on customer satisfaction.

According to Pearson correlation analysis, customer overall satisfaction is positively correlated with repurchase intention. Therefore, the higher the satisfaction of customers with Thai Town Cuisine, the higher the repurchase intention. Simple regression analysis also shows that customer satisfaction with Thai Town Cuisine will significantly affect repurchase intention.

This questionnaire survey of this study only focused on customer overall satisfaction with Thai Town Cuisine. It is recommended that future studies should include meals, service, and price, in order to understand all aspects of customer satisfaction with Thai restaurants. This study is partial to customers in the 15 to 25 years old age group. It is recommended that future studies should concentrate on other age groups to understand whether there are differences in customer motivation, satisfaction, and repurchase intention for Thai Town Cuisine.

In this survey of customer motivation, the option

that “Customers dine at Thai Town Cuisine to have more topics to chat about with people” obtained low average points, which cannot be agreed upon by customers. In the survey of repurchase intention, the option “If the price increases, I will accept an appropriate price increase of Thai Town Cuisine food” also cannot be recognized by many customers. Therefore, this study discovered that the customers who come to Thai Town Cuisine pay more attention to the environment, dishes, and the fame of the restaurant. It is also recommended that Thai Town Cuisine should not increase its prices, and should provide better service and dishes to satisfy customers and have higher customer motivation and repurchase intention, meaning customers recommend relatives and classmates to Thai Town Cuisine.

According to this study, the price of Thai Town Cuisine is high. It is suggested that special offer activities should be launched to attract more customers. For example, on Valentine's Day, Father's day, or other festivals, the restaurant should launch festival packages, and give out cakes or small gifts. Moreover, new dishes can be introduced according to seasonal changes to attract customers and meet their demands. The restaurant should also provide more professional customer service, allowing every customer to enjoy service of high quality.

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