



A Study of Consumer Characteristics and Re-consumption Intention of Compound Mountain View Restaurant in Middle Taiwan Area

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Abstract- This study is mainly to explore the relationships between consumer characteristics and consumer evaluation of compound mountain view restaurants in middle Taiwan. The results indicate the differences on consumer characteristics do have significantly affect the consumer evaluation of the compound mountain view restaurants. This study also finds, the reasonable commodities price, comfortable environment atmosphere, and good tour flow arrangement, do have significantly affect the consumers' intension of consumption again. An interesting finding is the location/convenient traffic of the compound mountain view restaurants do not have significantly influence on consumer evaluation. Managerial implications, and future research directions are also suggested.

Keywords- Consumer Characteristics, Consumer Evaluation, Re-consumption Intension

I. INTRODUCTION

Accompanied with the growing economy and increasing population of dining out and leisure time, the sum of compound restaurants increased year by year in Taiwan area. The overall environment of Taiwan is narrow and mountainous, and people can enjoy beautiful mountain views from the suburban hillside. The special environment has given birth to many compound landscape restaurants with beautiful mountain views. The compound view restaurant is a highly competitive service industry. Each restaurant strives to make its own characteristics and to consider the dining needs of consumers. Following the coming of era Customers' interests first, it is important to pay attention to consumers preferences and consider consumer needs and characteristics [3]. A good consumer experience and customer satisfaction play a key role of business success [16].

Landscape is the general term for the image formed by human beings as the main subject of observation, feeling and cognition of natural or artificial environmental scenery [4]. To providing a good consumer experience and a high level of customer satisfaction, the compound view restaurant provides consumers not only with catering services, but also to a good

atmosphere of visual landscape. Lots of the consumers come to the compound mountain view restaurant with different consumption purposes and colleagues, that may have different needs and evaluation. For fulfilling consumer needs and providing the competition, it becomes an important topic to understand the consumer characteristics and consumer evaluation in the process of consumption.

Therefore, this study focuses on the relationships among the customer evaluation, consumer re-consumption intension, and different consumer characteristics for a compound mountain view restaurant. To explore whether the different consumer characteristics do have influences the customer evaluation.

II. LITERATURES REVIEW

A. Information source

For reducing the uncertainty and risk of the quality of the product, most consumers tend to search others' comments online about these products. Browsing online reviews may affect the purchase decisions and choices of a consumer. A consumer needs to search more diverse sources of commodity information when making purchasing decisions [1] [8] [11].

The prior product knowledge is examined as expertise and familiarity. Expert travelers and familiar travelers are likely to utilize different sources of information for trip planning [3]. The level of familiar with prior product knowledge is likely to influence travelers' information search behavior. Consumers with different information sources for selection mountain view restaurant may influence their meal planning.

B. Consumer environmental behavior

Generally, the consumers' perception of service environment is higher, then their consumption frequency and consumption amount are higher. The restaurant environment can seduce consumers' perceptual responses and preferences, which may further affect their behavioral intentions [14]. Consumers' perception of restaurant service and environmental atmosphere can straightly affect their behavior intentions [6].

They also found atmospherics and service function do enhance positive emotions while product attributes, such as food quality, act to relieve negative emotional responses.

Due to the behavioral intention can reflect consumer behavior, lots of previous studies on consumer environmental behavior focused on the relationship between the individual's current perception of consumer environment and their future behavioral intentions. Different consumption motivations and consumer characteristics do influence consumer evaluation for a compound mountain view restaurant. The design aesthetics of restaurant interior environment has a positive impact on the behavior and intention of a consumer [15]. Customers pleasure may also have significant affected by atmosphere [9]. The influence of environment and atmosphere are more and more important factor in service quality and consumer satisfaction. Mainly through decorates and arranges entertainment activities, a landscape restaurant pursuit of a specific style and creating a dining atmosphere to attract customers.

C. Consumer characteristics

There is significant difference between consumer characteristics and store brand demand [1]. Such as the changing image of store brands, the endorsement of such products by consumers of higher socio-economic status, which are important implications for both retailers and manufacturers of products. Therefore, consumers with high socio-economic status will pay more attention on the image of store brands.

Consumer attitude towards online shopping due to different product characteristics, varies from the different product types. Consumer attitude differs when purchasing inexpensive products rather than expensive products, and when purchasing daily products and durable products [7]. The purchase intention of consumer is negatively impacted by consumer's privacy concerns, and positively impacted by the consumer's knowledge level. Social image, trustworthiness and attachment are the three-positive effect on specific aspects of brand equity [11].

Customer satisfaction plays a key role in success of business, also in the restaurant service [16]. Customer satisfaction can be defined in terms of meeting the expectations of the customers and in terms of parameters associated with satisfaction [10]. "Satisfaction can be regarded as a broad principle, and support good quality is a component of satisfaction" [19].

D. Consumption purpose

According to the French Encyclopedia Dictionary, a restaurant is defined as a place where people can restore their physical strength and provide nutritious food and rest. Restaurants are beyond the definition of French Encyclopedia Dictionary and move into a leisure type in these days. The reason for leisure restaurants is popular is that in one way it is a social tendency, in the other they conform to relaxed life of modern society. In these leisure compound restaurants, they provide not only a comfortable dining environment, but also a chance to relax and communicate between friends, family, or couples [18]. There are lots of consumption purposes for different kinds consumers. The different consumption purposes result in different dining environment needs and evaluations.

People gather to do something is central to life, and a nontrivial number of what couples, parents, children, siblings, and other family members do together constitute of leisure or recreation [8]. Family leisure is related to increase the effect of family functioning, family cohesion, family bonding, family adaptability, family life satisfaction, and family communication [5] [12] [17] [13].

III. METHODOLOGY

This study is an exploratory research. It mainly explores whether the four variables of the compound mountain view restaurant itself, including reasonable price of products, location/convenient traffic, the overall comfortable environment atmosphere, and tour flow arrangement, do affect the customer evaluation and intention to consume again.

A method of questionnaire is used to collect sample data. Three parts items were included in this questionnaire. The first part is the basic characteristics of consumers, such as gender, age, marriage, education level, restaurant information sources. The second part is the consumer preferences for choosing a compound mountain view restaurant. The third part is consumers' subjective cognition and feeling of the characteristics of the compound mountain view restaurants. Consumers' subjective perception of choosing a compound mountain view restaurant includes five items: reasonable price of products, location/convenient traffic, the overall comfortable environment atmosphere, tour flow arrangement, and the re-consumption intention.

The questionnaire uses a five-point scale of Likert type questionnaire. Totally 400 questionnaires were issued from April to June of 2017. In which 319 valid questionnaires were collected. The return ratio is 79.8%. The statistical analysis data is proceeded by SPSS 18.0. The Cronbach's Alpha value is 0.78 for this collected sample. It means a good consistency of collected respondent questionnaires.

IV. RESULTS ANALYSIS

A. Description statistics

319 valid questionnaires were collected, in which the characteristics including: gender, age level, marriage status, education level, restaurant information sources, and consumption purpose.

The description statistics is shown in Table 1. The main characteristics of respondents show as follows. Female (53.9%), 21-30 years old level (59.9%), unmarried (78.1%), and educational level of college and university (70.2%), are the main characteristics of the compound mountain view restaurants. For the restaurant information sources by internet media (50.2%) is highest, recommendation by relatives and friends accounting (29.2%) second. It shows most consumers of the mountain view compound resultants will plan and select in advance by internet media information.

For consumption purpose, friends get together and relatives' dinner (65.5%) is the highest, date someone (24.8%) is the second, and family outdoor activities (9.7%) is the third.

TABLE I. DESCRIPTION STATISTICS OF CONSUMER CHARACTERISTICS

	classification	amount	Percentage (%)
Gender	male	147	46.1
	female	172	53.9
Age level	under 20 age	65	20.4
	21-30 age	191	59.9
	31-40 age	19	6.0
	over 40 age	44	13.8
Marriage status	unmarried	249	78.1
	married	70	21.9
Education level	junior middle school	7	2.2
	senior and vocational high school	57	17.9
	colleges and universities	224	70.2
	master or above	31	9.7
Restaurant information sources	by internet and media	160	50.2
	recommendation by relatives and friends	93	29.2
	passing by (signboard)	63	19.7
	others	3	0.9
Consumption purpose	date someone	79	24.8
	friends/relative's dinner	209	65.5
	family outdoor activities	31	9.7

B. Correction analysis

There are 5 variables of consumers' subjective perception and consumption experiences of compound mountain view restaurants, such as reasonable price, Location/convenient traffic, comfortable environment atmosphere, tour flow arrangement, and re-consumption intention.

In table 2, there is a positive and significant relationship between each two variables. The consumption of catering is highly positively correlated with consumers' subjective perceptions, such as feeling of good tour flow arrangement, reasonable price, dining comfortable environment atmosphere, and the location/convenient traffic, do affect consumers' willingness of consumption again. The correlation coefficient of tour flow arrangement and re-consumption intention is positive and significant (.70). It means that good tour flow arrangement does affect the consumers' re-consumption intention.

The second and third highest coefficients are positive and significant, separately the relationship between tour flow arrangement and reasonable price (.63), and the relationship between reasonable price and the re-consumption intention (.63). The lowest correlation coefficient between comfortable environment atmosphere and location/convenient traffic is .18.

TABLE II. PEARSON CORRELATION COEFFICIENTS BETWEEN VARIABLES

		Reasonable price	Location/ convenient traffic	Comfortable environment atmosphere	Tour flow arrangement	Re-consumption intention
Reasonable price	Coeff. Sig.	1	0.20** 0.000	0.36** 0.000	0.63** 0.000	0.63** 0.000
Location/ convenient traffic	Coeff. Sig.		1	0.18** 0.001	0.27** 0.000	0.25** 0.000
Comfortable environment atmosphere	Coeff. Sig.			1	0.55** 0.000	0.55** 0.000
Tour flow arrangement	Coeff. Sig.				1	0.70** 0.000
Re-consumption intention	Coeff. Sig.					1

C. Analysis of Variance

In Table 3, it can be found that a significant difference of gender variable. Female pay more attention to location/convenient traffic in evaluating a compound mountain view restaurant, there has no significant difference between male and female in variables of reasonable price of products, comfortable environment atmosphere, tour flow arrangement, and re-consumption intention.

In Table 4, it can be found there is a significant difference among different age variable. For the variable of location/convenient traffic of choosing a compound mountain view restaurant, there is a significant lower for the group over age 40

than other age group. It may be the group over age 40 have good economic ability and have their own traffic vehicles.

There is a significant difference between consumers with different restaurant information sources on the variables of reasonable price of products, comfortable environment atmosphere, tour flow arrangement, and re-consumption intention. There is significantly higher evaluation for those getting restaurant information by internet and media on variables of reasonable price of products, comfortable environment atmosphere, tour flow arrangement, and re-consumption intention.

TABLE III. ANALYSIS OF VARIANCE FOR GENDER

		Sum of square	df	Mean square	F	Sig.
Reasonable price	between group	0.180	1	0.180	0.23	0.63
	within group	246.667	317	.0778		
	total	246.846	318			
Location/convenient traffic	between group	9.519	1	9.519	11.62**	0.00
	within group	259.742	317	0.819		
	total	269.260	318			
Comfortable environment atmosphere	between group	0.808	1	0.808	1.72	0.19
	within group	148.577	317	0.469		
	total	149.386	318			
Tour flow arrangement	between group	0.142	1	0.142	.22	0.64
	within group	204.152	317	0.644		
	total	204.295	318			
Re-consumption intention	between group	1.414	1	1.414	2.03	0.16
	within group	220.931	317	0.697		
	total	222.345	318			

TABLE IV. ANALYSIS OF VARIANCE FOR AGE LEVEL

		Sum of square	df	Mean square	F	Sig.
Reasonable price	between group	3.948	3	1.316	1.71	0.17
	within group	242.898	315	0.771		
	total	246.846	318			
Location/convenient traffic	between group	14.481	3	4.827	5.97**	0.0071
	within group	254.779	315	0.809		
	total	269.260	318			
Comfortable environment atmosphere	between group	1.821	3	0.607	1.30	0.278
	within group	147.565	315	0.468		
	total	149.386	318			
Tour flow arrangement	between group	1.837	3	0.612	0.95	0.42
	within group	202.457	315	0.643		
	total	204.295	318			
Re-consumption intention	between group	3.210	3	1.070	1.54	0.21
	within group	219.134	315	0.696		
	total	222.345	318			

TABLE V. ANALYSIS OF VARIANCE FOR RESTAURANT INFORMATION SOURCES

		Sum of square	df	Mean square	F	Sig.
Reasonable price	between group	9.943	3	3.314	4.41**	0.01
	within group	236.904	315	0.752		
	total	246.846	318			
Location/ convenient traffic	between group	4.891	3	1.630	1.94	0.12
	within group	264.369	315	0.839		
	total	269.260	318			
Comfortable environment atmosphere	between group	5.335	3	1.778	3.89**	0.01
	within group	144.051	315	0.457		
	total	149.386	318			
Tour flow arrangement	between group	15.172	3	5.057	8.42**	0.00
	within group	189.123	315	0.600		
	total	204.295	318			
Re-consumption intention	between group	8.470	3	2.823	4.16**	0.01
	within group	213.875	315	0.679		
	total	222.345	318			

These findings can be referring to a suggestion that a compound mountain view restaurant should use internet or new media to promote itself and to send clear message to the public.

It is interesting the variable of comfortable environment atmosphere has not significantly different for different consumption purposes consumers. There is a significant difference for those different consumption purposes consumers on reasonable price of products, location/convenient traffic, tour flow arrangement, and re-consumption intention for a compound mountain view restaurant. In table 6, it can be found

that there is significantly higher evaluation for those with purpose of date someone on variables of reasonable price, comfortable environment atmosphere, tour flow arrangement, and re-consumption intention.

On the contrary, there is obviously a lower evaluation for those with friends/relatives gathering purpose on variables of reasonable price of products, location/convenient traffic, tour flow arrangement, and re-consumption intention. Sequentially, those with family outdoor activities purpose is in the middle evaluation score.

TABLE VI. ANALYSIS OF VARIANCE FOR CONSUMPTION PURPOSE

		Sum of square	df	Mean square	F	Sig.
Reasonable price	between group	10.131	2	5.065	6.76**	0.00
	within group	236.716	316	0.749		
	total	246.846	318			
Location/ convenient traffic	between group	16.487	2	8.243	10.31**	0.00
	within group	252.773	316	0.800		
	total	269.260	318			
Comfortable environment atmosphere	between group	1.815	2	0.908	1.94	0.15
	within group	147.570	316	0.467		
	total	149.386	318			
Tour flow arrangement	between group	20.766	2	10.383	17.88**	0.00
	within group	183.529	316	0.581		
	total	204.295	318			
Re-consumption intention	between group	19.196	2	9.598	14.93**	0.00
	within group	203.149	316	0.643		
	total	222.345	318			

D. Regression analysis

A satisfaction consumer may have the intension to consumption again. The consumer re-consumption intention was used as the dependent variable, and then reasonable price

of products, location/convenient traffic, comfortable environment atmosphere, and tour flow arrangement, were used as independent variable to excuse simple regression analysis.

TABLE VII. COEFFICIENT OF SIMPLE REGRESSION ANALYSIS

	Non standardized coefficient		Standardized coefficient	t	Sig.	R Square	adjusted R square
	B Estimates	Standard error	Beta distribution				
(constant)	0.041	0.155		0.262	0.793	0.590	0.587
reasonable price	0.285	0.031	0.301	9.181	0.000**		
Location/convenient traffic	0.038	0.024	0.042	1.602	0.110		
comfortable environment atmosphere	0.286	0.037	0.234	7.783	0.000**		
tour flow arrangement	0.389	0.038	0.372	10.150	0.000**		

Dependent variable: Re-consumption intention, Independent variable: (constant), Reasonable price, Location/Convenient traffic, Comfortable environment atmosphere, Tour flow arrangement

The R square of the simple regression model is 0.59 that shows the regression model has good explanatory for re-consumption. By the standardized coefficient of the regression model, it shows the coefficient of tour flow arrangement is 0.372. That means most consumers concerned the tour flow and internal arrangements for the mountain view compound restaurant. The second and third be concerned are reasonable price of products and comfortable environment atmosphere.

However, only three independent variables are significantly in this model, the variable of location/convenient traffic is excluded. It shows for the consumers of a compound mountain view restaurant, the restaurant location/convenient traffic factor do not have significant influence on consumer re-consumption intention.

V. CONCLUSIONS

The results of this study show that consumers who getting compound mountain view restaurant information from internet and media have significantly higher evaluation for reasonable price of products, comfortable environment atmosphere, and good tour flow arrangement of a compound mountain view restaurant. This finding is consistent with the marketing concepts of promotion, price, and product. The reasonable price, comfortable environment atmosphere, and good tour flow arrangement do have positively influence on the re-consumption intension of consumers.

While the location/convenience traffic item does not have significant influence for customers evaluating for a compound mountain view restaurant. This result is interesting and worth furtherly exploring. The reason may be most customers of a compound mountain view restaurant are concerned more about the price and product itself, the special view and environmental atmosphere of view restaurant, rather than the location or traffic factor of a compound mountain view restaurant.

The differences on customers' characteristics do have significantly influence for customers evaluating a compound mountain view restaurant. Gender, age level, marriage status, education level, different restaurant information sources from, and different consumption purpose of consumers' characteristics.

Managerial implications of this study are described as follows. The consumers, who collect view restaurant information from the internet and media, have significantly higher evaluation for the view restaurant. The clear information of products price, traffic, environment, tour flow, and landscape will improve consumers satisfaction. The reasonable price, comfortable environment atmosphere, and good tour flow arrangement do have positively influence on the re-consumption intension of consumers. It is worthwhile for the managers to consider and further design landscape products and services according to the characteristics of major customers to enhance the additional value of a view restaurant.

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