In Store vs Take Out: The Effects of The Satisfaction on Repurchase Intentions in Virtual and Real Channels for Restaurants

Wanling Cheng [1,a], Fanyun Pai[1,b], Chepeng Lin[1,c]

[1]National Changhua University of Education 50007, Taiwan, China

[a]a0903969715@gmail.com, [b]fypai@cc.ncue.edu.tw, [c]cplin@cc.ncue.edu.tw

Abstract. With the emergence of the sharing economy, more and more online catering platforms have emerged. Recently, the consumption environment of catering industry is significantly different from the past. Many consumers have used food delivery platforms to order their meals, especially when the outbreak of the Covid-19 in Taiwan in May 2021. At present, the Covid-19 pandemic in Taiwan seems to show a sign of easing, consumers are gradually shifting from online catering platforms to physical stores. So it can be seen that most consumers have used both online catering platforms and physical stores to order their meals. In the past, many studies have discussed the benefits of online food delivery platforms and consumer usage factors, but there are no surveys on consumers' satisfaction and repurchase willingness between physical and virtual channels. Therefore, this study focused on exploring customer's actual perceived performance and satisfaction on switching between physical and virtual channels, and the effect of satisfaction on different channel's repurchase intentions in the future. This study adopted a 2×2×2 experimental design, and a total of 300 valid questionnaires were collected. And use SPSS statistical software to analyze relevant variables. The analysis results show that: (1) Whether it is physical channel switch to virtual channel or virtual channel switch to physical channel, when consumers are satisfied with the first consumption and the actual experience on the second time is high performance, the satisfaction of the second time is the highest; the second is that consumers are dissatisfied with the first consumption, while the second actual experience is high performance; the third highest is that consumers are satisfied with the first consumption but the second actual experience is low performance; the lowest is The consumer's first consumption is dissatisfied and the second actual experience is low performance.(2) The second customer satisfaction has a significant positive impact on future repurchase intention. (3) Whether the physical channel switches to virtual channel or a virtual channel switches to physical channel, consumers will have significant differences in the repurchase intention of the two channels in the future, and the physical channel will be the channel with higher repurchase willingness of consumers in the future.

Keywords: physical and virtual catering channels; expectation disconfirmation theory, double deviation theory, customer satisfaction, repurchase intention.

1. Introduction

Since the rise of Airbnb and Uber, more and more companies have developed innovative ideas, and the platform sharing economy model has also appeared in various industries. All of them are by connecting suppliers and consumers, allowing both parties to conduct transactions, and helping both parties to conduct transactions without the constraints of time and space. In terms of catering, Foodpanda and Ubereats have also appeared, providing consumers to order meals on the online APP, helping consumers reduce the time required to purchase meals and providing a variety of restaurant choices. This platform can not only increase the catering exposure (Chen, 2015) [1], but also increase consumer's convenience.

Especially when the outbreak of the Covid-19 in Taiwan in 2021, the problem is more obvious. All restaurants can only rely on online catering delivery platforms or provide delivery services by themselves to maintain their turnover. Because all consumers cannot go out to dine out and can only use online catering delivery to order their meals. On the contrary, before the outbreak of the Covid-19 , most consumers dine out, and after the outbreak, they just can use delivery platforms to

consumpt. It can be seen that most consumers have experienced consumption between different channels and switching between physical and virtual channels. In the past, (Lin et al., 2006) have pointed out that different channels will affect different customer values, thereby affecting different customer satisfaction and repurchase intentions [2]. Afterwards, the willingness to repurchase channels in the future is very important to the catering industry, because it is related to which channel the catering industry should focus on. Therefore, the author wanted to do this research.

2. Literature reference

2.1 Deduction of hypothesis

2.1.1 Effects of expectation disconfirmation theory and double deviation theory on satisfaction

In addition, the double deviation theory proposes that if consumers experience two consecutive poorer actual perceive performance, then consumers will experience anger and will have worse satisfaction (Ellyawati, 2017), and if consumers have experienced two consecutive satisfactory experiences, they will have better satisfaction [3]. From the research of Wang et al. (2021), it can also be found that among high-expectation high-perceived performance and low-expectation high-perceived performance, the overall experience evaluation of high-expectation and high-perceived performance (positive disconfirmation) will be higher than low-expectation and high-perceived performance ; in the high-expectation low-perceived performance and low-expectation low-perceived performance, the overall experience evaluation of the high-expectation and low-perceived performance (negative disconfirmation) will be higher than the low-expectation and low-perceived performance [4]. Among low-expectation high-perceived performance and high-expectation low-perceived performance, the overall experience evaluation of low-expectation and high-perceived performance (positive disconfirmation) will be higher. In the low-expectation high-perceived performance and low-expectation low-perceived performance, the overall experience evaluation of low-expectation and high-perceived performance (positive disconfirmation) will be higher. It can be seen that travelers with the low expectations and low actual perceived performance have the lowest ratings of the overall experience, authenticity and memorability.

Therefore, we can infer from the above text that no matter what the situation is, satisfaction with high expectations and high perceived performance is the highest, followed by low expectations and high perceived performance, and the third is satisfaction with high expectations and low perceived performance, and satisfaction with low expectations and low perceived performance is the lowest. So, based on the above, the following hypotheses are proposed in this study:

H1a: The satisfaction of the second consumption channel is the highest when customers have high satisfaction by the first physical catering channel and perceive that the meals provided by the second virtual channel performed well.

H1b: The satisfaction of the second consumption channel is the second highest when customers have dissatisfaction with the first physical catering channel and perceive that the meals provided by the second virtual channel performed well.

H1c: The satisfaction of the second consumption channel is the third highest when customers have high satisfaction by the first physical catering channel and perceive that the meals provided by the second virtual channel performed poorly.

H1d: The satisfaction of the second consumption channel is the lowest when customers have dissatisfaction with the first physical catering channel and perceive that the meals provided by the second virtual channel performed poorly.

H2a: The satisfaction of the second consumption channel is the highest when customers have high satisfaction by the first virtual channel and perceive that the meals provided by the second physical catering channel performed well.

H2b: The satisfaction of the second consumption channel is the second highest when customers have dissatisfaction with the first virtual channel and perceive that the meals provided by the second physical catering channel performed well.

H2c: The satisfaction of the second consumption channel is the third highest when customers have high satisfaction by the first virtual channel and perceive that the meals provided by the second physical catering channel performed poorly.

H2d: The satisfaction of the second consumption channel is the lowest when customers have dissatisfaction with the first virtual channel and perceive that the meals provided by the second physical catering channel performed poorly.

2.1.2 Effects of customer satisfaction and repuschase intention

Churchill Jr. and Surprenant (1982) pointed out that when consumers occur expectation disconfirmation, it will affect customer satisfaction and repurchase intention [5]. Also, Anderson & Sullivan (1994), Taylor & Baker (1994) and Shen et al. (2016) pointed out that customer satisfaction has a significant positive impact on customer repurchase intention [6-8]. Based on the above, the following hypotheses are proposed in this study:

H3: Customer satisfaction in the second channel will positively affect the repurchase intention of different restaurant channels.

2.1.3 The difference in the willingness to repurchase in the future by switching consumption in different channels

Yang (2005) proposed that consumers' purchasing motivation has a significant impact on the choice of different channels [9]. And the choice of different channels will be affected by the channel characteristics (space, privacy, interaction and time), and will have an impact on customer value. In addition, Lin et al. (2006) pointed out that different physical and virtual channel types will have significant differences in customer value [2]. And customer value has a significant impact on customer satisfaction and customer loyalty. Gronholdt et al. (2000) classified the willingness to continue to buy and the willingness to recommend others as customer loyalty [10]. So we can infer that under the mediation of customer value, different physical and virtual channels will have significant differences in customer loyalty. Based on the above, the following hypotheses are proposed in this study:

H4: If consumers switch from physical channels to virtual channels for ordering and consumption, there will be significant differences in consumers' willingness to repurchase between the two channels in the future.

H5: If consumers switch from virtual channels to physical channels for ordering and consumption, there will be significant differences in consumers' willingness to repurchase between the two channels in the future.

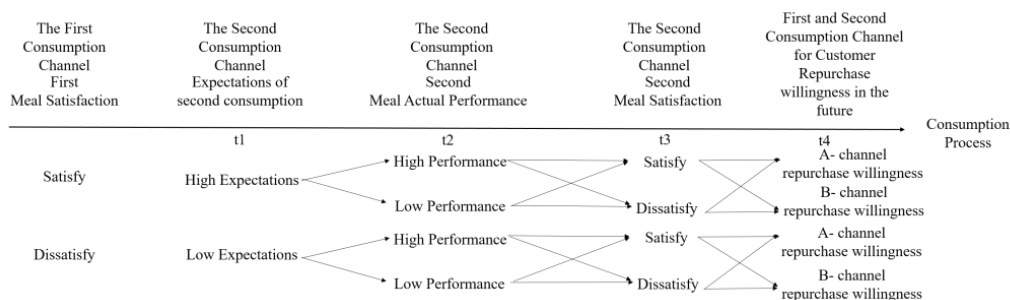## 3. Research methods

3.1 Research Framework

Fig. 1 Research Framework

3.2 Experimental design

In this study, there were eight experiments carried out in the catering industry to validate the research hypothesis. Among the experiments 1 to 4 used physical channel 2 (high satisfaction/dissatisfaction) × virtual channel 2 (high performance/low performance) to explore customer's satisfaction of first experience on physical channel and also the perceived performance for the impact of the different channels' repurchase intention on their second experience from virtual channel. Moreover, the experiments 5 to 8 used virtual channel 2 (high satisfaction/dissatisfaction) × physical channel 2 (high performance/low performance) to explore customer's satisfaction of first experience on virtual channel and also the perceived performance for the impact of the different channels' repurchase intention on their second experience from physical channel. All scenarios will implement a between-group design, and each subject will be randomly assigned to eight scenarios, using the Oishi rice as the experimental example.

The following is an explanation of the manipulated variables in Scenario 1 to Scenario 8 of this research, respectively, the customer's satisfaction with the first consumption and the actual meal performance of the customer's second consumption. The customer's satisfaction is divided into high satisfaction and dissatisfaction. In this study, high satisfaction is explained as the temperature, aroma, appearance, portion and taste of the meal are all perfect; on the contrary, low satisfaction is the temperature, aroma, and taste of the meal are not good.In addition, the actual food perceived performance of the second consumption of customers is divided into high performance and low performance. In this study, high performance is described as smelling a tangy aroma. After opening the meal, the meal is still warm, the packaging is perfect, and after a big meal, the taste of the meal is good and the portion is large; on the contrary, low performance means that the meal has no special aroma, the temperature is not warm enough, and the packaging is not perfect, the taste of the meal is not very good, and the portion is small.

3.3 Research Sample

This study taked Taiwanese subjects who have used the food delivery platform to order food in the past six months as the research object. In this study, the questionnaires were divided into eight different dining situations, and convenience sampling was used. A total of 350 subjects were distributed, including 21 invalid questionnaires with incorrect answers and missing answers. 300 effective questionnaires were collected with an effective recovery of 93.4%.

4. Research results

4.1 Sample Statistics

Among the 300 valid questionnaires in this study, there are 61 male samples, accounting for 20.3% of the overall sample; 239 female samples, accounting for 79.7% of the overall sample, and the majority of respondents are female. For the age part, the majority are over 40 years old (174 cases, 58%).

4.2 The influence of the first physical consumption satisfaction and the actual perceived performance of the second virtual channel on the second satisfaction

Through the results, it can be found that the satisfaction and dissatisfaction of the physical channel are transferred to the high performance and low performance of the virtual channel, and the p-values   are all less than 0.05. Therefore, it can be seen that the customer's satisfaction, dissatisfaction of physical channel consumption and high performance, low performance of virtual channel consumption have a significant impact on the second customer satisfaction. And it is found that when consumers are satisfied with the first physical channel and perceive high performance with the second virtual channel, the consumer satisfaction with the virtual channel is the highest (MHH=6.186). When consumers are dissatisfied with the first physical channel and perceive high

performance with the second virtual channel, the consumer satisfaction with the virtual channel is the second highest (MLH=5.900). When consumers are satisfied with the first physical channel and perceived low performance with the second virtual channel, the consumer satisfaction with the virtual channel is the third highest (MHL=3.594). Moreover, when consumers are dissatisfied with the first physical channel and perceive low performance with the second virtual channel, the consumer satisfaction with the virtual channel is the lowest (MLL=2.844). Supported H1a, H1b, H1c, H1d.

4.3 The influence of the first virtual consumption satisfaction and the actual perceive performance of the second physical access on the second satisfaction

Through the results, it can be found that the satisfaction and dissatisfaction of the virtual channel are transferred to the high performance and low performance of the physical channel, and the p-values   are all less than 0.10. Therefore, it can be seen that the customer's satisfaction, dissatisfaction of virtual   channel consumption and high performance, low performance of   physical channel consumption have a significant impact on the second customer satisfaction. And it is found that when consumers are satisfied with the first virtual channel and perceive high performance with the second physical channel, the consumer satisfaction with the physical channel is the highest (MHH=6.059). When consumers are dissatisfied with the first virtual channel and perceive high performance with the second physical channel, the consumer satisfaction with the physical channel is the second highest (MLH=6.029). When consumers are satisfied with the first virtual channel and perceived low performance with the second physical channel, the consumer satisfaction with the physical channel is the third highest (MHL=3.595). Moreover, when consumers are dissatisfied with the first virtual channel and perceive low performance with the second physical channel, the consumer satisfaction with the physical channel is the lowest (MLL=2.838). Supported H2a, H2b, H2c, H2d.

4.4 The influence of the second satisfaction on the future repurchase intention

Based on the hypothesis of the theoretical literature on customer satisfaction and future repurchase intention, this study uses a regression analysis to analyze the relationship between the two. According to the results, customer satisfaction has a significant positive impact on future repurchase intention ($p<0.05$), which means that when consumers' second satisfaction is higher, the future repurchase intention is higher, which supported H3.

4.5 Differences in the willingness to repurchase the two channels in the future

When the physical channel switch to the virtual channel for ordering consumption, there is a significant difference ($p<0.05$) in consumers' willingness to repurchase the two channels in the future, which supported the H4 hypothesis. In addition, compared with the repurchase intention of the two channels in the future, the result is that the average number of physical channels for the first time is higher (avg pc_rp=5.03). When the virtual channel is changed to the physical channel for ordering consumption, consumers' repurchase intention for the two channels in the future is significantly different ($p<0.05$), which supported H5 hypothesis. In addition, compared with the repurchase intention of the two channels in the future, the result is that the average number of physical channels in the second channel is higher (avg pc_rp=4.48).

5. Conclusion

In the past, there were very few studies on the influence of consumers' first satisfaction on second consumption expectation, the effect of second expectation on actual perceived performance, and the effect on future repurchase intention. And there was no literature that combines expectation disconfirmation theory and double deviation theory to discuss consumer satisfaction and repurchase intention. Therefore, this study will use the expectation disconfirmation theory and the double

deviation theory to explore the differences of consumer satisfaction and entity perceived value of different channels on satisfaction and repurchase intentions.

Regarding the effects of the satisfaction between the first time of the satisfaction on ordering their meals and the impact of the second time on their perceived performance, it was found that whether the physical channel switched to the catering channel or not, both their high satisfaction in the first time and high performance in the second time were the highest. Dissatisfaction in the first time and high performance in the second time was the second highest. High satisfaction in the first time but low performance in the second time was the third highest. The lowest one is both dissatisfied the first time and low performer the second time. That is, H1a to H2d was established. Also, the second satisfaction can have a significant impact on customer repurchase intention. That is, H3 was established. In the future, the effect of adding meals from different channels on the repurchase intention can be found that whether the physical channel is converted to a virtual channel or a virtual channel is converted to a physical channel, the different channels for the consumers' repurchase willingness is significantly different. That is, H4 and H5 were established.

According to the survey results of H4 and H5, this research can know that whether it is physical channel switching to virtual channel consumption or virtual channel switching to physical channel consumption, consumers will be more willing to repurchase physical channels than virtual channels in the future. A very important result for restaurant operators. This result shows that when catering operators open both physical and virtual channels to consumers, most consumers will still choose the physical channel as the consumption channel for their willingness to repurchase in the future. Therefore, catering operators need to pay more attention to and care about physical channels than virtual channels, and they need to invest in more complete and customer-satisfied services.

The research object of this study is only to discuss Japanese cuisine (Oishi rice) in the catering industry. In order to ensure that the experiment can achieve the best results, the future research should be conducted on other cuisine restaurants. I think the results may be different.

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