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**THE ROLE OF CONSUMPTION  
EMOTION IN  
THE HOTEL AND RESORT SPA  
EXPERIENCE**

**CORRINE KE-YING WU**

**M.Phil**

**The Hong Kong Polytechnic University**

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The Hong Kong Polytechnic University  
School of Hotel and Tourism Management

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EMOTION IN  
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EXPERIENCE**

**CORRINE KE-YING WU**

**A thesis submitted in partial fulfilment of the requirements for  
the  
Degree of  
Master of Philosophy  
Aug 2010**

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Wu Keying

## **Abstract**

Consumer experience studies have triggered considerable attention from both the academia and the industry. Understanding emotion is important in the consumption experience not only because Westbrook and Oliver (1991) stated that consumers experience a variety of emotional response, but it is also a signal indicating whether consumers have achieved their goals. Spa refers to a business offering spa treatment based on authentic water-based therapies which are practiced by qualified personnel in a professional and relaxing environment (Intelligent Spas, 2005). In recent years, business and leisure tourists increasingly intend to have a spa experience as one of the components of their leisure activities when they are travelling (Mak, Wong & Chang, 2009). People go to spas because they feel “stressed” and want to have a small “indulgence”; they want to “feel better”, to “rest and relax” and to enjoy being “ pampered” (Monteson & Singer, 2004). The results of Mak et al.’s (2009) study showed that “relaxation and relief”, “escape” and “self-reward and indulgence” are important motivations for Hong Kong residents to visit spas while they travel abroad. The emotional desire of spa goers demonstrates the importance of consumers’ affect in the consumption of spa service. The present study focused on the role of consumption emotion in the tourists’ spa experience.

The Asia Pacific region is now leading the development of spa tourism. China ranks the third in terms of the number of spas followed by Thailand and Australia (Intelligent Spas, 2008). Demand for spa and wellness therapies, along with sports and fitness issues have gained greater awareness with China’s hosting of

the 2008 Olympics. The fierce competition in China's spa industry requires much research for helping managers and operators to understand their customers.

Holbrook (1999) suggested that customers' evaluation of service quality arouse their emotions. These emotions then shape their perceived value which is the outcome of their spa experience. Consumer's perceived value was found to have positive effect on positive behavioural intentions. However, previous studies only focus on service quality, satisfaction and positive behavioural intentions in the western markets (González, Comesaña, & Brea, 2007; Snoj & Mumel, 2002). It is noticed that these studies ignored the fact that customers have emotions. Their human nature influences them during the process of consumption and behavioural intentions.

Consumption emotion is regarded as an emotional reaction that one has in response to a product or service (Richins, 1997). Positive emotion and negative emotion are two dimensions that are present in an individual's experience of emotions (Diener, 1999). Based on Sørensen's (2008) criteria, Richins's (1997) consumption emotion scale is considered superior to other measuring scale of emotions. One of the antecedents of consumption emotion is cognition (Howard, 1983). Evaluation of service quality has so far largely been viewed as a cognitive process (Brady & Cronin, 2001). It is a global consumer's judgement of the superiority of the product or service and the five dimensions are tangible, reliability, responsiveness, assurance and empathy (Parasuraman, Zeithaml &

Berry, 1988 ). This study considers that the five dimensions are the most appropriate dimensions to measure service quality, the same as that in the studies of González et.al. (2007) and Snoj and Mueller (2002). However the measuring items are different from previous studies in order to cater the specific context. Previous studies proved that service quality can trigger both positive and negative emotions (Lemmink & Mattsson, 2002; Ng, 2008). The consequence of emotion is consumers' perceived value (Lin et al., 2006). It is an interactive relativistic preference experience (Holbrook, 1986). The current study developed the measuring scale for perceived value based on Babin, Darden and Griffin (1994)'s study of perceived value in shopping experience. Besides, positive impact of service quality on perceived value is also supported by numerous studies (e.g. Baker et al., 2002; Cronin et al., 2000). Perceived value is the direct determinant of behavioural intention which is the most powerful predictor of consumers' actual behaviour (Petrick, 2002). Zeithaml, Berry and Parasuraman's scale (1996) was partly employed in the present research. By reviewing the literature, the research model of cognition (service quality), consumption emotion, perceived value and behavioural intention was identified. Ten hypotheses were proposed. H1 and H2: service quality positively influences positive emotion while negatively affects negative emotion; H3 through H6: positive emotion positively affects both dimensions of perceived value whereas negative emotion negatively impacts both dimensions of perceived value; H7 and H8: service quality positively influences hedonic value and utilitarian value; and H9 and H10 : both dimensions of perceived value positively influence behavioural intentions.

This study aimed to propose and test a model of consumption experience and behavioural intention for customers of hotel and resort spas. More specifically, it tested the interrelationships and strengths among the constructs of service quality, consumption emotions, perceived value and behavioural intention. Besides, the measurement instruments for each construct which cater to the hotel and resort spas located in China were developed. In addition to filling the theoretical gap and serving as the platform of future study, results of the study can help hotel and resort spa managers to understand the criteria their customers used to evaluate service quality; how these service attributes trigger customers' positive or negative emotions; how the emotions influence their perceived value of the spa experience and how value predict positive behavioural intentions.

The measurement items for each construct were developed through the following process. Firstly, existing items generated from the literature review were listed and summarized. Secondly, duplicated items measuring the same construct were screened and deleted. Thirdly, the remaining items were rewritten to cater to the hotel and resort spa setting. New items were added based on the suggestions from the interviews with spa customer and managers. Items not applicable in the spa context were also removed. Finally, an expert panel consisted of spa consumers, relevant subject educators, spa managers and directors were invited to evaluate the relevance and appropriateness of the measurement items. The final questionnaire consisted of 20 items measuring

service quality, nine items for consumption emotion, six for perceived value and four items for behavioural intention.

The target population for the study was non-local spa customers of five-star hotel/resort spas located in China in Macao, Shenzhen, Zhuhai and Sanya. The actual data collection was performed by the researcher and the staff working in the collaborated hotels and resorts spas. The pilot study with 113 valid questionnaires was used to examine the dimensions of service quality, consumption emotion and perceived value by conducting exploratory factor analysis. The measurement scale was assessed with high reliability. The main survey was conducted in the same locations as the pilot test. Finally, 487 efficient surveys were obtained. Confirmatory factor analyses (CFA) were conducted to test the measurement models of constructs in the study. Acceptable goodness of fit indices were obtained. The construct reliability and validity (convergent validity & discriminate validity) were tested and with good results. The overall structural model fit was then examined with reasonably good fit indices which indicated an acceptable model fit. Eight hypotheses were supported by the data and except that negative emotion has insignificant relationships with hedonic and utilitarian value. Finally, the mediation role of positive emotion between service quality and both dimensions of perceived value were proved.

The study made both theoretical and practical contributions. From theoretical aspect, it confirmed the measurement model of the constructs proposed and was

empirically tested with high reliability and validity in the spa context. The vital function of consumption emotion especially the positive emotion dimension was found in this study. The mediating role of positive emotion in connecting service quality and creating consumers' perceived value was supported in spa context and provides strong evidence to Holbrook's (1986) arguments. The revised model cognition-emotion-value-behavioural intention proposed by the present study and was supported with acceptable model fit in the empirical study through a large-scale quantitative survey. The updated model can be regarded as the best alternative model to the previous consciousness-emotion-value model proposed by Holbrook (1986). From practical side, results of this study can help spa managers and directors to understand the essential role of emotion, and what they can do to enhance service quality and to create pleasurable and valuable spa journeys for the customers.

Due to the limited time and budget, this study was only focused on five-star hotel and resort spas located in the southern China which could possibly lead to limitations. Since tourists may be from different countries and of different nationalities and they may have different spa experiences, future studies may test customers who have different demographic and behavioural characteristics on their perception of service, experienced emotion, perceived value and behavioural intentions in spa experience.

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# CHAPTER 1 INTRODUCTION

## 1.1 Introduction and Background

The traditional thought that consumption is an activity only for pursuing the function of products/services has been questioned. People want to consume products/services which provide them memorable experiences. In order to better understand the idea of experience, Pine and Gilmore (1999) compared it to the characteristics of commodity, product and service. They stated that commodities are fungible; goods are tangible; services are intangible; and experiences are memorable. Toffler (1970) predicted a paradigm shift which would deeply affect goods and services, leading to the next forward movement of the economy. He called this new sector the experience industry. Pine and Gilmore (1999) echoed Toffler in that people had moved from service economy to experience economy. Experience economy has developed with the convergence of three forces: (1) a new technology to fuel innovative experiences; (2) a more sophisticated, affluent and demanding consumer base; and (3) escalating competitive intensity (Knutson & Jeffrey, 2003). Within the experience economy, companies are encouraged to engage customers through experience rather than just to service them. This practice could help generate profit and enhance the competitiveness of enterprises.

Although experience is such a distinct economy offering, it is still not totally understood by the academia and the industry. Grundey (2008) compared the characteristics of traditional marketing and experiential marketing. Results defined that traditional marketing was orientated to functional characteristics and

superiority; seeing the consumer as a rational thinker accepting decisions; and using analytical, quantitative and verbal methods of research. On the contrary, experiential marketing presented the following characteristics: by using various research methods and focusing on the consumer experience, it sees the consumer as both a rational and emotional thinker. It would appear that traditional marketing is insufficient in understanding the consumer because it evaluates just one side of consumer behaviour. Grundey (2008, p.133) states “rational conduct appears to be the biggest benefit of consumer purchase. Meanwhile, experiential marketing estimates both sides of the consumer as rational and emotional. This standpoint to the consumer is more personal and individual”.

No matter whether it is the industrial economy, service economy or the most recent experience economy, the nature of business has not changed. The survival and success of a company depends on its profit. However, service quality and profit are neither straightforward nor simple (Greising, 1994). Zeithaml, Berry and Parasuraman (1996) believed there are complex relationships between these two variables, and consumers' behaviour is the determinant of this relationship. The reason why every firm needs to understand consumer behaviour is to use appropriate strategies in attracting new consumers as well as retaining existing ones. In recent years, researchers found that retention of customers is of great importance to businesses. The longevity of the customer relationship favorably influences profitability. The initial costs of attracting and establishing customers who remain loyal have been absorbed, and can be served more efficiently (Reichheld & Sasser, 1990). Rose (1990) identified that profit on credit card purchases by a customer of ten years is on average three times greater than that

of a customer of five years. Retention is actually the art and practice of creating and maintaining favourable customer behaviour including long term loyalty, positive word-of-mouth recommendations and paying more for their quality service. However, there are various factors influencing the formation of positive behaviour. The most discussed factors include service quality (e.g. Zeithaml, et al., 1996), emotion (e.g. Cohen & Areni, 1991) and satisfaction (e.g. Han, 2007). However, what elements actually influence consumers' decision making in the consumption experience, and the causal association between these elements is still a debatable and burning issue. The development of consumer decision making theory may be helpful to enlighten us.

The recognition of the relationship between emotion and behaviour of consumers has undergone several stages of development. Holbrook (1984) summarized it as follows: The first stage is "man as machine", which views human nature as a machine, suggesting that their daily behaviour always stays the same; the second stage is "man as computer" which regards consumption as a series of rational decisions. During this process, consumers deal with information to make brand choice and purchase decisions (Holbrook & O'Shaughnessy, 1984). The third stage is "man as human" which includes two types of paradigms. The C-A-B paradigm (cognition-affect-behaviour) proposed that cognitive evaluation of experience determined affective responses and in turn produced behavioural effects. Nevertheless, Holbrook (1984) argued that the C-A-B paradigm could not adequately explain consumers' behaviour within the consumption experience. As the consumption experience constitutes an important component of well-being, the inclusion of this within consumer research is of critical importance.

Well-being is broadly conceived to mean the level of life quality which is the extent to which pleasure and satisfaction characterize human existence (Andrews & Withey, 1976; Scitovsky, 1976). This concern could lead to hedonic aspects of consumption in which consumers pursue their intrinsic pleasure instead of functional utilities. The hedonic aspect represents consumers' responses to fantasies, feelings and fun, therefore a new system called C-E-V paradigm represents consciousness, emotion and value as proposed. Holbrook and Hirschman (1982) believed that the difference between C-E-V paradigm and the conventional C-A-B paradigm involved a broad meaning of the model and a shift in purpose from the explanation of brand choice to the representation of consumption experience. According to the latter purpose, the role of emotion is enlarged. The enlarged role encompasses the emotional aspects of cognition (as fantasies or other states of consciousness), the full subjective experience of affect (as emotional feelings) and the behavioural expression of emotion (as in attaining various types of value such as fun). To conclude, C-E-V paradigm can comprise much wider range of relevant phenomena in consumption experience.

## **1.2 Problem Statement and Research Objectives**

### **1.2.1 Problem statement**

The relationship between emotion and behaviour of human consumers has been studied in most tourism sectors, e.g., restaurants, airlines, tour groups, resort hotels, theme parks and museums (Bigné & Andreu, 2003; Chang 2008; Dubé & Menon, 2000; Maute & Dubé, 1999) by using the C-A-B paradigm. Only a few of the studies adopted the C-E-V paradigm. Several scholars studied a small area of the scheme, such as the relationship between emotion and perceived value (e.g.

Babin & Attaway, 2000; Kwortnik & Ross, 2007; Madrigal, 2003), quality, value and behavioural intention (Petrick, 2004). Many researchers also proposed that behavioural intention may directly predict the actual purchase behaviour which is relevant to business practice, thus the C-E-V paradigm might not be complete. Moreover, empirical evidence of the C-E-V paradigm is not adequate (Madrigal, 2003). For example, Fiore and Kim (2007) argued that the C-E-V paradigm could be the appropriate model within the shopping experience, but their study did not provide any empirical support.

Little is known in the decision making process of customers within the spa sector. This is one of the fastest growing sectors within the tourism industry (McNeil & Ragins, 2005). Following an investigation by Intelligent Spas (2008), it shows that although spas originated in Europe, the Asia Pacific region is now leading the development of spa tourism. Thailand currently has the largest number of spa operations, followed by Australia and China. Not only leisure travelers, but also business travelers are increasingly interested in engaging in a spa experience during their busy travel schedule. Spa service is viewed as a supplement to traditional or standard leisure activities by both travellers and local residents (Mak, Wong & Chang, 2009). Fierce competition in the spa industry stimulates the need for spa operators to comprehensively study consumer behaviour and cultivate loyal customers. Previous studies have tended to focus on identifying consumer motivation (Mak et al., 2009), the service quality of spa (Alén, Fraiz & Rufin, 2006); satisfaction (González, Comesaña, & Brea, 2007; Naylor & Kleiser, 2002) and behaviour intention (González et al., 2007).

Consumption emotion and perceived value have been discussed in other contexts, but the type of consumption emotion experienced by spa users and their perceived value of the spa, have not been studied before. Also, the majority of spa studies have mainly been conducted in the western context.

### **1.2.2 Research objectives**

This study aims to propose and test a model of cognition-emotion-value-behavioural intention in consumption experience at hotel and resort spas.

In particular, it attempts to achieve the following objectives:

- To identify and confirm the measurement model of the constructs (service quality, consumption emotion, perceived value and behavioural intentions);
- To test the inter-relationships between the constructs of service quality, consumption emotion, perceived value and behavioural intention;
- To test the role of emotion in the spa consumption experience model;
- To examine service quality of the five-star hotel and resort spas investigated;
- To explore which consumption emotion dimension has greater influence on consumers' perceived value; and
- To determine which perceived value has a greater influence on positive behavioural intentions.

## **1.3 Significance of the Study**

### **1.3.1 Theoretical contribution**

Firstly, the study proposes a research model to describe how service quality through consumption emotion and perceived value influences positive

behavioural intentions. This model is believed to reflect the nature of consumer experience. Creating positive emotions to arouse the consumers' perceived value is viewed as a key reason for the existence of a firm and certainly for its success (Slater, 1997). In this study, the key role of emotion in connecting service quality and consumers' perceived value was intensively discussed; empirical evidence was provided to support Holbrook (1984)'s C-E-V model.

Secondly, the present study also attempted to enhance the applicability of the C-E-V paradigm by revising the original paradigm. Within the C-E-V paradigm, C represents "consciousness", this not only covers a wide range of beliefs about product attributes (cognition) but also a variety of fantasies, subconscious thoughts and unconscious mental processes. However, the subconscious thoughts of consumers are immeasurable and uncontrollable by service suppliers. In this research, C only represents "cognition". This is measurable and can provide more practical implications. Additionally, in order to predict the future purchase behaviour of consumers, the researcher added behavioural intention. This tested the inter-relationship between the constructs proposed by providing adequate evidence as to how the consumers' cognitive evaluation through emotions and assessment of the value or outcomes of the experience influenced their behavioural intentions. Thus, a modified and extended C-E-V paradigm (cognition-emotions-value-behavioural intention) model was supported and also filled the research gap.

Thirdly, this study identified the dimensions of service quality, consumption emotion and perceived value in the context of spa. Excluding service quality,

consumption emotion and perceived value have not been studied comprehensively within the spa context. Existing measurements of the four constructs for this current study with hotel and resort spa customers in China may be different to studies previously conducted in the western context. The extended and modified measurement scale could serve as the platform for future research.

### **1.3.2 Managerial implication**

The importance of this study is explained by the increasing interest that marketing displays in the experience economy. This growing interest is driven by the fast emerging business of the spa service (McNeil & Ragins, 2005). Nonetheless, limited attention has been paid to understanding the consumption emotion, perceived value and behavioural intentions of spa customers.

Once the relationship between service quality, consumption emotion, perceived value and behavioural intention are understood, spa operators can make use of the knowledge to design appropriate services to attract tourists; marketers can design the experience to stimulate consumption emotion and create perceived value. A good design of consumption experience enhances competitiveness of spa suppliers, therefore generating more profit.

## **1.4 Definition of Key Terms**

**Spa** refers to a business offering spa treatment based on authentic water-based therapies practiced by qualified personnel in a professional and relaxing environment (Intelligent Spas, 2005).

**Experience** denotes all personal occurrences, often with important emotional significance, founded on interaction with stimuli which are the products or services consumed (Holbrook & Hirschman, 1982).

**Service quality** is the consumer's judgement of superiority of service. It integrates consumer expectations and perceptions of the providing service (Parasuraman, Zeithaml & Berry 1988).

**Consumption emotion** refers to an emotional reaction that one has in response to a product or service (Richins, 1997).

**Perceived value** is the key outcome variable in a general model of consumption experience. It is essentially considered an interactive relativistic preference experience (Holbrook, 1999). Both an event's usefulness and an appreciation of activities comprising it can indicate value (Babin, Darden & Griffin, 1994).

**Behavioural intention** is the indication of an individual's readiness to perform a given behaviour. It is assumed to be an immediate antecedent of behaviour (Ajzen, 2002).

## **1.5 Structure of the Study**

This study is divided into six chapters. Chapter 1 highlights the gaps in existing consumer behaviour within spa literature. This justifies the focus of the study and states the objectives of the research. Chapter 2 reviews extant literature in order to provide a theoretical background of the study. Chapter 3 describes the

proposed theoretical framework and relevant hypotheses. Chapter 4 is devoted to delineate research approaches and methods. Chapter 5 presents the empirical findings according to the research objectives. In this chapter, research findings are compared and contrasted to relevant theoretical concepts. Chapter 6 addresses the conclusions of the study, along with recommendations to both academia and practitioners. It also indicates the limitations and the direction for future research.

## **CHAPTER 2 LITERATURE REVIEW**

### **2.1 Introduction**

This chapter provides a comprehensive review of published research related to the proposed model and the relevant constructs of the study. The first section reviews the definition of spas and provides an overview of the spa concept and the experience. Secondly, the models of relationship of emotion and consumers' behaviour at different stages and the identification of the appropriate model for studying consumer behaviour in the consumption experience are presented. Thirdly, knowledge regarding each construct within the cognition-emotion-value-behavioural intention framework including service quality, consumption emotion, perceived value and behavioural intention are explained. Dimensions of each variable and corresponding measurement are also identified. The final section reviews studies which highlight the relationships between different constructs within the proposed model.

### **2.2 Spa**

#### **2.2.1 Origin and development of spa**

The word "spa" originated in Belgium. It is the name of a small town situated in Liège, a famous river port in the Walloon region encompassing many hot spring resources. The ancient Romans discovered that springs relieved the aches and pains of soldiers after long marches and battles (Leavy & Bergel, 2003), and can treat skin problems (Miller, 1996). Spa has such a long history of development that it can be traced back to 5000 BC (See Table 2.1). The concept of "spa" continues to develop today based on multiple culture and progress of technology.

**Table 2.1 Important Events of Spa Development**

<b>Time</b>	<b>Important Events of Spa Development</b>
5000 BC–200 BC	Indian (Ayurvedic) medicine provides foundation for therapies in spas today. People in many ancient countries such as Egypt, Babylon, China and Greece began to use traditional medicine in water therapy and herbal remedies.
600–300 BC	Stream and mud baths appeared in Persia.
100 BC	Massage first arrived in Thailand from India.
76 AD	Romans built a principle spa in Bath (Aqua Sulis) in Britain.
1806 AD	Modern massage techniques were developed by Swedish physiologists.
1826 AD	The first US “pleasure” resort spa was built in New York.
1829 AD	The first modern hydrotherapy spa with a package of treatments (fresh air, cold water, diet and exercise) was established in Germany.
1993 AD	The first destination spas in Asia opened: The Oriental, Bangkok, The Banyan Tree, Phuket, Chiva-Som, and Hua Hin, Thailand.

From “*The Spa book: The official guide to spa therapy*” by J. Crebbin-Bailey, J. Harcup and J. Harrington, 2005, Surrey: Habia Thomson, p. 15.

There are two types of Europe spas: (1) mineral spring spas including hot springs which were thought to have healing properties and cold water springs used for drinks; and (2) thalassotherapy spas based on hydrotherapy using sea water, seaweed, sea weed cosmetics and mineral baths sea salts. However, the rapid growth and evolution seen in Asian spa is partly because they have been able to adopt and adapt a rich diversity of modalities that draw from the regions equally rich array of healing traditions (Tabbachi, 2008).

The International Spa Association (ISPA) was officially launched in 1991 as one of the most important spa authorities in the world. By 2009, it had members from 83 countries and has advanced the spa industry by providing invaluable educational and networking opportunities, promoting the value of the spa experience and speaking as the authoritative voice to foster professional growth (ISPA, 2009).

### 2.2.2 Definition of spa

Lebe (2006) concluded that “spa” has a triple meaning:

“The first meaning is as an abbreviation for *sa num per aquam*—health through water. The second is a name for all resorts with thermal water, and the third is used worldwide to describe the spa opportunity in up-grade tourism establishments.” (p.140)

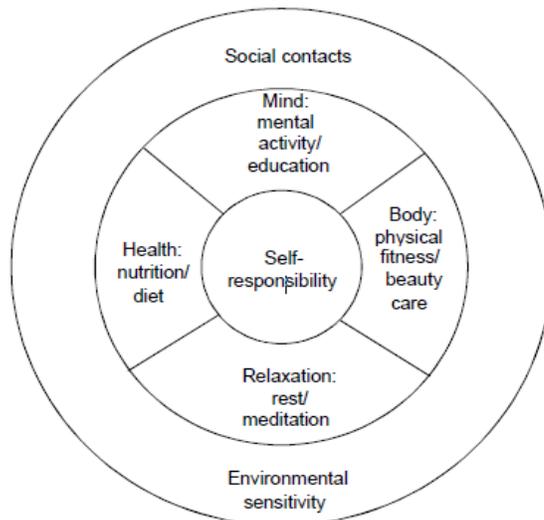
As the most recognized voice in the industry, ISPA (2004) defines spa as “venues devoted to enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit.”

Intelligent Spas (2005) provides spa definition as a business offering spa treatment based on authentic water-based therapies which are practiced by qualified personnel in a professional and relaxing environment.

Lebe’s definition is quite broad, but spa does not only include the use of water-based therapies but also other professional therapies such as mud, herbs and climate (Cockrell, 1996). ISPA’s (2004) definition is too broad and is inappropriate by including businesses such as beauty salons, hotel massage services, clinics and other types of businesses, which in essence may not be considered as spa operations. Intelligent Spas’ definition incorporates water element-based specification and other things such as soil or oil. This is based on the original definition of spa, interpreted as “healing through water”, as well as a relaxation element to address the contemporary spa consumer’s definition as “a

place to relax”. As this definition reflects current industry practice, it has been adopted for this study.

Spa is one of the leisure activities enjoyed away from the daily routine in one’s own time. The nature of this activity is to pursue “wellness”, which means a multidimensional state of being describing the existence of life and sense of well-being (Corbin & Pangrazi, 2001) or a state of health which covers the fundamental elements: harmony of body, mind and spirit with self responsibility, physical fitness/beauty, health nutrition/diet, relaxation (need for dressing) /meditation, mental activity/ education and environmental sensitivity/social contacts (Mueller & Kaufmann, 2001). Wellness results in a continuous awakening and evolution of consciousness and is a state within which people look, feel, perform and stay well, thus experiencing the greatest fulfilment and enjoyment (Cohen, 2008). Figure 2.1 captures the different elements of wellness.



**Figure 2.1 Expanded Wellness Model**

From “Wellness tourism: Market analysis of a special health tourism segment and implications for the hotel industry”, by H. Mueller and E. L. Kaufmann 2001, *Journal of Vacation Marketing*, Vol. 7 (1), p.7.

### 2.2.3 Spa categories

Table 2.2 shows the description of different types of spa establishments identified by ISPA (2004). The classification is well recognized by the industry and many researchers (e.g. Dusseau & Brennan, 2008).

**Table 2.2 Spa Categories**

<b>Type D</b>	<b>description</b>
Day Spa	A spa offering a variety of professionally administered spa services to clients on a day-use basis. -Day spa represents about 75% of the industry -They are the smallest spa in terms of square feet (typically only 3500 square feet on average) -They are among the lower revenue generating types of spa
Resort/hotel Spa	A spa owned by and located within a resort or hotel providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices. -Resort Spas are typically larger (on average 21,100 square feet) and offer more services -They also have the highest priced spa treatments, compared to other spa categories
Destination Spa	A destination spa is a facility with the primary purpose of guiding individual spa-goers to develop healthy habits. Historically, with a seven-day stay, a lifestyle transformation can be accomplished by providing a comprehensive program that includes spa services, physical fitness activities, wellness education, healthy cuisine and special interest programming.
Medical Spa	A facility that operates under the full-time, on-site supervision of a licensed health care professional whose primary purpose is to provide comprehensive medical and wellness care in an environment that integrates spa services, as well as traditional, complimentary and/or alternative therapies and treatments.
Mineral springs Spa	A spa offering an on-site source of natural mineral, thermal or seawater used in hydrotherapy treatments.
Club Spa	A facility whose primary purpose is fitness and which offers a variety of professionally administered spa services on a day-use basis.
Cruise ship Spa	A spa aboard a cruise ship providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices.

Between all seven sectors, the resort/hotel spa has the closest relationship with the tourism industry and it is the most profitable sector (Dusseau & Brennan, 2008). Thus, this sector was selected for the present study. Resort/hotel spa customers are mainly viewed as leisure tourists whose main purpose is to engage in the spa service. However, other people may access the spa such as business travellers, other leisure travellers staying elsewhere, and local residents who hold a monthly or annual spa membership. There may be a significant gap between

spa tourists and local customers in terms of purchase motivation which could lead to different experiences. More specifically, members of the spa or local residents may return to the spa regularly, mainly because they have pre-paid for monthly, quarterly, or annual membership, not necessarily because of a previous memorable experience. Thus their behavioural intention could possibly be influenced by things other than consumption emotion and perceived value of the spa services. Therefore, this study will only investigate the tourists (hotel/ resort guests and walk-in non-local guests) evaluation of their spa experience and behavioural intentions.

#### 2.2.4 Understanding “experience”

A number of scholars have suggested that spa is an experience to customers. Wuttke and Cohen (2008, p. 209) argue that spas primarily sell “experience” or “guest journeys”, and that is why “consumer experience” is a phrase which has been widely used in a number of spa studies (e.g. Ely, 2008; McNeil & Ragins, 2005; Monteson & Singer, 2004; Remedios, 2008). Experience is one of the subjective and psychological activities which human beings engaged in. The notion of experience has been applied in various scientific fields. Carù and Cova (2003) summarized the different definitions of experience in science, philosophy, sociology, psychology; anthropology and ethnology respectively (see Table 2.3).

**Table 2.3 Definition of Experience in Various Fields**

<b>Areas Definitions</b>	<b>Definitions</b>
Science	A scientific experience provides universal knowledge valid for all.
Philosophy	An experience is a personal trial and consciousness of experiencing reality.
Sociology & Psychology	An experience is a subjective and cognitive activity which allows the individual to develop.
Anthropology & Ethnology	Experience is the way in which individuals live their own culture and, more precisely “how events are received by consciousness”

The word “experience” has been introduced to the field of consumption and marketing by Holbrook and Hirschman (1982). Since then, this term has become one of the key elements to help people understand consumer behaviour. Experience in management science has been considered as totally personal occurrences, often with important emotional significance, founded on the interaction with stimuli which are the products or services consumed. The reason for consumers to buy products and services appeared to be gradually developing beyond the pure need for products and services (Tauber, 1972). Holbrook and Hirschman (1982) believe consumers are feelers, thinkers and doers in the consumption of products and services and the consequence of consumption is enjoyment that will offer a feeling of pleasure. Good experience is not simply based on the rational model but is memorable (Pine & Gilmore, 1999). Such experiences produce emotions (cited as the heart of consumption experience) and can also transform individuals (Carù & Cova, 2003).

Many researchers began to study behaviour which did not view buying and consuming as cognitive decisions (buying or consuming for the function of products/services). Addis and Holbrook (2001) provided a useful framework to explain certain aspects of consumption, such as the role of emotions in behaviour, the significance of symbolism in consumption and the role of the consumer in brand choice.

Consumer experience is also viewed as a company's competitive advantage, the foundation of the economy and marketing in the experience economy (Pines & Gilmore, 1999). According to Pines and Gilmore (1999, p. 2), “when a person buys

an experience, he pays to spend time enjoying a series of memorable events that a company engage to him in a personal way”. This means that the success of a contemporary company lies in the creation of an extraordinary experience by providing services and products.

“Experience occurs whenever a company intentionally uses services as the stage and goods as props to engage the individual” (Pines & Gilmore, 1999, p.11). Edvardson, Enquist and Johnston (2005) considered service experience as a service process which creates customer’s cognitive, emotional and behavioural responses.

Spa suppliers sell a series of services. Wuttke and Cohen (2008) argue that the spa creates an immersion experience in which customers engage all their five senses. The feel of a skin product or apparel, the smell of essential oils, the taste of herbal teas and spa cuisine, the sound of running water or ambient music and the sight of beautiful space and decoration that include the use of natural materials and environments. These all contribute to creating an experience. Bjurstam and Cohen (2008) mentioned that consumer experiences are shown in every aspect of the spa service including the ambience, customer service, quality of the treatment and attention to detail before and after treatment.

## **2.3 The relationship between emotion and behaviour of consumers**

### **2.3.1 The relationship of emotion and behaviour of consumers**

Recognised the relationship between emotion and behaviour of consumers has evolved through several stages (Holbrook, 1984).

The early stage is named “man as machine”. The human being is viewed by scientists as a “manifestation of the principles governing their favorite machine” (Holbrook, 1984, p. 18). Humans are compared to a delicate working of precision clockwork. They act according to their daily routine or what other people ask them to do without thinking about the reasons for completing the tasks.

The view of “man as machine” has been yielded by a school of researchers who proposed man as a computer (Simon, 1967) which regards consumption as a series of rational decisions in which the consumer processes information and makes choices which may lead to the actual purchase. The information-processing theory views consumers as decision makers, who search for, attend to, perceive and evaluate data to make choices. The consumers’ information process can be understood as a working computer analysing data. Emotion in this model is only an intervening variable which may explain the additional variance in buyers’ choice (Holbrook & O’Shaughnessy, 1984). The meaning of emotion in this context only narrowly includes a favorable predisposition, liking or approach tendency. Other emotions such as fear, anger, joy or sorrow, are being ignored.

Howard (1963) proposed a flow of effects on the process of information seeking (cognition), determined affective responses, and finally generated behavioural effects (choice making or purchase). Howard and Sheth (1969) extended this

process from the flow of effects on brand comprehension to attitude of intention/purchase. The process was simplified to identification, attitude and intention/purchase namely C-A-B paradigm (Howard, 1983). C represents “cognition”, which refers to the individual’s beliefs or perceptions. A means “affect”, which is a bipolar continuum running from positive to negative. Finally, B is “behaviour” which indicates purchase decision or brand choice. A great deal of consumer behaviour research has adopted and extended the basic C-A-B paradigm (Andereansen, 1965).

However, some researchers identified the problems of this paradigm and indicated the need for modification. Krugman (1965) argued that in the purchase of low-involvement products, a consumer may move directly from awareness to purchase without the cognitive and affective activities. Further comment comes from Ahtola (1985) who argued that affect should be divided into utilitarian and hedonic components. These arguments highlighted the problems and epicycles in the C-A-B paradigm.

Holbrook (1984) believed that consumption experience is a type of activity in which consumers seek fun, amusement, fantasy, arousal, sensory stimulation, and enjoyment. This places specific emphasis on the hedonic aspects of consumption or on consumers’ fantasies, feelings and fun. These aspects were not captured by earlier models (man as machine, man as computer and C-A-B paradigm) (Holbrook & Hirschman, 1982). Because earlier models were inadequate in expressing the expanded meaning intended by the broader view of consumption experience, Holbrook (1984) then modified the paradigm to capture

consciousness, emotion and value, namely the C-E-V paradigm. He claimed that the modified paradigm directed towards a better representation of the nature of consumer behaviour within the consumption experience. C represents “consciousnesses”. This covers not only a wide range of beliefs regarding product attributes (cognition) but also a variety of fantasies, subconscious thoughts and unconscious mental processes (Holbrook & Hirschman, 1982). E interprets as “emotion”, which encompasses a wide range of phenomena and entails four components (physiological response, cognition, behavioural expression and feelings). V is the consumers’ perceived “value”, which refers to their perception of the outcome of consumption experience.

The C-E-V paradigm differs from the C-A-B paradigm in its attempt to encompass the full range of phenomena within the consumption experience. This expanded model views emotion as the key linking pin that holds together the experience. As an example of the mediation process by which emotion shapes value, Hochschild (1983) clarifies the extent to which the emotional labor of flight attendants encourages a cheerful and secure flying experience in the face of anxieties. The flight attendant’s friendly smile and accommodating style delivers a feeling of contentment to consumers, such as being entertained in their own home; therefore, the consumer will generate a thought that “home is safe, home does not crash” (p.106).

The treatment of people as machines neglects humanity which is their most important characteristic (Hochschild, 1983). The model of consumer as computer does not comprehensively explain human nature, because processing information

and making decisions could not render people directly to be human. The phenomenon that distinguishes consumers from machines and computers is the presence of emotions in experience, which makes people human (Holbrook, 1984).

However, some of the important issues have also been recognised. Firstly, even consciousness has been found to have an effect on emotions. It appears impossible to measure the variety of fantasies, daydreams, imaginations and subconscious thoughts. Consciousness may vary depending on different people; it may not be controlled by products/service suppliers as well as customers. Thus, in an empirical study, the only measurable part is cognition. Consumer's perceived value is the outcome of the experience from a consumer's perspective. However, this should not be the end of exploring consumer behaviour knowledge from the perspective of service suppliers. Service suppliers are mostly concerned with how perceived value affects consumer's positive behavioural intentions. This relationship has not been presented in the C-E-V paradigm. To completely understand consumer behaviour within a consumption experience, it is relevant to include the relationship between perceived value and behavioural intentions, particularly those favourable intentions. Therefore the modified model of cognition-emotion-value-behavioural intention is adopted for this study. In the following sections, each component of the model and their relationships are presented.

## **2.4 Consumption Emotion**

### **2.4.1 Importance of emotions within the spa consumption experience**

Consumption emotion is clearly important to consumers, who purchase products, service and experiences to meet their demand (Cohen & Areni, 1991). Westbrook and Oliver (1991) indicated that consumers within the consumption process experience a variety of emotional responses, but it is also a signalling system to be the judgement tool of whether consumers have achieved their goals. "The experience of certain types of emotions, particularly positive ones such as joy and excitement, is in itself a goal for much consumption behaviour" (Richins, 2007, p.399).

The result of Nyer's (1997) study considered the best predictor of decision making as emotions, such as joy/satisfaction, anger and sadness. Similar conclusions, in that emotion/affect has significant power in predicting behavioural intention, has been supported by Morris, Woo, Geason and Kim (2002) in their studies of consumer responses to advertising and Yu and Dean's (2001) study of students' loyalty to higher education of university. Positive emotions generate brand loyalty and commitment (Richins, 1997). Westbrook's (1987) empirical study indicates that feelings experienced by consumers when using their products can influence their word-of-mouth recommendations.

Westbrook and Oliver (1991) suggested that emotional content should be covered in the alternative satisfaction measurement instrument. Jang and Namkung (2009) examined the underlying dimensions of these three aspects of consumption experience: perceived service quality, consumption emotion and behavioural intentions in four mid-to-upper scale restaurants in U.S. The finding shows that the dimensions of service quality influence feelings within the

customer experience and that customer affect is a great predictor of behavioural intentions. In light of these facts, consumer's emotions are important to both customers and enterprises.

Previous research shows the importance of consumption emotion within the spa setting. The top four reasons for people to visit spas were feeling "stressed", wanting to have a small "indulgence", feeling like "splurging" and wanting to "feel better". They also enjoyed the "rest and relaxation" and "pampering" aspects of the spa (Monteson & Singer, 2004). The results of Mak et al.'s (2009) study of Hong Kong spa goers' motivations, shows that "relaxation and relief", "escape" and "self-reward and indulgence" are also the top four reasons for visiting the spa. This is consistent with the findings of American and European spa goers (Douglas, 2001; Kaspar, 1990; Miller, 1996). The emotions experienced by spa customers include comfortable, energetic, enjoyment, good, harmony, light-hearted, joy, protective, relaxed, release, relief, respect, reverence and contentment. The emotional desire of spa goers demonstrates the importance of the consumers' affect within the consumption of spa service. These emotional conditions can be easily found in Storm and Storm's (1987) and Havlena, Holbrook and Lehmann's (1989) scales measuring emotion.

#### **2.4.2 Definition of consumption emotion**

Consumption emotion can be described by independent emotions such as anger, joy or fear etc. They can also be described in different emotional dimensions such as pleasant and unpleasant emotions and calm and excited emotions (Russell, 1980). Several researchers agreed that consumption emotion means a

series of emotional responses produced during service experience and product application. It is a procedure of emotions that change during the process of service experience and product application (Dubé & Menon, 2000; Izard, 1993; Westbrook & Oliver, 1991). This definition emphasises that consumption emotion is a changeable process. It also makes consumption emotion immeasurable because it is considered a changeable process. Ortony, Clore and Collins (1988) believed that emotion is a chemistry affective reaction to perceptions of situations. Based on this concept, Richins (1997) defined consumption emotion as an emotional reaction that one has in response to a product or service, described as dynamic. This definition considers emotion as a status that can be measured. Thus, the present study adopts Richins' definition in building the theoretic model.

### **2.4.3 Dimensions of consumption emotion**

Several researchers believe consumption emotion is composed of various basic emotions. Plutchik and Kellerman (1974) built the emotions profile index which describes 6 2 force d-choice emotional descriptor pairs. Izard (1977) believes people can express personal emotions by facial muscle and identified ten fundamental emotions (interest, enjoyment, surprise, distress, anger, disgust, contempt, fear, shame and guilt). Plutchik (1980) further identified eight primary emotions including fear, anger, joy, sadness, acceptance, disgust, expectancy and surprise.

Mehrabian and Russell (1974) believe that people's emotions are stimulated by the environment and divided consumption emotion into three dimensions:

pleasure, arousal and dominance. More specifically, they are pleasure-displeasure, arousal and dominance-submissiveness. Pleasure can be distinguished from preference, liking, positive reinforcement or approach-avoidance. The difference between pleasure and the latter responses is that pleasure is the emotional state from people themselves, not determined by the arousing quality of a stimulus. Arousal is conceptualized as a state of feeling which varies across a single dimension ranging from sleep to frantic excitement. An individual's feeling of dominance in a certain situation is based on the extent to which he/she feels unrestricted or free to act in a variety of ways. This feeling can be hampered by setting a limited form of behaviour and is enhanced by allowing the facilitation of a greater variety of behaviours. For instance, an individual who has great freedom can therefore have a feeling of dominance.

Many papers acknowledge that positive and negative affect are "ever present in the experience of emotions" (Diener, 1999, p.804). Laros and Steenkamp (2005) concluded that previous research found all emotion descriptors as either positive or negative emotions. Despite the different ways to measure emotions, their study results indicated that positive and negative emotions are frequently employed as general emotion dimensions. The hierarchy of consumer emotions is as follows: the most general, super-ordinate level consists of positive and negative emotion across two dimensions. The next level is considered as the basic emotion level comprising anger, fear, sadness, shame, contentment, happiness, love and pride. These are the major emotional categories. The lowest and subordinate level consists of individual groups of emotions that form each category (i.e. the category of anger contains angry, frustrated, irritated,

unfulfilled, envious and jealous). Other dimensional approaches such as upbeat feelings, negative feelings and warm feelings proposed by Edell and Burke (1987), or twelve types of affective responses mentioned by Batra and Holbrook (1990), were only used in measuring emotional responses to advertisements and are seldom applied in other contexts.

Spa users not only experience positive emotions such as joy, calm and romantic, but may also encounter negative emotions such as worry, shame and nervousness. For example, customers with less spa experience may have a feeling of concern when they are not being informed of the process of the spa experience. They may feel nervous when they are treated by a therapist of the opposite gender or when they have to remove their clothing or be naked for treatments (Lo & Qu, 2008).

#### **2.4.4 Measurement of consumption emotion**

Several scales have been developed to measure self-reports of emotions experience (e.g. Holbrook & Westbrook, 1989; Izard, 1972; Izard, Dougherty, Bloxom & Kotsch, 1974). Holbrook and Westbrook (1989) believe that basic emotions are dimensions of consumption emotion. They developed a scale of measure containing three adjectives for each emotion. This required respondents to provide feedback on what they felt in terms of the intensity of each of the adjectives. Two of the most popular scales for measuring basic emotions are the “Differential Emotion Scale” (DES) and DESII, developed by Izard (1977).

Both scales were developed for the assessment of an individual’s experience of fundamental emotions and combinations of emotions. The DES consists of thirty items, three for each of the ten fundamental emotions and is considered a “state”

measure of one's emotions. By using the single five-point intensity scale, respondents are requested to rate the extent to which each word describes the way they feel at the present time. Alternatively, the DESII adopts the brief that people's emotions could always be changing during the consuming period. This scale is composed of a five-point frequency scale requiring respondents to consider the frequency with which they experience each emotion during a specified time period (Izard, 1977).

However, many researchers have criticized Izard (1977)'s scale by stating that it is predominated by negative emotions (Laverie, Robert & Kleine, 1993; Mano & Oliver, 1993). In addition, Plutchik (1980) and Izard (1977) have studied the individuals' emotions from the angle of psychological evolution and the human facial expression. Many emotions such as joy and cheerfulness cannot be distinguished based on facial expressions. Ortony and Turner (1990) argued that people have no common understanding and classification on the basic emotion concept, in the fact that a great number of complex emotions are not derived from basic emotions.

The PAD (pleasure-arousal-dominance) scale was proposed by Mehrabian and Russell (1974). They argued that the environment could stimulate consumers' emotions. A stimulus is an external element to the human and consists of several elements of a physical atmosphere. The Mehrabian-Russell model implies that the effect of an atmosphere on consumer behaviour is mediated by the consumer's emotional state. It contains eighteen semantic differential items with six describing each of the emotions categories (pleasure, arousal and dominance).

The description of the PAD scale can be found in Table 2.4. Emotional responses in this model are divided into three dimensions: pleasure, arousal, and dominance. The Mehrabian-Russell model has been applied to the study of consumption emotion in service domains such as theme parks and museums (Bigné & Andreu, 2003) and restaurants (Jang & Namkung, 2009).

**Table 2.4 Description of PAD Scale**

Category Em	otional Response
Pleasure	happy-unhappy; pleasure-annoyed; satisfied-unsatisfied; contented-melancholic; hopeful-despairing; relaxed-bored
Arousal	stimulated-relaxed; excited-calm; frenzied-sluggish; jittery-dull; wide awake-sleepy; aroused- unaroused
Dominance con	trolling-controlled; dominant-submissive; influential-influenced; important-awed; autonomous-guided; in control-cared for

From “ *An approach to environment psychology*”, by A. Mehrabian and J. Russell, 1979, Cambridge: The MIT Press, p.26.

The PAD scale does not capture certain emotions that customers experience during consumption. However, it is best used when emotions are stimulated by environmental factors such as architectural spaces. Richins (1997) criticized that this scale could omit the emotions generated by interpersonal contact. Therefore, it may not be appropriate to use the PAD scale in the service domain where communication between staff and employees plays a greater role. In addition, specific emotions which may have a high possibility of existence in the spa setting, such as romantic, love and embarrassed, could not be inferred in the PAD scale. Particularly in the PAD bipolar scale, stimulated and excited are considered at the positive scale end, while relaxed and calm are at the negative end. This explanation may not be established in the spa setting as consumers come to seek peace, relaxation and calmness.

Some scales have been developed mainly for the study of emotional responses to advertising. The emotions evoked are indirectly experienced and are of lower intensity, making the range of emotions elicited by consumption more restricted (Aaker, Douglas & Vezina, 1988). Two schools of scholars developed short measurement tools. Batra and Holbrook (1990) describe 34 emotions in one scale which aims to detect 12 types of affective responses to advertising with reliability and validity. Edell and Burke (1987) summarized emotions as upbeat feelings, negative feelings and warm feelings. Their 52 items are effective in assessing the emotion states elicited by advertising. Neither scale is suitable in measuring specific emotion states experienced during consumption. These scales measure the emotions which are indirectly experienced by consumers, therefore they are not considered appropriate for this study.

Richins (1997) appraised DES, DESII and the PAD scale. He argued that these scales ignore some of the emotions that are particularly important in consumers' lives such as love and peacefulness. Furthermore, some words used in these emotion scales are not familiar to respondents and therefore difficult to measure (e.g. sheepish, revulsion and brooding). Thereafter, a series of six studies were used to overcome the limitations of the existing scale. As previously mentioned, Richins believed that the measurement scale should cover the range of emotions most frequently experienced in most consumption situations. Therefore it should be brief enough with the emotion descriptions that are familiar and readily understood by consumers of products and services.

The Consumption Emotion Set (CES) includes anger, discontent, worry, fear, sadness, shame, envy, loneliness, romantic love, love, peacefulness, contentment,

optimism, joy, excitement and surprise. These 16 types of emotions have been composed by 47 specific emotions. Four-point response scales are used in this study to avoid too much complication for the respondents, while five-point and six-point scales can also still be used if it is felt necessary. The CES can be found in Table 2.5. This scale has been applied to measure the pre-purchase emotions as well as consumption emotion. Researchers can choose the emotion items that match the study area and serve the study purpose without adopting the entire scale. Furthermore, the CES scale has been applied to many studies to ensure its reliability and validity (Ruth, Brunel & Otnes, 2004; Tombs & McColl-Kenedy, 2005). Tombs and McColl-Kenedy (2005) examined the consumers' affective and behavioural intentions to the social service-scape. The findings showed that Richins's (2007) scale outperformed PAD in terms of the variance explained by environmentally induced emotions and the influence of repurchase intentions.

**Table 2.5 Consumption Emotion Set**

<b>Positive Emotion</b>	<b>Negative Emotion</b>	<b>Neutral Emotion</b>
Romantic Love	Anger	Surprise
Sex, Romantic, Passionate	Frustrated, Angry, Irritated	Surprised, Amazed, Astonished
Love	Discontent	Other items
Loving, Sentimental, Warm hearted	Unfulfilled, Discontented	Guilty, Proud, Eager, Relieved
Peacefulness	Worry	
Calm, peaceful	Nervous, Worried, Tense	
Contentment	Fear	
Contented, Fulfilled	Scared, Afraid, panicky	
Optimism	Shame	
Optimistic, Encouraged, Hopeful	Embarrassed, Ashamed, Humiliated	
Joy	Envy	
Happy, Pleased, Joyful	Envious, Jealous	
Excitement	Loneliness	
Excited, Trilled, Enthusiastic	Lonely, Homesick	
S	adness	
	Depressed, Sad, Miserable	

From "Measuring emotions in the consumption experience", by M. L. Richins 1997, *Journal of Consumer Research*, 24 (2), p.144.

Mehrabian and Russell (1979) strongly viewed that a bipolar pleasure dimension

would be empirically superior to any other emotional scale because of the ease of application. However, many other measurement scales of consumption emotion use unipolar scale. Jang and Namkung (2009) argued that positive and negative emotions are the two dimensions of consumption emotion, and the separate measurement scales should be used to access the two dimensions respectively by using the unipolar scale. The bipolar scale has been challenged by Nowlis's (1965) study, as the results showed that the opposite ends of the same continuum (e.g. pleasantness and unpleasantness) were uncorrelated. Bagozzi, Gopinath & Nyer (1999) suggested using the unipolar scale as an alternative to the bipolar scale, as it could be hard to identify the absolute opposite for each of the emotional descriptions.

Sørensen (2008) suggested the principle for selecting the scale to measure consumption emotion. Firstly, it should be suitable for the context. Secondly, it should include relevant emotion words that are familiar to the participants. Moreover, some scales are confusing, for example the PAD scale uses opposite anchor points that are not really opposites e.g. bored and relaxed. Finally, it should be noted that the scale should not be too long therefore making it only suitable in a laboratory experiment rather than a survey (Richins, 1997). This study considered all suggestions and adopted a scale of items based on the CES scale. Firstly, in the spa setting, customers may feel relaxed, released, pleasure, encouraged and romantic love. They may also feel depressed, embarrassed and fear when encountering inappropriate services. Secondly, the confusing items currently existing e.g. sheepish, revulsion and brooding can be represented by other words, such as shame and disgust of which consumers are more familiar.

The unipolar scale was considered more superior than the bipolar scale; moreover, the scale items are designed to be as concise as possible.

## **2.5 Service Quality**

### **2.5.1 Definition of service quality**

There are diverse opinions as to the causes of emotions. Lazarus (1991) proposed that emotions occur as a result of cognitive appraisal of the person-environment situation. This appraisal of the person-environment situation depends on both internal (e.g. personality, beliefs, goals) and external (e.g. product performance, responses of other people) conditions. As internal factors cannot be controlled by service suppliers, the present study only discusses external factors by focusing on the perception of service performance. The meaning of service quality has so far largely been viewed as a cognitive process (Brady & Cronin, 2001; Oliver, 1997). This is because it is an evaluation of different service dimensions such as environment, staff appearance and attitude. During the service process, customers use their own criteria to judge every aspect of concern and compare it to their expectation. They then provide the rationale to make an overall assessment. Therefore, there is sufficient evidence to believe that service quality is cognitive appraisal rather than affective assessment. Refer to the cognition-emotion-value-behavioural intention model. C presents the evaluation of service. Service quality evaluation is generally accepted as personal and subjective. In addition, the emotions of customers may also influence their consumption experience. However, this type of emotion brought in by the customers cannot be controlled by service suppliers. Thus, the pre-consumption emotions are not used for the purpose of this study.

### **2.5.2 Dimension of service quality**

Parasuraman, Zeithaml, and Berry (1988) provide the definition of service quality as a global consumer judgement of the superiority of the product or service. It integrates consumer expectations of the service and the perceived service. Parasuraman et al. (1985) proposed ten dimensions that determine service quality: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding/knowing the customers. Additionally, it included tangibles from a modification of the ten dimensions previously proposed, to 22 items/five dimensions tested by the empirical study.

The five dimensions are as follows:

- Tangibles: Physical evidence of the service, e.g., tools, equipment and appearance of personnel;
- Reliability: Ability to perform the promised service dependably and accurately;
- Responsiveness: Willingness to help customers and provide prompt service;
- Assurance: Knowledge and courtesy of employees and their ability to inspire trust and give confidence;
- Empathy: Caring and individual attention provided by the firm to its customers.

Rust and Oliver (1994) proposed three dimensions to the service quality model. These included the service product, service delivery and service environment. Grove, Fisk and Dorsch (1998) proposed the service theatre model, which includes four elements: actor, audience, setting and performance. In this model,

service quality was described as a theatre performance between service provider and customer within the service setting. Both dimension approaches capture the nature of the design of most service encounters (Yang, 2008).

Many scholars within the hospitality and leisure industry also consider dividing the service dimensions based on the processes of service delivery which refers to the service encounter (Mattsson, 1992; Yung & Chan, 2001). Service encounter was defined as the dyadic interaction between a customer and service provider (Surprenant & Solomon, 1987). The hotel service encounters such as check in, coffee-break, lunch, room, conference room, business centre, entertainment and recreation and check out, have been used with service attributes to measure service quality.

Remedios (2008, p. 291) suggested five spa service encounters that take place in different locations within the establishment. These locations include the arrival area, reception counter, wet and dry area-flow room, treatment room and post-treatment area. Table 2.6 shows the description of each stage of the spa service encounter.

**Table 2.6 Stages of Spa Service Encounters**

Encounter Description	Description
Arrival area	The arrival process can be transformed into a journey which begins at the drop off point and continues as the guest perhaps meanders through tranquil gardens, for instance, before arriving at the reception area.
Reception counter	Provide welcome and sense of being taken care of, safety to the guests. The reception counter should be visible, functional, and visually attractive; a small seating area provided for waiting guests; area for dining out and F & B serving, area for shoes removal and storage should be included.
Wet and dry area-flow room	Within the locker rooms there are often amenities offered which involve the use of water and other heat treatment. These treatments could include vitality pools, Kneip or Rassoul treatment, hot and cold shower, steam, baths, and saunas. Typically the flow through the locker rooms follows a well ordered sequence which takes you through the common entrance to the locker rooms and dry grooming area, through the semi-wet toilet and shower area, finally ending in the wet area which includes the spas, pools and other amenities. Privacy of changing areas, slip resistance and porosity of material should have high consideration.
Treatment room	Within the treatment room treatment tables require 360° access for the therapists to operate correctly. A shower and changing area as well as the foot massage area is also needed. In addition to the single treatment room, couple suites and specialty suites should be offered. The personalized lounging area for post-treatment relaxation could also be included.
Post-treatment area	This area should have tea making and other service facilities within close adjacency. The relaxation lounge should incorporate numerous chaise longues that could be motorized to allow users to adjust them according to their specific need. Small reading light/ headphones and small TV screens could be included.

From “Built environment-spa design,” by P. Remedios, 2008, *Understanding the global spa industry: Spa management*, UK: Butterworth-Heinemann, p. 284.

Monteson and Singer (2004) defined the service encounters of a spa based on “The Spa Book” edited by the Marriott group (2001). They believed that a spa in a hotel or resort should include locations where service are being delivered such as: a reception area, separate male and female locker rooms and facilities, possibly a staffed issuance reception desk and a lounge, separate male and female facility areas including a steam room, sauna, whirlpool, cool-dip pool and lounge. Some spas expand this to include a juice bar and/or small café, where the serving of wine and beer is optional (but not very common in the USA). One option

would also be a co-ed (mixed gender) facility area/lounge with some of the above amenities, dry treatment rooms for massage and facials, wet treatment rooms for services such as body wraps and scrubs, hydrotherapy rooms for baths and hydro massage therapies and staffed fitness studio with exercise machines. Some resorts may choose to have the fitness component in a separate part of the property and not included in the spa. Additional consideration would be that of an optional exercise studio for classes, retail store/area and salon for hair, nails and perhaps make up.

Although the service encounter of spa service was discussed by Remedios (2008), Monteson and Singer (2002) and Marriott Corporation (2001), there is still a lack of authority standards to define components of the spa service. This could vary considerably in terms of different spa services suppliers. Technically, customers found it quite hard to recall every process of the service, therefore the content of measurement of the service encounter may be overlapped and complicated to them. Thus, this study only adopted the service quality dimensions as defined by Parasuraman et al. (1988). The proposals by Rust and Oliver (1994) and Grove et al. (1998) were not considered as suitable for this study.

### **2.5.3 Measurement of service quality**

In order to understand the measurement of spa service quality, a review of existing instruments is necessary. The conceptualization and measurement of service quality is one of the most controversial topics within service marketing.

Parasuraman et al. (1985) argued that service quality is the result of comparisons between consumer expectations of the actual service performance. This model, namely SERVQUAL, views service quality as the difference between expectation of service performance and the actual service provided by suppliers, namely, a comparison between expected and actual performance.

The SERVQUAL model, based on expectation-performance theory, is challenged by many scholars. Oliver (1981) who proposed the expectancy-disconfirmation model suggested that this paradigm is composed of four elements: expectation, perceived performance, disconfirmation and satisfaction. He argued that when perceived performance matches or exceeds expectations, then satisfaction occurs and vice versa. Unfortunately, Oliver's model is not fully accepted as the basis of measuring service quality in the empirical study (Carman, 1990). Brown, Churchill and Peter (1993) argued that the calculation of a difference score in the SERVQUAL measure could have several weaknesses. The main problem within SERVQUAL is that the idea of expectation may vary depending on people. Some of the "ideal standards" are irrational as consumer requirements are unreasonably high in that suppliers just cannot reach those standards required (Babakus & Boller, 1992). The gap scores could be a minus number which might not be explained (Teas, 1993), as the service performance actually exists. People may view the service quality as being not good enough, but could not deny the effort (what has been provided) by the suppliers. Therefore, the actual service performance concept could more directly reflect the quality of service.

Cronin and Taylor (1992) also challenged the validity of SERVQUAL and proposed alternative models. A new measurement model named SERVPERF was developed and verified in an empirical study, in that it is applicable to more industries than the SERVQUAL instrument. This model contains only 16 items and it has eliminated the expectation component. The SERVPERF instrument was believed to be more closely matched to the evaluation of customer perceptions of service performance, as it represents a marked improvement over the SERVQUAL scale. Not only is the scale more efficient in reducing the number of items to be measured by 50 per cent, but it has also been empirically found to be superior than the SERVQUAL scale. The fact is that it is able to explain a greater variance in the overall service quality measured through the use of a single-item scale. However, Carrillat, Jaramillo and Mulki (2007) reviewed studies covering a period of 17 years and across five continents, from which he found SERVQUAL and SERVPERF to be equally valid. Adapting the SERVQUAL scale to the measurement context improves its predictive validity; conversely, the predictive validity of SERVPERF is not improved by context adjustments. Boulding, Kalra, Staelin and Zeithaml (1993) argued that overall quality perception is determined by the perceptions of quality dimensions which is the actual service delivered. Asubonteng, McCleary and Swan (1996) and Carman (1990) also challenged the empirical usefulness of the expectations data. To summarize, several researchers have supported the argument that overall service quality is determined by perception only rather than the difference between (normative) expectation and performance.

These five dimensions of service may be different when applied to different industries. In addition, consumers may place a higher value on some of these dimensions than others. For example, “empathy” may be more important in a hospital clinic but “reliability” would be more so in a bank (Hart, 1996). However, the weight instrument could not accurately represent the importance of one dimension compared to others, so the importance of dimension could be difficult to standardize in terms of varying consumer evaluation. Thus, the unweighted instrument could be better adopted within the measure instrument.

The five dimensions of measuring service quality across 22 items have been widely employed in the tourism and hospitality industry. The review of measurements of service quality can be observed in Table.2.7.

Carman (1990) argued that SERVQUAL needed to be customized to the specific service. Several issues have more recently come to light regarding complaints by spa users. These complaints cover issues such as the privacy of customers, safety of product and service, noise in the public spa environment and low levels of hygiene regarding instruments. These attributes are not totally included in the conventional SERVQUAL measurement scale. Some attributes of the original SERVQUAL instrument, such as modern decoration, may not be appropriate within the spa context. This may be so, particularly in the resort spa whereby guests may prefer a more natural environment without too much man-made decoration. Therefore, a valid instrument to measure customer perception of spa service quality needs to be considered.

**Table 2.7 Review of Service Dimension in Tourism Industry**

Author(s)	Sector	No. Items	Dimensions of Service
Knutson, Stevens, Patton & Thompson (1992)	Hotels	27	PZB's five dimensions
Fick & Ritchie (1991)	Airline, hotels, ski areas, restaurants	22	PZB's five dimensions
Fu & Park (2001)	Restaurants	24	PZB's five dimensions
Yu, Morais & Chick (2001)	Tour Package	24	Assurance, Responsiveness, Participants, Reliability, Tangible
Ekinci & Riley (1998)	Resorts	38	Tangible and intangibles
Snoj & Mumel (2002)	Spas	23	PZB's five dimensions
González et al. (2007)	Spa	22	Not identified (based on PZB's five dimensions)

PZB= Parasuraman, A., Zeithaml, V.A. & Berry, L.L.

## 2.6 Perceived Value

The idea of perceived value has triggered great interest in both academia and industry since the 1990s (Sánchez-Fernández & Iniesta-Bonillo, 2007). The creation of perceived value must be the reason for a company's existence and certainly for its success (Solomon, 1997). "Value" and "values" are different. According to Holbrook (1984, 1999), "value" is the outcome of an evaluative judgment. Alternatively, "values" refer to standards, rules and criteria on the basis of which judgment is made and its emphasis on individual differences due to personality, education or culture (Morris, 1963).

Value and benefits are different. Benefits have been proposed to be a component of, not equivalent to, value (Bagozzi, 1975; Zeithaml, 1988). Babin et al.'s (1994) research shows that "value" can be assessed with the comparison between benefits (e.g. what is received from the service experience) and costs (e.g. what is given to acquire the service). Thus, it can be considered to differentiate between value and benefits.

### 2.6.1 Definition of perceived value

In order to understand the concept of perceived value, two different research approaches are found within previous studies.

- Uni-dimensional approach

The first approach considers that perceived value is a one-dimensional construct. According to this view, perceived value is a single overall concept and there are two main schools of study that have been introduced based on the one-dimensional view. The school of price-based study considers value as “a cognitive trade-off between perceptions of quality and sacrifice” (Dodds, Monroe & Grewal, 1991, p308). The external cues (such as price, brand name and store name) may influence perceived value and perception of the product. Price has a negative effect on a product's value but has a positive effect on perceived product quality (Dodds, et al., 1991). Although value is defined in the term of quality-price relationship, empirical studies treat these elements as antecedents rather than as formative components of consumer value (Sánchez-Fernández & Iniesta-Bonillo, 2007).

Zeithaml (1988), representing the other school of researchers (e.g. Manyiwa & Crawford, 2002; Mitchell & Harries, 2005), argued that individuals are goal-oriented and they use product or service attributes (including price) as a means of inferring desired end states. This theory was named as means-end theory. Value is considered as the bi-directional tradeoff between “giving” and “getting”. In other words, what is sacrificed versus what is received in an exchange (Sánchez-Fernández & Iniesta-Bonillo, 2007, p. 432).

The uni-dimensional approach was criticized by Sánchez-Fernández and Iniesta-Bonillo (2007) who stated that, although the uni-dimensional approach possesses the merit, it does not reflect the complexity of the consumers' perception of value. The root of this approach is based on economic theory or cognition theory. It particularly ignores numerous intangible and emotional costs (e.g. time, effort) and benefits (e.g. relaxation, escape from routine life, novelty) which are notable components of perceived value. This traditional definition of value as a cognitive trade-off has occasionally been described as "summarized and narrowed" (Sweeney & Soutar, 2001) and is too simplistic to take proper account of multi-dimensional components. Petrick (2002) also argued that the uni-dimensional concept assumes that consumers have a shared meaning of value and it does not provide specific directions on how to improve that value.

- Multi-dimensional approach

Holbrook (1999), as the representative of the second viewpoint, considered perceived value as an aggregate concept formed by several components and defined it as "an interactive relativistic preference experience" (p.5). This definition includes several characteristics of consumers' perceived value.

Firstly, perceived value is interactive. There are two schools of view on the issue, as to whether perceived value depends entirely on subjective (consumers) experience, or whether it resides in the object (product/ service) itself as one of its properties. Frondizi (1971, p.26) argued that a more reasonable description of value is that "it involves an interaction between subjects and objects". "Value depends on the characteristics of physical or mental objects but can not occur

without the involvement of subjects appreciating these characteristics” (p. 146). This intermediate position is supported by Holbrook (1999) who made an example of a tree falling in the forest without being noticed by anyone. The tree makes a noise from the objective angle while it can be considered with no sound from the subjective angle. This is because people did not experience the process of the tree falling. The interactive view of this example can be explained as “whether the tree does or does not make a noise and that noise or sound can have no value if there is no one there to experience it” (p.6). Along similar lines, value includes both subjective and objective aspects.

Secondly, value is “relativistic”. This word has three meanings: comparative, personal and situational. Hyde (1983) argued that judgment of value involves relative preferences between objects for a given person rather than utility comparisons among people. For example, the relative preference is a phenomenon that someone likes strawberry flavor ice cream rather than chocolate. It is a fact that value is personal in that it varies from one individual to another. Value is also situational in that it depends on the context in which the judgment is made (Morris, 1963).

The most important nature of value is “preferential”. Holbrook (1999) identified that perceived value embodies a preference judgment by consumers. The concept of preference embraces a wide variety of value-related terms prominent in various disciplines. These include affect (pleasing/displeasing), attitude (like/dislike), evaluation (good/bad), predisposition (favorable/unfavorable), opinion (pro/con), response tendency (approach/avoid) or valence

(positive/negative). The common feature of these expressions is that they represent an index of preference order.

Finally, perceived value arises from an experience, which means the perceived value resides not in the product purchase, nor in the brand chosen, but in the consumption experience. To sum up, to define the perceived value as an interactive relativistic preference experience, means the “relationship of consumers to products is dependent on relevant comparisons, varying between people and changing between situations to determine preferences that lie at the heart of the consumption experience” (Holbrook, 1999, p. 9).

Viewing perceived value as a multidimensional concept is a recent approach, which can overcome the problems of uni-dimension and echoes new theoretical development in the area of consumer behaviour. It is based on the understanding that customers do not buy each service for its own sake, rather, customers buy bundles of attributes from which they derive value (Snoj, Korda & Mumel, 2004).

### **2.6.2 Dimensions of perceived value**

According to Sánchez-Fernández and Iniesta-Bonillo (2007), there are three groups of research that support these dimension categories. More specific information is shown in Table 2.8.

**Table 2.8 Multi-Dimension of Consumers' Perceived Value**

<b>Author(s)</b>	<b>Dimensions of consumer value</b>
Danaher & Mattsson (1994); Hartman (1967); Mattsson (1991)	Emotional (Intrinsic)value; Practical (Extrinsic)value; Logical (Systemic)value
Sheth, Newman & Gross (1991)	Functional value; Emotional value; Epistemic value; Social value; Conditional value
Babin et al. (1994)	Utilitarian value & Hedonic value
Holbrook (1999)	Three dichotomies: extrinsic vs. intrinsic; self-oriented vs. other oriented; active vs. reactive Eight dimensions: Efficiency, play, excellence, aesthetics, status, ethics, esteem, spirituality

- Axiology or value theory

Hartman (1967) described three components of perceived value. These consist of extrinsic value (utilitarian or instrumental use of a particular service as a means to a specific end), intrinsic value (emotional appreciation of the consumption), and systemic value (the rational or logical aspects of the inherent relationship between concepts in their systematical interaction, e.g. the relationship between sacrifices and returns). Mattsson (1991) adopted his framework by referring to the three value dimensions: practical value, emotional value and logical value. The three dimensional structure of value is adopted more so in the studies regarding service encounter (Danaher & Mattsson, 1994; Hartman, 1967).

- Consumption-value theory

Sheth et al. (1991) categorized perceived value into five dimensions: functional, social, emotional, epistemic and conditional. Functional value is the perceived utility acquired by an alternative as the result of its ability to perform its functional, utilitarian, or physical purpose. Social value is the perceived utility acquired by an alternative as a result of its association with one or more specific

social groups. Emotional value is the perceived utility acquired by an alternative as a result of its ability to arouse feelings or affective states. Epistemic value is the perceived utilities acquired by an alternative as a result of its ability to arouse curiosity, provide novelty and/or satisfy a desire for knowledge. Conditional value represents the perceived utilities acquired by an alternative as a result of the specific situation or the context faced by the choice maker. The conditional value is criticized by Williams and Soutar (2000), in that none of the responses fit neatly into the category of conditional value. Although Seth et al.'s (1991) model provides a strong foundation from which to build a perceived value scale, these authors argued that functional value was created by attributes such as reliability, durability and price. The first two of these attributes have often been seen as aspects of quality which is the distinct concept from value (Dodds et al., 1991).

- Holbrook's defined dimensions

Holbrook (1994) argued that perceived value is based on three dimensions, namely extrinsic/intrinsic (an instrumental product viewed as a means to some end versus a consumption experience prized for its own sake as an end in itself), active/reactive (involving the manipulation of a product by its user versus the appreciation of some consumption experiences wherein an object affects oneself rather than vice versa) and self-oriented/other-oriented, (something valued by virtue of the effect it has on oneself or for one's own sake versus an aspect of consumption positively evaluated because of how others respond or for the sake of someone else). These three are separated by eight categories of consumer value: efficiency (outcome /input), excellence (quality), play (fun), aesthetics

(beauty), esteem (reputation, materialism and possessions), ethics (virtue, justice and morality) and spirituality (faith, ecstasy, rapture, sacredness and magic).

Holbrook's typology is rich and complex, nevertheless it has many limitations: the complexities of the structure in capturing certain types of value such as ethical and spiritual, rarely existed in many contexts (Sánchez Fernández, & Iniesta-Bonillo, 2007). There is a relatively circumscribed role for certain aspects of sacrifice in this typology. In addition, the "excellence" refers to quality and "efficiency" refers to convenience in obtaining the experience. These two concepts are very confused with dimensions of service quality. Although both concepts share some common characteristics (e.g., they are subjective, personal and context-dependent), quality and value are accepted by most extant literature in the two distinct constructs (Bolton & Drew, 1991; Dodds et al., 1991). Bolton & Drew (1991)'s opinion of this issue is that value is much richer than quality. Value is a more comprehensive measure of the consumer's overall evaluation of a service than service quality.

- Hedonic and utilitarian value

Babin et al. (1994) conceptualized perceived value as hedonic value and utilitarian value. The construct reflects the overall assessment of how worthwhile a consumer views a particular investment in resources regarding a retailer. Hedonic comes from inside consumers (feelings) while utilitarian value comes from outside consumers (stimuli, environment and external surroundings). The two dimensions are similar to Holbrook's intrinsic and extrinsic value respectively. Intrinsic value occurs when the consumption experience is

appreciated for its own sake. Holbrook (1999) used an example to explain this issue: a day at the beach serves little useful purpose beyond an enjoyment of the experience itself. By contrast, extrinsic value pertains to a relationship wherein consumption is prized for its functional utilitarian instrument, in serving as a means to accomplishing aims or purpose. The hammer for example, is not valued for itself but for its power to drive in a nail.

Fiore and Kim (2007) also support that the two dimensions are the components of perceived value. They named hedonic value as experience value and identified that the experience value is similar to intrinsic value. This refers to non-instrumental or rewarding and pleasurable in, and of it, whereas utilitarian value refers to examples such as efficiency, physical comfort, self-acceptance and status. This catalogue captures the nature of perceived value with a concise two-dimension. It is considered an important contribution and widely used within shopping and other leisure areas (Dennis & Newman, 2005; Fiore & Kim, 2007; Gilmore & Pine, 2002).

Hedonic value is not the same as positive emotions; they are distinct concepts (Laverie et al. 1993). The definition of each variable can help us distinguish them. Rokeach's (1973) statement of value is that the specific mode of "behaviour" or "end-state" is preferred over other alternatives, whereas consumption emotion means a series of emotional "responses" (Dubé & Menon, 2000; Westbrook & Oliver, 1991). Hedonic value is defined as "the level of pleasure that the product or service is capable of giving to the average consumer" (Chaudhuri, 2006, p108), which is the benefit the consumer receives from the service provided. In addition, hedonic value is limited in certain types of positive emotions such as fun,

enjoyment and excitement, but not necessarily in all the positive emotions (Laverie et al., 1993).

Sánchez-Fernández and Iniesta-Bonillo's (2007) suggested that the axiology theory defines three generic value dimensions which actually underly the utilitarian and hedonic aspects. The consumer-value theory ignores some sources of value such as spirituality (Holbrook, 1999) and it confuses two of the distinct concepts of quality and value. Despite the richness and complexity of Holbrook's (1999) typology of perceived value, there are many limitations in this typology. Utilitarian value and hedonic value include nearly all the typologies of axiology theory, perceived value theory and Holbrook's typology. Based on these reasons, hedonic value and utilitarian value reflect the nature of consumer value dimension and are therefore adopted by this study.

### **2.6.3 Measurement of perceived value**

Perceived value is a complex construct that involves more than a mere rational assessment of utility based on the extensive review of current literature. Uni-dimensional and multi-dimensional approach instruments have been found to measure perceived value.

- Uni-dimensional approach measurement of perceived value

Based on one dimension construct theory, both Kashyap and Bojanic's (2000) and Petrick (2004) used a single-item scale to measure overall perceived value. The single-item scale value views that consumers have a shared meaning of value. However, as the study previously mentioned, value is "relativistic". It

varies from person to person, time to time, and culture to culture. Using a single-item to measure perceived value disregards the variance between consumers and competitors. Empirical studies provide evidence that single-item scales are less reliable and valid than multi-items scales, because the findings are inapplicable across such as broad aspect of people and time. Previous research indicated that single-item scales should be used in conjunction with other measures to overcome the weaknesses, such as measurement of perceived price and comparison of offers by competitors (Kashyap & Bojanic, 2000). Oh (2000, p62) used a four-item, uni-dimensional scale to measure the overall perceived value of diners at a restaurant. This scale is developed based on belief of “value for money”.

- Multi-dimensional approach measurement of perceived value

Measuring overall value through conceptualizing the components has contributed to the development of multi-item scales and led to the measurement of perceived value (Gallarza & Saura, 2006; Patrick, 2002).

In Petrick's (1991) research, a 25-item scale was developed to measure the construct and dimensions of perceived value in the recreation and tourism field, named SERV-PERVAL. Five dimensions were identified: behavioural price, monetary price, emotional response, quality and reputation. Behavioural price was defined as the price (non-money) for obtaining a service, such as the effort used in researching the required service. The definition of monetary price is the price of the service as encoded by consumers. Emotional response means descriptive judgment with regard to the pleasure that the products/services give

to the purchasers. Reputation is viewed as the prestige or status of products/services perceived by purchasers. Quality is measured by the outstanding aspect, reliability, dependability and consistency. This is quite similar to the five attributes of service quality and may raise confusion between quality and value.

Sweeney and Soutar (2001) developed a 19-item measure, namely PERVAL, which can be used to assess customers' perceptions of the value of consumer durable goods at brand level. Four distinct value dimensions emerged that were termed emotional, social, quality/performance and price/value for money. PERVAL was developed based on Sheth et al.'s (1991) consumption-value theory. Sweeney and Soutar (2001) consider quality (service/product) as one of the dimensions of perceived value within their measurement scale. However, as previously discussed, quality and perceived value are two distinct concepts. Therefore, this definition is not appropriate.

Babin et al. (1994) considered value from an experiential perspective recognizing that it is related intimately to hedonic responses as well as other more tangible consequences. They agreed with Holbrook's (1986) viewpoint that value in this form is considered the key outcome variable in a general model of consumption experiences. It is "an interactive relativistic preference experience . . . characterizing a subject's experience of interacting with a particular object" (Holbrook & Corfman, 1985, p.40). Thus, both an event's usefulness and an appreciation of the activities comprising it can indicate value. A measurement scale was developed containing 20 items based on the hedonic and utilitarian

dimensions in detecting perceived value within the shopping experience.

This also indicated that the scale could be applicable to an integral part of a consciousness-emotion-value (C-E-V) paradigm of consumer experiences (Holbrook 1986), as it adequately represents consumer perceptions of both intrinsic (hedonic) and extrinsic (utilitarian) value.

When considering the perceived value measurement of the spa consumption experience, there is currently no existing scale within this specific context. Previous studies have shown the possible outcomes and benefits of the spa experience. There are many medical articles that discuss the effects of the physical aspects of the spa experience.

Research results of Cimbiz, Bayazit and Hallaceli (2005) reveal that the spa water used with the purpose of treatment is rich in bicarbonate ion and contains sodium, calcium, magnesium, ferrum and sulphate. In the experiment, patients with Intermittent Claudication (IC), a symptom of exercise induced muscle ischemia of peripheral arterial disease, have been treated by spa therapy and the relative physical exercise in the spa pool. After this treatment, the study witnessed a statistically meaningful decrease in the patients' systolic blood pressure, pain-free walking distance and the relief from waking night pain. From the study of Japanese civil servants, Nasermoaddeli, Sekine and Kagamimori (2004) found that the use of a spa resort had a general beneficial effect on the civil servants' health. The results of their study showed that the physical and mental component summary scores of "SF-36" increased with the frequency of

spa resort use in both men and women. The less frequent use of spa resorts was associated with an increased risk of poor sleep quality in both men and women and also long sickness absence. The effect of spa therapy on chronic pain is obvious. Spa therapy combined with dietary supplementation of Fatty Acids is used to cure asthmatic patients and to obtain an efficient outcome. From the hair salon, facials and massage, to exotic body treatments such as champagne wraps, spas have what it takes for consumers to unwind and renew their individual appearance (Rathburn, 2007). The outcome of spa therapy included reduction of illness, sympathy/recovery (Cimbiz, 2004), reduction of fatigue (Nasermoaddeli et al., 2004; Rathburn, 2007), improvement of individual appearance, and weight loss (Rathburn, 2007).

Other outcomes such as relaxation and relief (e.g., become mentally peaceful, spirited and physically refreshed); having a special experience unlike routine life (tried new food, facility, spa treatments) are also mentioned as the expected outcomes of spa experience (Mak, et al., 2009). Based on the dimensions of hedonic and utilitarian values, these outcomes of spa can be divided specifically into:

- Hedonic value: have a pleasurable /joyful experience; have a special experience unlike routine life;
- Utilitarian value: health and beauty; relaxation and relief.

Babin et al.'s (1994) scale aims to measure perceived value within the shopping context. Spa outcomes such as "health and beauty" and "relaxation and relief", have not been mentioned. Therefore, they need to be further explored and

confirmed through in-depth interviews with resort/hotel spa guests. Thus, a modified scale of development is necessary. In this study, long-term health effects of spa treatment may be quite difficult to measure immediately after a one-off spa experience. However, the perceived value could be measured by personal subjective judgement of how respondents feel.

## **2.7 Behavioural Intention**

### **2.7.1 Definition of behavioural intention**

The ultimate goal of suppliers regarding their products or services is to understand the individual's behaviour as to whether he/she will repeat their business with them or whether they will influence other consumers to do so. As these actions will only happen in the future, it may be difficult for researchers to track the future behaviour of the customer. This may be possible using a longitudinal study. However, research indicates that a person's intention to perform (or not perform) serves as the immediate determinant of the behaviour (Ajzen & Fishbein, 1973). Information regarding the behavioural intentions of consumers is easier to obtain through customer surveys. Thus, behavioural intention is viewed as the powerful predictor of actual behaviour. Ajzen and Fishbein (1980) defined behavioural intention as a measure of the likelihood that a person will engage in a given behaviour. Behavioural intention of the customer is considered as the most important factor predicting the actual behaviour (Zeithamal et al., 1996). The intentions can change over time and a measure of the intention taken some time prior to observation of the behaviour may differ from the intention at the time that the behaviour is observed. The stability of intentions becomes weaker along with time, that is to say, the longer the time

interval then the less accurate the prediction is of behaviour from intention. Thus, measure intention usually comes as close as possible to the behavioural observation in order to obtain an accurate prediction.

Behavioural intention can be generally categorised into two aspects: favourable and unfavourable. This present study only emphasises the favourable (positive) behavioural intention of spa customers.

Favorable behavioural intention is frequently considered as a customer's cognitive loyalty (Chen & Chen, 2009; Oliver, 1999). According to Oliver (1999), loyalty is "a deeply-held predisposition to repatronize a preferred brand or service consistently in the future, thereby causing repetitive same brand purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour." (p.34). It can be divided into four stages: cognitive loyalty, affective loyalty, conative loyalty, and action loyalty. Cognitive loyalty has been suggested as the service that first comes to one's mind when making a purchase decision along with the service, which is a customer's first choice among alternatives (Bloemer, Ruyter & Wetzels, 1999). In the affective loyalty phase, a liking or attitude toward the brand has developed on the basis of cumulatively satisfying usage occasions. This reflects the pleasure dimension of satisfaction definition-fulfilment. Conative loyalty refers to a loyalty state that "contains what, at first, appears to be the deeply held commitment to buy that is noted in the loyalty definition" (Oliver, 1999, p.35). Action loyalty is perceived, also loyalty to action inertia, coupled with the overcoming of obstacles. In practice, action loyalty is difficult to measure and

thus most researchers employ behavioural intentions as cognitive loyalty, as a compromise of action loyalty (Yang & Peterson, 2004).

### **2.7.2 Dimensions of positive behavioural intention**

Zeithamal et al. (1996) suggested that saying positive things and recommending the service to others, paying a price premium to the company, and expressing cognitive loyalty to the organization, are four dimensions of favourable behavioural intentions.

Chen and Chen (2009) argued that loyalty can be assessed by both attitudinal and behavioural measures. The attitudinal measure refers to a specific desire to continue a relationship with a service provider, while the behavioural perspective refers to the concept of repeat patronage. In the current study, only the attitude aspect will be investigated, as the real repeat patronage will occur in the future and cannot be observed.

### **2.7.3 Measurement of positive behavioural intention**

Zeithamal et al.'s (1996) measuring scale of five dimensions described by 13 question items of behavioural intentions, has been widely accepted by many studies in various contexts such as hotel, education, spa etc., with high reliability and validity (e.g. Alexandris, Dimitriadis & Markata, 2002; González et al., 2007; White & Yu, 2005). Table 2.9 presents the detailed items. The question items for the current study were partly adopted based on the dimensions of positive behavioural intentions.

**Table 2.9 The Measurement Scale of Behavioural Intentions**

<b>Behavioural intention</b>	<b>Items</b>
------------------------------	--------------

<b>dimensions</b>	
Loyalty	Say positive things about X to other people Recommend X to someone who seeks your advice Encourage friends and relatives to do business with X Consider X your first choice to buy-services Do more business with X in the next few years
Switch	Do less business with X in the next few years Take some of your business to a competitor that offers better prices
Pay more	Continue to do business with X if their prices increase somewhat Pay a higher price than competitors charge for the benefit you currently receive for X
External response	Switch to a competitor if you experience a problem with X's service Complain to other customers if you experience a problem with X's service Complain to external agencies such as the Better Business Bureau, if you experience a problem with X service
Internal response	Complain to X's employees, if you experience a problem with X's service

Note: X represents a company that provides products or service to the customers.

From "The behavioural consequences of service quality," by V. A. Zeithaml, L. L. Berry and A. Parasuraman, 1996, *Journal of Marketing*, 60 (2), p.33.

## **2.8 The Relationships between Constructs**

### **2.8.1 The antecedents of consumption emotion**

Prior literature conceptualized the consumption emotion as having at least two antecedents, customer evaluation of service surroundings or atmosphere (tangible) is one of the antecedents (Baker 1987; Bitner, 1992). Service surroundings or atmosphere include the interior facilities, exterior facilities and staged atmospherics. There is previous research that has focused on the understanding of interior premises throughout the service environment in retail and restaurant contexts (e.g. Donovan & Rossiter, 1982; Machleit & Eroglu, 2000). Bigné and Andreu (2003) provide the theoretical support of positive correlation between the service environment and consumption emotion. The results of Ng's (2008) research revealed that the environment has a positive influence on customer

emotions in the setting of collective hedonic services such as spectator sporting matches, performing arts or concert events. Marans and Spreckelmeyer (1982) discussed that the factors of office surrounding design were possibly functional and aesthetic. The functional environment includes layout, level of comfort and security. Alternatively, aesthetic factors contain tastes, colours, materials and styles etc. These two factors suggest that the service circumstances are likely to impact on consumers' emotions by provoking positive customer consumption emotion as well as constrain negative emotions.

The other antecedent is intangible service quality. Lemmink and Mattsson (2002) conducted an investigation into the relationship between staff behaviour and customers emotions through banks, retailers, vehicle repair workshops, hospitals and hotels. The results of their study suggested that customer emotions were influenced by the facial expressions of staff, ways of behaviour and words and tones. McNeil and Ragins (2005) indicated that making information easy to access for spa users could also influence their emotions. The positive correlation between these two variables was supported by many other researchers (Bowie & Chang, 2005; Bigné & Andreu, 2003; Ladhari, 2007).

### **2.8.2 The consequences of consumption emotion**

According to Holbrook (1984), people make purchase decisions based on what they like more than other alternatives, thus preferences can predict individual behaviour choice. Nonetheless, some studies believe preferences are only determined by cognition. This viewpoint was challenged by many others in that preferences are not constant across the decision process. The price of a service or

item can easily change a persons' choice. For example, a special offer on A can lead a consumer to choose A instead of B, B being what he/she originally liked. Also, customers do not always consider their balance sheet of pros and cons in making decisions. There are a large number of instances and psychology research indicates that rational choice may easily be changed by other considerations.

A possible explanation of this issue is indicated by Zajonc, Murphy, and Inglehart (1989), who argued that emotional expressions (facial gestures) have a vascular connection and thus cause an emotional subjective state. One is happy because one smiles. Emotional expression can also affect preferences. If a staff member smiles when a customer is looking at a product, he/she is made to feel good and his/her attitude may also be influenced. Holbrook (1984) suggested that "one can produce activity that accompanies information in a person's face and this activity can then have hedonic consequences" (p.16). In terms of the nature of perceived value, emotions naturally relate to perceived value.

Previous studies appear to be more focused on the C-A-B schema (see Table 2.10). As discussed so far, these studies also demonstrate the research gap of consumer behaviour in consumption experience, but only a few empirical studies investigate the relationship between emotions and consumer value.

**Table 2.10 Overview of Emotion as a Main Variable in Tourism Research**

<b>Authors</b>	<b>Context</b>	<b>Type of emotions</b>	<b>Model factors</b>
Maute & Dubé (1999)	Airline	two structural dimensions: acceptance/calmness and anger/surprise	Dissatisfaction, post-purchase-responses
Dubé & Menon(2000)	Restaurant	joy, anger, sadness and guilty	Service, performance, suppliers promise, satisfaction
Bigné & Andreu	theme parks &	angry-satisfied;	Emotion,

(2003) museum	s	unhappy-happy; dissatisfied-very pleased sad-joy; disappointed-delighted; bored-entertained; depressed-cheerful; calm-enthusiastic; passive-active; indifferent-surprised pleasure & arousal	behavioural intentions
Bigné, Mattila & Andreu (2008)	Museum & theme park		pre-purchase, expectations, satisfaction, behavioural responses
Han (2007)	Restaurant	39 common emotions appear in the restraint context	customer satisfaction, switching barriers, revisit intention
Chang (2007)	package tour	interest, joy, surprise, unease, disappointment	equity, attribution, satisfaction
Donada & Nogatchewsky (2008)	Hotel exc	ited, delighted, happy, glad, satisfied, proud, self-assured, angry, frustrated, sad, disappointed, depressed, worried, uncomfortable	decision of switching, suppliers, relational norms
Mattila & Ro (2008)	Restaurant services in the art festival	anger, disappointment or regret, worry including 11 emotions	service failure, behavioural intention

Evidence has been gained from various contexts in that emotions influence perceived value. In the setting of the shopping experience, Babin, Darden & Babin (1998) argued that emotions associated with a specific atmosphere influence value perception. It is obvious that consumers would prefer to interact within an attractive environment. Consumer pleasure relates positively to utilitarian shopping value. Through facilitating the shopping task, consumer arousal relates positively to the hedonic shopping value, making the store environment a more attractive place to spend time (Babin et al., 1994). Similar theoretical support can be found in the studies of Bellenger, Steinberg and Stanton, (1976); Markin, Lillis and Narayana (1976); MacInnis and Price (1987). Izen (1987) suggested experimentally that hypothetical car shoppers show greater efficiency when induced with a positive affect compared to those within a

controlled group. Babin and Attaway (2000)'s empirical study confirmed that the positive affect is related positively to both hedonic and utilitarian value.

In contrast to positive affects, negative affect can be detrimental to utilitarian value. "Negative affect is not rewarding in and of itself and thus distracts from the worth of an activity" (Babin & Attaway, 2000, p.93). Chebat, Filiatrault, Gélinas and Vaninsky (1995), Baker and Cameron, (1996) argued that the negative affect leads to less patience when waiting for service and therefore a lower involvement. Therefore, the consumer will feel the company is less likely to fulfil their intended purpose and reduces both the hedonic and utilitarian value.

Lin, Chuang, Kao and Kung (2006) studied the roles of emotions on the endowment effect by conducting two experiments using 400 participants. In the first experiments, half of the students were individually endowed with a mug, and the rest received nothing. The participants were induced to yield as either happy or sad. All the participants were then required to evaluate how much they would be willing to accept for selling their own mug or how much they would be willing to pay for a mug that they did not own. The findings support the hypotheses: the endowment effect only occurs when participants were induced to feel happy, but was absent when people were induced to feel sadness. Further findings showed that those who owned a mug perceived a significantly higher price for the mug than that of the non-owners. A higher price is estimated only when people are induced into a positive emotional state. Negative emotions could reduce a marked undervaluation of one's material achievement. Madrigal (2003) investigated consumers' behaviour within the leisure experience by taking

an example of sporting events. The results showed that the hypothesized impact of positive affect on perceived entertainment value is significant, while the negative affect was not observed as having any correlation with entertainment value.

### **2.8.3 The relationship between service quality and perceived value**

Numerous empirical studies showed that perceived quality leads to perceived value (Baker, Parasuraman, Grewal & Voss, 2002, Cronin, Joseph, Brady & Hult, 2000, Hartline & Jones, 1996). Babin, Lee, Kim & Griffin (2005) studied restaurant patronage in Korea, and their research found service quality had a positive effect on both hedonic and utilitarian value. Baker et al. (2002) suggested that service quality is the most important determinant of perceived value.

Within the hospitality industry, Hartline and Jones (1996) found that perceived service quality had a positive effect on perceived service value. In regard to the retail industry, Cronin et al. (2000) stated that the value of a service is largely defined by the perceptions of quality. Bolton and Drew (1999) provided a conceptual framework for a model of the customers' assessment of service quality and value. They believed that the assessment of service undergoes three stages: the formation of customer perceptions of service performance, service quality and value. They argued that the customer's perception of service quality definitely influences the value evaluation. Thus, the model proposed in this study suggests that a high level of perceived service quality leads to a perceived service value.

#### **2.8.4 The relationship between perceived value and behavioural intention**

There are three approaches in identifying the relationship between perceived value and behavioural intention. Firstly, Gallarza and Saura's (2006) argument expressed that perceived value is a direct antecedent of satisfaction; satisfaction is a direct antecedent of purchase intention. Green and Boshoff (2002) proposed that satisfaction is a strong predictor of value perceptions and perceived value is a strong predictor of behavioural intentions in food industry. However, Petrick (2002) studied students' lunch experience and indicated that perceived value is a direct antecedent of behavioural intentions. Although satisfaction also influences behavioural intentions, the relationship between satisfaction and behavioural intentions is not a casual relationship but a correlation of one. Whether satisfaction should be the consequence of emotions meanwhile acting as the antecedent of behavioural intentions, should be discussed further.

Lin, Sher and Shih (2005) and Chen and Tsai (2008)'s studies can help us clarify this issue. Both examine the value, satisfaction and behavioural intentions in relation to on-line shopping and TV shopping contexts respectively. Lin et al. (2005) found that value perceptions lead to re-patronage and positive WOM and that perceived value actually has a greater direct effect on the re-patronage and positive WOM intentions, rather than satisfaction. The results of Chen and Tsai (2008)'s study also indicates that although the effect of perceived value on satisfaction and loyalty are positively significant, the effect of satisfaction on loyalty is not significant. More evidence points to the fact that perceived value could directly influence behaviour intention. Jen and Hu (2003) researched the public of Taiwan and their perceived value of their public transportation. The

results show that the passengers' perceived value is positively and directly related to repurchase intention. The perceived value is therefore viewed as the direct antecedent of behavioural intentions.

## **2.9 Research Model of Consumer Behaviour in Various Contexts**

Previous studies have adopted many of the consumer behaviour models in various contexts which can be summarized into three models: C-A-B, C-V-B and C-E-V. Applied contexts and corresponding relevant findings can be observed in Table 2.11. According to the table, the C-A-B model and C-V-B model have dominated consumer behaviour research in various service contexts during the past few years while the C-E-V model is less studied and is only adopted in the limited leisure settings such as shopping and collective hedonic services (sporting matches/concerts). Whether this model is appropriate in the study of consumer behaviour in other leisure contexts needs further explorations.

**Table 2.11 The Paradigms of Emotion and Behaviour of Consumers in Various Contexts**

Author(s) Resea	rch Context	Research Model	Main variables	Main Findings/ Proposed Relationships
Dubé & Menon (2000)	Restaurant C-A	-B	Service performance, Supplier's promise, emotions (positive/negative) satisfaction	Both service performance and supplier's promise have significant influence on emotions, which has a strong effect on satisfaction
Petrick (2004)	Cruise C-V	-B	Quality, satisfaction, perceived value, revisit, word of mouth	Quality has both a moderated effect (through both perceived value and satisfaction) and a direct effect on cruise passengers' behavioural intentions; perceived value is a better predictor than satisfaction
Lai (2004)	Short message service	C-V-B Ser	Quality, perceived value, satisfaction, intentions	Service quality of the service providers influences perceived value which affects customer satisfaction and customer satisfaction affects consumers' behavioural intention to continue to use SMS
Choi et al. (2004)	Health care	C-V-B	Service Quality, perceived value, satisfaction, intentions	Service quality has positive effect on perceived value; perceived value has both direct influence on satisfaction and intention
Bigné, Mattila & Andreu (2008)	Museum & Theme park	C-A-B P	re-purchase expectations, pleasure-arousal, satisfaction & behaviour	Expectation has a positive effect on pleasure-arousal, pleasure and arousal have positive moderated influence (through satisfaction) on behavioural responses.
Fiore & Kim (2007)	Shopping experience	C-E-V	Cognition, emotions, value	Proposed cognition has influence on consumer value through emotions
Madrigal (2003)	Sporting event	C-E-V	Goal relevance, affective expectation, affect(divided into 2 stages), satisfaction; entertainment value; optimism about future performance	Goal relevance positively affect first half affect; expectation positively influences positive emotion; second half affect relates to satisfaction; satisfaction predicted direction to optimism about future performance; positive second half affect positively influences entertainment value
Ladhari (2007)	Movie experience	C-A-B	Disconfirmation of cognitive expectations, affective expectations, emotions(pleasure & arousal), satisfaction	Disconfirmation of cognitive expectations and affective expectation have positive effect on emotions. Emotions, both pleasure and arousal positively influence satisfaction

Table 2.11 The Paradigms of Emotion and Behaviour of Consumers in Various Contexts (Continued)

Author(s) Research	Context	Research Model	Main variables	Main Findings/ Proposed Relationships
Ng (2008)	Sports events	C-E-V & C-A-B	Service environment, social surroundings, service performance, emotions (positive/negative), customer satisfaction, perceived value, behavioural intentions	Proposed that service environment, social surroundings and service performance have positive and negative effect on positive emotions and negative emotions respectively; positive and negative emotions have relationships with satisfaction and perceived value, perceived value has a positive relationship with satisfaction, both satisfaction and perceived value have positive influence on behavioural intentions
Bosque & San Martín (2008)	Destination visit	C-A-B	Expectation, disconfirmation, emotions(positive/negative), satisfaction, destination image, loyalty	Expectation and disconfirmation have a significant relationship with emotions, emotions have a significant influence on satisfaction, destination image and loyalty
Rojas & Camarero (2008)	Historical Site Visit	C-A-B	Expectations, disconfirmation, perceived quality, mood (before visit), please, satisfaction, intensification	Perceived service quality has significant influence on pleasure; pleasure through satisfaction positively affects intensification. Negative effect in the interaction between mood and perceived service quality on satisfaction
Lee, Lee, Lee & Babin (2008)	Festivalscape	C-A-B	Festival environment cues, emotions, satisfaction, loyalty	Emotions serve as important facilitator or mediators of the effect on the Festivalscape on customer reactions
Yang(2008)	Resort hotel	C-V-B	Service performance, customer involvement, consumer value, satisfaction, behavioural intentions	Service performance through customer involvement has strong positive effect on consumer value which influences behavioural intentions through satisfaction
Kim & Moon (2009)	Restaurant	C-A-B	Servicescape, pleasure-feeling, perceived service quality, revisit intention	Servicescape positively affect pleasure feelings and service quality; perceived service quality has positive effect on pleasure feeling; pleasure-feeling has stronger effect on revisit intentions in a strong-entertainment-purposing type than in a weak-entertainment-purposing type. Perceived service quality has no positive affect on revisit intention

## 2.10 Summary

This chapter has reviewed prior research which relates to the four key constructs of this study. The literature is divided into six parts. 1) Spa definition and categories, 2) development of the consumer behaviour model within the consumption experience, 3) consumption emotion, 4) the antecedent and consequence of consumption emotion: service quality and perceived value, 5) consumer behavioural intention, and 6) relationships between constructs.

In reviewing the four variables within the framework, some points should be carefully considered when conducting this study. Firstly, from previous literature, perceived service directly reflects the evaluation of service. SERVQUAL and SERPERF have many limitations, but the five dimensions of service quality provided by Parasuraman et al. (1985) are widely accepted with validity. In order to measure spa service quality, the scale should be developed based on these five dimensions. However, the individual items for service quality dimensions may need to be accepted within the spa context. Secondly, the role of emotion within conventional studies may have previously focused on its impact on behaviour intention, but it is actually the key element in forming consumer value. The PAD scale dominates the measurement of consumption emotion in the theme parks, museums and restaurant settings. However, they are found to have many limitations such as the bipolar scale, the range of emotion types and confusion regarding relaxation as a negative emotion, which may not be suitable in a spa context. The alternative CES scale which conquered the limitations was then adopted. Thirdly, the dimensions of perceived value are complex and confusing.

Therefore, the hedonic and utilitarian dimensions, which could reflect the nature of perceived value and avoid confusion with emotions, service quality and consumer value was preferred. Finally, only favourable behavioural intentions were investigated in this study and Zeithamal et al.'s (1996) scale was partially adopted.

# CHAPTER 3 RESEARCH MODEL AND HYPOTHESES

## 3.1 Introduction

This chapter is divided into two sections. The first section deals with the theoretical framework and hypothesized causal structure among various components within that framework. The second section mainly addresses the relational hypotheses between variables.

## 3.2 Theoretical Framework

The proposed theoretical framework was based on the intensive literature review presented in Chapter Two. The main constructs in the theoretical framework included service quality, consumption emotion, perceived value, and customers' positive behavioural intentions. The proposed model was designed to present consumer behaviour within the consumption experience of the sport context. Consumption emotion plays a key role in the consumption experience. Its antecedent and consequence are service quality and perceived value respectively. Service quality directly influences perceived value. Therefore, perceived value is viewed as the outcome of consumption experience which has proposed a directly positive effect on consumer behavioural intention.

## 3.3 Research Hypotheses

According to Parasuraman et al. (1988), service quality is a global consumer judgment on the superiority of the product or service. In terms of measuring service performance, the dominant approach is to judge the outcome of service

quality based on the SERVQUAL model (Parasuraman et al., 1988). Although it has been widely adopted within service management and marketing literature, limitations of SERVQUAL and Oliver's (1981) expectancy-disconfirmation instruments are criticized. The weaknesses, such as varying standards of expectation and using a mathematical score to present service performance, may lead to confusion in understanding and measuring service quality. Although service performance is viewed as the direct reflection of service quality, the performance based instruments such as SERVPERF and LODGSERV are also invalid in many contexts. Intensive research supported the argument that overall service quality is determined by perception only, rather than the difference between (normative) expectation and performance. Therefore, the current study only measures the consumers' perceived service quality. Five dimensions were previously found to be widely used and implemented to the spa context.

The relationship between service quality and consumption emotion has been widely accepted. Lazarus (1991) asserted that emotion occurs as a result of cognitive appraisal of the person-environment situation, and cognitive appraisal is both necessary and sufficient for formation of emotions (p.177). Nyer (1997) argued that emotions are the consequence of cognitive appraisal. Scherer (1993) proposed detailed and comprehensive sets of appraisals to explain the formation of different emotions.

As a result of these findings, many empirical studies support this theory. Ng (2008) studied the antecedent and consequence of consumption emotion in the collective hedonic context such as sporting events/concerts. Service environment

(interior facilities, exterior facilities and stage atmospherics) and service performance (entertainer performance, service delivery performance), have a significant positive impact on positive emotions and have a negative effect on negative emotions. Matzler, Waiguny, Toschov and Mooradian (2006) also proposed usability (service quality) of the website including both effectiveness and efficiency. This is positively related to the facets of positive emotions and negatively related to the facets of negative emotions.

Jang and Namkung (2009) studied consumer behaviour in restaurants, and found that service quality in the context of restaurants can be divided into product quality, atmospherics and service quality. All these elements have a positive effect on positive emotion and have a negative effect on negative emotion. The more positive the disconfirmation is of tourist expectations, the more frequent the positive emotions. Interestingly, the less frequent and therefore negative emotions have been found in travellers to Spain (Bosque & Martín, 2008). Theoretical examples support this research as shown in various contexts in Table 3.1. The following hypotheses are thus formulated:

H<sub>1</sub>: service quality has a positive influence on positive emotion;

H<sub>2</sub>: service quality has a negative influence on negative emotion.

**Table 3.1 Studies Demonstrate the Relationship between Service Quality and Consumption Emotion**

Author(s) Context	Context	Relevant Finding(s)
Mehrabian & Russell (1974)	Experiments in eight situations	An environmental stimulus influences an individual's emotional state.
Baker et al. (1992)	Retailing	There are associations between store environment and the emotional states of pleasure and arousal.
Wakefield & Blodgett (1994)	Leisure service (sports)	The overall architectural design and décor of a mall are the key environmental elements in generating excitement among customers.
Wen (2007)	Hospital	Service quality positively effects on positive emotion, and negative effects on negative emotion of patients.
Éthier, Hadaya, Talbot & Cadieux (2006)	Online shopping	The impact of web site quality on the cognitive process leading to consumers' emotions.
Ng (2008)	Collective hedonic contexts (concert, sports match)	Service environment (interior facilities, exterior facilities and stage atmospherics) and service performance (entertainer performance, service delivery performance) have the significant positive impact on positive emotions and have negative effect on negative emotions.
Bosque & Martín (2008)	Destination tourists	Service quality has positive effects on positive emotion, and has negative effects on negative emotion of tourists.
Mattila & Ro (2008)	Restaurant	Service failure has strong influence on specific emotions (anger, disappointment or regret, worry).
Jang & Namkung (2009)	Restaurant	Product quality, atmospherics and service quality have positive effects on positive emotion, and have negative effects on negative emotion.

Consumption emotion is defined by Richins (1997) as an emotional reaction that one has in response to a product or service. Numbers of measurements are found unsuitable in the context of emotions within the spa setting. Specifically, DES and DES II developed by Izard (1977), is criticized as being dominated by negative emotions (Laverie et al., 1993; Mano & Oliver, 1993). The emotions within the PAD's bipolar scale are neither adequate for spa users nor reliable. The latest multi-dimension CES is viewed as the proper instrument for this study, not only because it covers most types of emotions in the research context, but also because of the flexible advantages, such as the four-point/ six-point unipolar scale. The present study measured the emotions experienced by consumers during and after their spa treatment.

Consumption emotion is one of the key constructs within the proposed research model. Holbrook (1984) argued that it is the organism which connects both cognition and value. He believed that consumption emotion plays a role of forming consumer values. Although many studies ignore the relationship between emotion and value, there are still some supported studies. Laverie et al., (1993) conducted an exploratory study in the relationship of emotions and values within the consumption experience. The results indicated that certain types of emotions are correlated with certain types of perceived values. For example, interest, surprise and enjoyment positively correlated to hedonic value (e.g. fun, enjoyment and excitement). Interest and fear are the most salient emotions to express related values such as accomplishment and fulfilment. Madrigal (2003) investigated the antecedents and consequences of emotion within the leisure experience. They identified that the frequency of positive emotions experienced during the sporting event positively related to the perceived entertainment value, while the frequency of negative emotion negatively related to the perceived entertainment value. Petrick (2002) also proposed that emotional response is the antecedent of consumer value. Babin and Attaway's (2000) study showed that the atmospheric affect which includes both positive and negative aspects, is the tool for creating perceived value. Specifically, the positive affect related positively to both hedonic and utilitarian shopping value, whereas the negative affect has a strong negative effect on both hedonic and utilitarian value. Theoretical support for the relationship between consumption emotion and consumer value is summarised in Table 3.2. Therefore, this study hypothesizes that:

H<sub>3</sub>: Positive emotion is positively related to hedonic value;

H<sub>4</sub>: Positive emotion is positively related to utilitarian value;

H<sub>5</sub>: Negative emotion is negatively related to hedonic value;

H<sub>6</sub>: Negative emotion is negatively related to utilitarian value.

**Table 3.2 Studies Demonstrating the Relationship between Consumption Emotion and Perceived Value**

<b>Authors Co</b>	<b>ntext</b>	<b>Relevant Findings</b>
Duman & Mattila (2005)	Cruise vacation	Pleasure strongly linked to cruise vacationers' value perceptions.
Petrick (2002)	Recreation & Tourism	Emotional response is the antecedent of consumer value.
Babin & Attaway (2000)	Retailing	Positive affect related positively to both hedonic and utilitarian shopping values whereas the negative affect has a negatively strong effect on both hedonic and utilitarian value.
Ng (2008)	Collective hedonic context	Same findings about emotion and perceived value as the result of Babin & Attaway's (2000) study.
Hightower, Brady & Baker (2002)	Sporting match	Positive affect plays a strong role in influencing value perceived by the audience.

According to extensive literature review, perceived value is a complex construct that involves more than a mere rational assessment of utility. Therefore, it could not be understood in a one dimensional approach based on economic theory and cognition theory. It particularly ignores numerous intangible and emotional costs (e.g. time, effort) and benefits (e.g. relaxation, escape from routing life, novelty) which are notable components of perceived value. Thus, perceived value is defined as a n i nteractive relativistic preference e xperience (Holbrook, 1999). Various classifications are provided to identify the dimensions of perceived value. However, some of them are quite c onfusing regarding th e concept of service quality and consumer emotions (e.g. Holbrook, 1994; Sheth et al. 1991) . Some are only relevant within a specific context but do not measure as applicable in the spa setting (e.g. Grewal, Monroe & Krishnan, 1998; Petrick & Backman, 2002).

The hedonic and utilitarian dimensions were regarded as the two dimensions of value and are adopted in the present study.

Many studies suggest that service quality has a positive effect on perceived value (Babin et al., 2005; Baker et al., 2002; Cronin et al., 2000; Hartline & Jones, 1996). Adequate evidence can be found in various contexts (see Table 3.3).

**Table 3.3 Studies of Relationships between Service Quality and Perceived Value**

Author(s) Context	text	Relevant Findings
Babin et al. (2005);	Restaurant in Korea	Service quality positively influences both hedonic and utilitarian value.
Choi et al. (2004)	Health care	Service quality directly influences consumer value.
Ladhari & Morales (2008);	Canadian public library	Service quality directly influences consumer value, then value influences behaviour intention.
Lai (2004)	Short message business	Service quality of the service providers influences perceived value.
Hartline & Jones (1996)	Hospitality	Customers' perceived service quality positively relates to perceived value.
Yang (2009)	Resort Hotels	Service performance through customer involvement has a strong positive effect on perceived value.

This study therefore hypothesizes that:

H7: Service quality has a positive effect on hedonic value;

H8: Service quality has a positive effect on utilitarian value.

Researchers have stated that favourable behavioural intentions, including good word of mouth, retains loyalty to the company and the paying of higher prices for its products or services (Howat, Murray & Crilley, 1999; Zeithamal et al., 1996).

Although some researchers proposed value, it is considered that only satisfaction influences behaviour intention (Gallarza & Saura, 2006). Petrick (2002) argued that perceived value is a direct and better predictor than satisfaction of behavioural intentions. His study identified that value positively relates to

repurchase and that value also positively and significantly influences word of mouth. The relationship between consumer value and behavioural intentions can be observed in many other studies. Chen and Tsai (2008) argued that perceived value has a direct correlation with loyalty of TV travel product shopping. Jen and Hu (2003) studied the perceived value of public transportation by the Taiwanese. The result showed that the passengers' perceived value is positively and directly related to their repurchase intention. Ng (2008) investigated consumer behaviour within sporting events and concert settings. He proposed that both positive and negative emotions can affect perceived value, which leads to behavioural intentions. Study examples support the fact that consumer value is a powerful indicator of behavioural intentions. These are shown in Table 3.4.

**Table 3.4 Studies of Relationships between Perceived value and Behavioural Intentions**

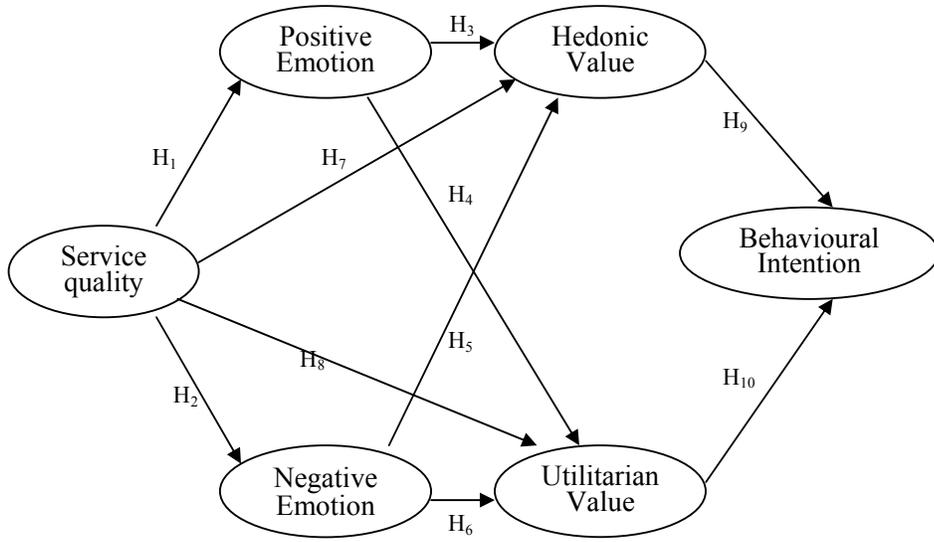
<b>Author(s) Context</b>	<b>text</b>	<b>Relevant Findings</b>
Patterson & Spreng (1997)	B2B professional services	Value positively associates with repurchase intentions.
Chen & Tsai (2008)	TV travel product shopping	Perceived value has direct correlation with loyalty.
Jen & Hu (2003)	Transportation	Passengers' perceived value positively and directly relates to repurchase intention.
Ng (2008)	Sport events Concerts	Perceived value leads to behavioural intentions.
Brady & Cronin (2001)	Coastal tourism	Perceived value leads to behavioural intentions.
Cronin et al. (2000)	Retailing	Service value can enhance the impact on behavioural intentions.

Therefore, this study provides the following hypotheses:

H<sub>9</sub>: Hedonic value has a positive effect on behavioural intentions;

H<sub>10</sub>: Utilitarian value has a positive effect on behavioural intentions.

The hypothesized framework for proposed relationships among the constructs is presented in Figure 3.1.



**Figure 3.1 Conceptual framework**

## **CHAPTER 4 METHODOLOGY**

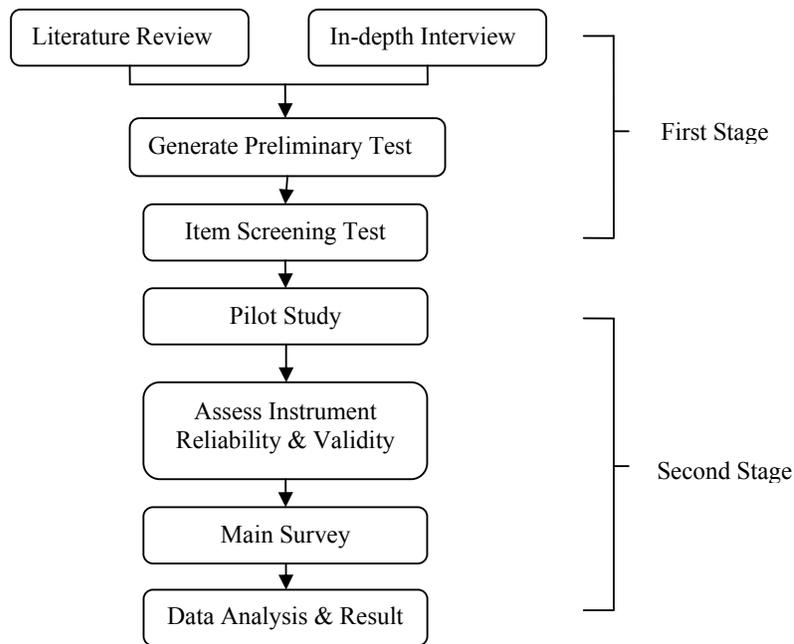
The current chapter describes the research design, sampling and data collection procedures. Instruments development and statistical methods used are also discussed.

### **4.1 Research Design**

The main purpose of this study is to understand the nature of consumer behaviour within the consumption experience by extending and modifying Holbrook's (1986) proposed C-E-V model and to provide empirical evidence for this research model within the resort/hotel spa context. The empirical study specifically helps us explore consumer behaviour of resort/hotel spa guests and further examine the relationships between service quality, consumption emotion, perceived value and positive behavioural intention. In order to achieve these research goals, both qualitative and quantitative methods have been adopted.

The respondents to this study were customers of resort/hotel spas. Local residents and spa members were excluded. Research was divided into two stages. The preliminary questionnaire was developed based on intensive literature reviews and in-depth interviews with five spa consumers and two spa managers. Owing to the absence of existing measurement items for consumption emotion and perceived value of spa guests, in-depth interviews were conducted in Guangzhou and Hong Kong. This allowed the collection of different opinions and the generation of items necessary to assess different perceptions of service quality, emotion and spa experience value. Findings from in-depth interviews and previous literature were taken into consideration when developing the survey

instrument. The items, screened and commented upon by an expert panel including spa consumers, relevant subject educators and spa managers and operators, were finally revised to the present format. The second stage encompassed a pilot study conducted with hotel/resort spa customers in Sanya, Macao, Zhuhai and Shenzhen, to test the reliability and validity of the questionnaire. The main survey was conducted using the same properties to assess the proposed conceptual framework. Figure 4.1 shows the process of the two research stages.



**Figure 4.1 Research Stage**

## **4.2 First Stage**

### **4.2.1 Instrument development**

Measurement items for each of the constructs were developed through the following process. Firstly, existing items generated from literature reviews were

listed and summarized. Secondly, duplicate items measuring the same construct were screened and deleted. Thirdly, the remaining items were rewritten to cater for the hotel and resort spa setting. New items were added based on suggestions from interviews with spa customers and managers. Items not applicable in the spa context were also removed. Finally, an expert panel consisting of spa consumers, relevant subject educators and spa managers and operators, were invited to evaluate the measurement items to ensure they were relevant and appropriate.

#### **4.2.2 In-depth interviews**

In-depth interviews were conducted from 3 to 18 May 2009 in order to gather different opinions from spa customers and industry managers. These interviews were aimed at different people characteristics in terms of gender, age, identity, education level, previous spa experience and industry working experience. This ensured that items used to measure the different constructs within the model were appropriate. The spa directors selected for interview purposes have achieved extensive experience within the industry working for various hotels and resort spas.

The interviews were conducted in quiet places convenient to the participants and each interview lasted for an average of 40 minutes. The interviews conducted were semi-structured interviews. Open-ended questions (see Appendix A and B) were put forward and examples within different contexts were discussed as appropriate, to prompt further responses. Statements generated from the interviews were then shown to the interviewees to calculate as to what extent

they thought the items were appropriate in describing the constructs. This helped determine the required modification of existing descriptions. At the end of the interviews, each participant was asked to complete a self-administered questionnaire which obtained their personal information including gender, age, highest education level obtained, number of previous visits (only for spa customers) and spa working experience (only for spa directors). Table 4.1 shows the personal information of interviewees.

**Table 4.1 Profile of Interviewees**

<b>Interviewees Role</b>	<b>Gender</b>	<b>Age</b>	<b>Highest Education Level abstained</b>	<b>Number of spa visits</b>	<b>Spa working experience</b>
A spa customer	Female	18-29	High school	First time	N/A
B spa customer	Male	30-39	Undergraduate	First time	N/A
C spa customer	Male	40-49	Postgraduate	Twice or above	N/A
D spa customer	Female	30-39	Undergraduate	Twice or above	N/A
E spa customer	Female	40-49	Postgraduate	Twice or above	N/A
F spa director	Female	18-29	Undergraduate	N/A	3years
G spa director	Male	30-39	Undergraduate	N/A	4years

Interviews were audio-recorded, and notes were made to record key points. All data has been treated in an ethical and confidential way. Content analysis was defined as a process of identifying, coding and categorizing the primary patterns of data. Patton (1990) provided the following steps to analyse the transcripts:

- Step1: Listening to the recordings and generating the transcript;
- Step2: Reviewing the transcript with words relevant to the themes being coded. Data sharing of similar meanings were combined into the same category;
- Step3: Categories obtained with relevant items were translated into English

and reviewed by both native speaking Chinese and English people;

- Step4: Categories obtained with relevant items were compared to existing dimensions and corresponding items within the scales were identified from literature reviews. Statements with different meanings were recoded.

### **4.2.3 Expert panel**

Twelve experts including spa consumers, educators and spa managers and operators in Hong Kong, were invited to review the measurement items generated. These were thereafter modified after these interviews during the period 27 May to 17 June 2009. The purpose of the study was explained and advice as to the extent of relevance and pertinence of measuring scales were requested. A second email and telephone calls followed to ensure the requests were clearly delivered and responses returned in time.

### **4.2.4 Measurement items for each construct**

#### **4.2.4.1 Service quality**

Based on literature reviews, the service quality of spa is measured by the following five dimensions: tangibles, reliability, responsiveness, assurance and empathy (Parasuraman et al., 1988). The combined items of service performance are generated from the studies of Parasuraman et al., (1988), Snoj and Mumel (2002) and González et al. (2007). Snoj and Mumel (2002) and González et al. (2007), measured the service quality of health spas in Slovenia, and spa resorts in Spain respectively. A preliminary service quality scale was developed by combining the items from the two studies, from which some statements were

rewritten and revised based on the results of in-depth interviews and expert panel.

Table 4.2 shows the service quality scale items retained, rewritten and deleted.

**Table 4.2 Items of Service Quality in Resort/Hotel Spas**

<b>Reference</b>	<b>Items from literature (duplicated items were deleted)</b>	<b>Items finalized after interviews and expert panel screening</b>
Parasuraman et al. (1988) ; Snoj & Mumel (2002) ; González et al (2007)	The spa has modern equipment	Not appropriate
Parasuraman et al. (1988)	The physical facilities are visually appealing	Not appropriate
Parasuraman et al. (1988) ; Snoj & Mumel (2002) ; González et al (2007)	The employees are well dressed and appear neat	The employees are well groomed
Snoj & Mumel (2002)	The appearance of the physical facilities of the spa is in keeping with the types of service provided	The appearance of the physical facilities of the spa is in keeping with the types of service provided
Parasuraman et al. (1988)	When the employees promise to do something by a certain time, they do so	When the employees promise to do something by a certain time, they do so
Parasuraman et al. (1988) ; Snoj & Mumel (2002) ; González et al (2007)	The employees provide service at the promised time	Not appropriate
Parasuraman et al. (1988)	The employees are always willing to help customers	The employees are always willing to help customers
Parasuraman et al. (1988) ; Snoj & Mumel (2002)	You feel safe in your interaction with employees	The employees are dependable
Snoj & Mumel (2002) ; González et al (2007)	There is no mistakes in the service provided	Not appropriate
Parasuraman et al. (1988)	The employees tell customers exactly when services will be performed	Not appropriate
Parasuraman et al. (1988) ; Snoj & Mumel (2002) ; González et al (2007),	The employees deliver prompt service	The employees deliver prompt service
Parasuraman et al. (1988) ; Snoj & Mumel (2002) ; González et al (2007)	The employees are polite	The employees are polite
Parasuraman et al. (1988) ; Snoj & Mumel (2002)	The employees get adequate support from the management to do their jobs well	Not appropriate

Table 4.2 Items of Service Quality in Resort/Hotel Spas (Continued)

Reference	Items from literature (duplicated items were deleted)	Items finalized after interviews and expert panel screening
Parasuraman et al. (1998)	The employees give you individual attention	Not appropriate
Parasuraman et al. (1988); Snoj & Mumel (2002)	The employees know what your needs are	The employees know what your needs are
Parasuraman et al. (1988)	The spa has your best interests at heart	The spa has your best interests at heart
Parasuraman et al. (1988)	The spa has convenient operating hours	The spa has convenient operating hours
Snoj & Mumel (2002); González et al (2007)	The spa is conveniently located within the hotel/resort	Not appropriate
González et al (2007),  Snoj & Mumel (2002); González et al (2007)	The spa is peaceful	The music and sound used in the spa are appropriate to the type of service provided
González et al (2007)	The spa is conveniently located within the city	Not appropriate
González et al (2007)	The facilities are comfortable	The spa has a comfortable environment (such as good temperature, ventilation, low noise)
González et al (2007)	Existing parking facilities	Not appropriate
Snoj & Mumel (2002); González et al (2007), Snoj & Mumel (2002); González et al (2007)	The employees are professional in providing service	The employees are professional in providing service
González et al (2007)	The spa has a high quality of food and beverage	Not appropriate
González et al (2007)	The spa is clean and hygienic	The spa is clean and hygienic
Snoj & Mumel (2002); González et al (2007)	The prices are competitive	Not appropriate
Snoj & Mumel (2002); González et al (2007)	The spa has a good reputation	Not appropriate
Parasuraman et al. (1988); Snoj & Mumel (2002); González et al (2007)	The spa offers a variety of professional programs (e.g. Yoga, Tai Chi classes)	Not appropriate
González et al (2007)	Permanent medical service	Not appropriate

Table 4.2 Items of Service Quality in Resort/Hotel Spas (Continued)

<b>Reference</b>	<b>Items from literature (duplicated items were deleted)</b>	<b>Items finalized after interviews and expert panel screening</b>
González et al (2007)	Minero-medicinal waters are of good quality	The products used are of good quality (natural ingredients or trustworthy brands etc.)
Snoj & Mumel (2002); González et al (2007)	The spa offers adequate variety of treatments	The spa offers a good variety of treatment which cater to different types of guests
Snoj & Mumel (2002); González et al (2007)	The spa offers a variety of medical consultation services (e.g. Traditional Chinese Medical practitioner, dietician, etc.)	Not appropriate
Snoj & Mumel (2002)	Information about spa services and charges are clearly explained to the customers	The employees clearly explains charges for the services
Snoj & Mumel (2002); González et al (2007)	The spa ensures physical safety of guests	The environment of the spa is safe
Snoj & Mumel (2002); González et al (2007)	The spa is combined with comfortable facilities	Not appropriate
Snoj & Mumel (2002)	The presence of other guests compliments the experience	Not appropriate
Snoj & Mumel (2002); González et al (2007)	The spa ensures the security of guests' personal belongings	The spa provides proper changing places
		The employees clearly explain which type of services are appropriate to the guests

#### 4.2.4.2 Consumption emotion

Richins's CES scale (1997) is viewed as an appropriate instrument to measure the emotions of spa customers. However, not all the items in the CES scale are relevant. Emotion items adopted and the corresponding descriptions are shown in Table 4.3. It is also highlighted that "relieved" is not listed under the positive emotion dimension in the CES scale. However, guests interviewed within the spa context considered "relieved" as a type of positive description of their feelings. Therefore, this item is included as a positive emotion dimension within the present study. Richins (1997) adopted a four-point scale because subjects were responding to rather lengthy lists of descriptors, but the task is less burdensome with a smaller number of scale points. However, there was evidence that the absence of a mid-point produced distortions in the results obtained. Specifically, the denial of a mid-point has resulted in more negative ratings than were achieved when a mid-point was adopted (Garland, 1991). Some emotional descriptions such as surprise, anger, envy etc. were excluded, as they were considered as irrelevant in the spa context.

**Table 4.3 Consumption Emotion of the Resort/ Hotel Spa Guests**

<b>Dimension C</b>	<b>Corresponding Emotion dimensions and descriptions</b>	<b>Item adopted in the current study</b>
Positive emotion	Romantic Love (sex, romantic, passionate)	Romantic
	Love (loving, sentimental, warm hearted)	Not appropriate
	Peacefulness (calm, peaceful)	Peaceful
	Contentment (contented, fulfilled)	Fulfilled
	Optimism (optimistic, encouraged, hopeful)	Not appropriate
	Joy (happy, pleased, joyful), Excitement (excited, thrilled & enthusiastic)	Happy
Negative emotion	Anger (frustrated, angry, irritated)	Not appropriate
	Discontent (unfulfilled, discontented)	Discontented
	Worry (nervous, worried, tense)	Nervous & worried
	Fear (scared, afraid, panicky)	Not appropriate
	Shame (embarrassed, ashamed, humiliated)	Not appropriate
	Envy (envious, jealous)	Not appropriate
	Loneliness (lonely, homesick)	Not appropriate
	Sadness (depressed, sad, miserable)	Not appropriate
Other items	Surprise, guilty, relieved, proud and eager	Relieved

#### 4.2.4.3 Perceived value

Within the present study, hedonic value and utilitarian value are considered as the two-dimensions of perceived value. Based on these two dimensions, Babin et al. (1994) developed 15 items measuring consumer value within the shopping experience. This indicated that the scale can also be applicable to an integral part of a consciousness-emotion-value (C-E-V) model of consumer experiences (Holbrook, 1986), as the scale adequately represents consumer perceptions of both intrinsic (hedonic) and extrinsic (utilitarian) value. However, perceived value is situational as it depends on the context in which the judgment is made (Morris, 1963). Babin et al.'s (1994) measurement items cannot be directly adopted to measure perceived value in the spa setting because it was originally applied to measure consumers' perceived value in their shopping experience. An expert panel was used to develop the questionnaire items of which are adopted for this study. These are shown in Table 4.4.

**Table 4.4 Perceived Value of Resort/ Hotel Spa Guests**

<b>Dimension</b>	<b>Babin et al. 's (1994) scale</b>	<b>Rewritten to cat er to the sp a c ontext (based on in-depth interviews)</b>	<b>Items finalized after expert panel screening</b>
Hedonic Value	This shopping trip was truly a joy	This spa experience was truly a joy	Not appropriate
	Compared to other things I could have done, the time spent shopping was truly enjoyable	Compared to other things I could have done, the time spent on the spa was truly enjoyable	Compared to other things I could have done, the time spent on the spa was truly enjoyable
	During the trip, I felt the excitement of the hunt	Not appropriate	
	This shopping trip truly felt like an escape	This spa experience truly felt like an escape	This spa experience truly felt like an escape
	I enjoyed this shopping trip for its own sake, not just for the items I may have purchased	I enjoyed this spa experience for its own sake, not just for the therapeutic benefit I might have purchased	I enjoyed this spa experience for its own sake, not just for the therapeutic benefit I might have purchased
	I continued to shop, not because I had to, but because I wanted to	Not appropriate	
	I had a good time because I was able to act on the spur of the moment	Not appropriate	
	While shopping, I was able to forget my problems	Not appropriate	
	While shopping, I felt a sense of adventure	Not appropriate	
	This shopping trip was not a very nice time out	Not appropriate	
	I felt really unlucky during this trip	Not appropriate	
	I was able to do a lot of fantasizing during the trip	Not appropriate	
	I accomplished just what I wanted on this shopping trip	I accomplished just what I wanted in this spa experience	I accomplished just what I wanted in this spa experience
	I couldn't buy what I really needed	Not appropriate	
Utilitarian Value	While shopping, I found just the item (s) I was looking for	I found just the service/ treatment I was looking for	I found just the service/ treatment I was looking for
	I was disappointed because I had to go to another store(s) to complete my shopping	Not appropriate	
	I feel this shopping trip was successful	I observed some therapeutic benefits after the spa experience	I observed some therapeutic benefits after the spa experience
	I feel really smart about this shopping trip	Not appropriate	
	This was a good store visit because it was over very quickly	Not appropriate	

#### 4.2.4.4 Positive behavioural intentions

The dimensions of positive behavioural intentions have been identified as repurchase/revisit intention; positive word-of-mouth and willingness to pay more. Items were obtained from the studies of Zeithaml et al. (1996) and González et al. (2008). Several items in the scale having positive behavioural intentions were found to express similar meanings or may make respondents confused, therefore they were deleted. Table 4.5 demonstrates the items of positive behavioural intentions adopted and rewritten for this study.

**Table 4.5 Positive Behavioural Intention of Resort/ Hotel Spa Guest**

Reference	Items from literature (duplicated items were deleted)	Items finalized after expert panel screening
Zeithaml et al. (1996); González et al. (2008)	If I can, I have the intention of coming back to this spa	If I can, I would like to come back to this spa
González et al. (2008)	I consider this spa resort the first on my list	I consider this spa the first on my list
Zeithaml et al. (1996); González et al. (2008)	I will come to this spa more in the future	Not appropriate
Zeithaml et al. (1996); González et al. (2008)	I will say positive things about this spa to other people	I will say positive things about this spa to other people
Zeithaml et al. (1999); González et al. (2008)	I will recommend this spa to anyone who seeks my advice	I will encourage other people to go to this spa
Zeithaml et al. (1996); González et al. (2008)	I will encourage my friends and relatives to go to this spa	Not appropriate
Zeithaml et al. (1996); González et al. (2008)	I will continue to come to this spa even if its price increases somewhat	
Zeithaml et al. (1996); González et al. (2008)	I would even pay a higher price to come to this spa, despite the competitor prices being lower	

#### 4.2.5 The questionnaire

The finalized questionnaire covered five sections. The first section consisted of 20 statements to measure the respondents' perceived quality of their spa experience. The second section comprised nine items describing emotions which respondents may feel during the spa experience. The third section included six

items to measure the perceived value of the spa experience. The fourth section covered four statements describing the possible actions a respondent would take after their spa treatment. All these sections adopted the seven-point Likert scale (where 1 = Strongly Disagree and 7 = Strongly Agree). The last section comprised eight questions which aimed to obtain personal information in relation to the respondent regarding their gender, age, country of residence, if a hotel guest, their spa experience and the number of spa visits previously experienced.

The questionnaire was developed in English. As most respondents were expected to be from the Chinese mainland, Hong Kong SAR, Macao SAR and Japan, it was translated into Chinese and Japanese respectively by adopting the translation/back translation procedure as described by Brislin (1976). The questionnaire was first translated into Chinese by a professional native. Another professional translator then translated the Chinese version back to English. For the Japanese version, the same course was adopted. The Chinese and Japanese wording was revised accordingly to cater for the different culture, as well as to correctly reflect the meaning of the original version. The content validity was accessed by several managers of the participating hotel spas and researchers.

### **4.3 Second Stage**

#### **4.3.1 Pilot study**

In order to ensure the dimensions of service quality, consumption emotion and perceived value, exploratory factor analysis was conducted within the pilot study. 120 hotel/ resort spa guests were conveniently selected as samples for the pilot study which aimed to test the scale of reliability and content validity of the

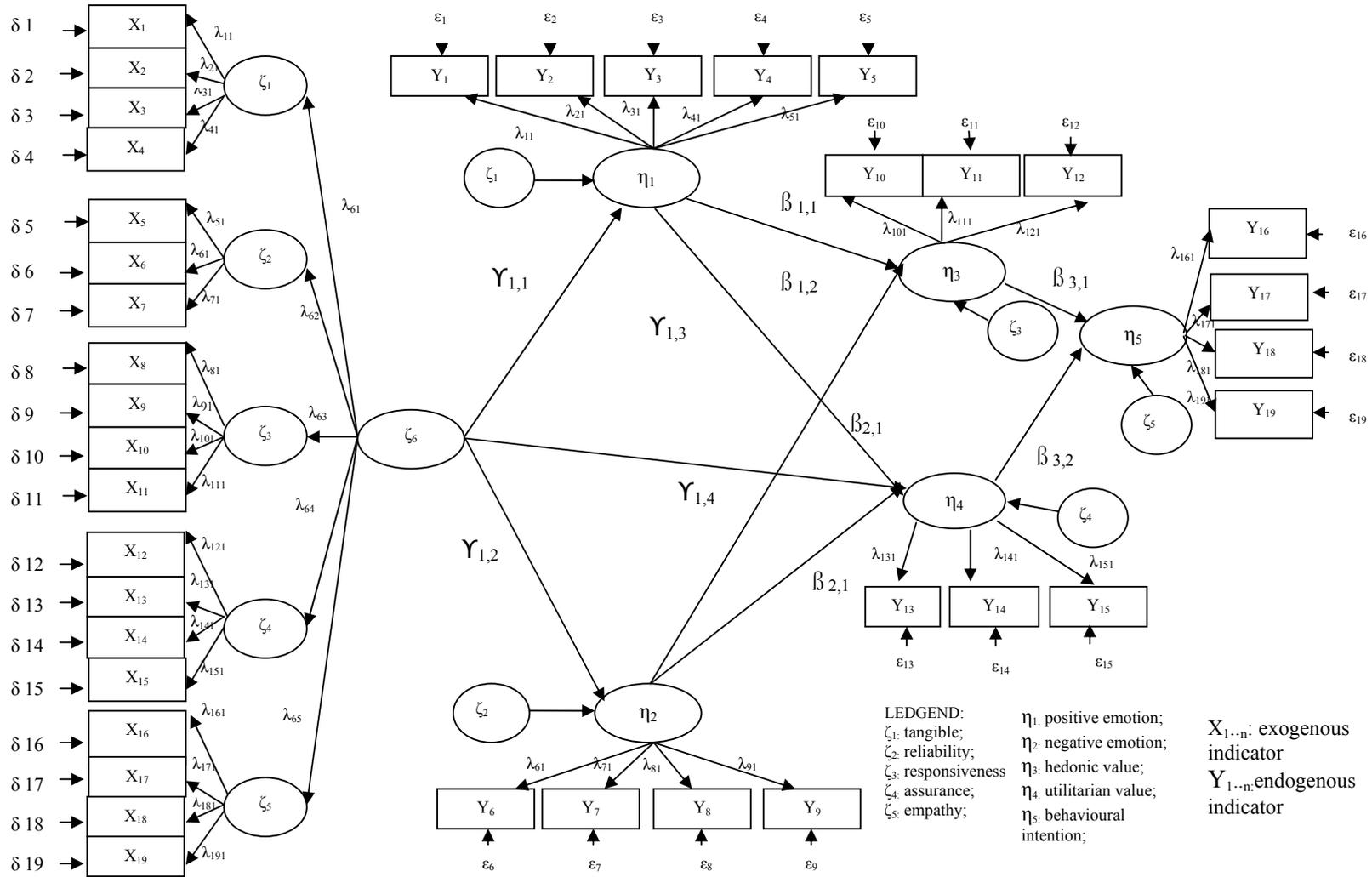
research instrument. The sample size was determined by the number of items measuring different constructs within the model. As a rule of thumb, analyses adopting multivariate statistical methods require a sample size of at least five times the number of scale items (Hair, Anderson, Tatham & Black, 2006). As there were 20 items in the service quality scale, nine items in the consumption emotion scale and six items in the perceived value scale, 120 were considered an appropriate sample size.

### **4.3.2 Main survey**

#### **4.3.2.1 Sampling**

The target population for the study were customers of 5-star hotel/resort spas located in China specifically in Macao, Shenzhen, Zhuhai and Sanya during September 2009 to February 2010. Local residents and members of spas were excluded. The sample size of the study depends on the methods of data analysis adopted to accomplish the objectives. For this study, structural equation modelling (SEM) was used to test the proposed model. This method requires a larger sample size relative to other multivariate approaches (Hair et al. 2006, p.740). Figure 4.2 presents the path diagram of the structural model for the study. Bentler and Chou (1987) suggested at least five cases per parameter estimate (including error terms and path coefficients). It was estimated that there were 93 parameters within this study. Guided by Bentler and Chou's (1987) suggestion, the sample size was estimated at 465.

**Figure 4.2 Path Diagram of the Measurement Model**



LEDGEND:  
 $\zeta_1$ : tangible;  
 $\zeta_2$ : reliability;  
 $\zeta_3$ : responsiveness  
 $\zeta_4$ : assurance;  
 $\zeta_5$ : empathy;

$\eta_1$ : positive emotion;  
 $\eta_2$ : negative emotion;  
 $\eta_3$ : hedonic value;  
 $\eta_4$ : utilitarian value;  
 $\eta_5$ : behavioural intention;

$X_{1..n}$ : exogenous indicator  
 $Y_{1..n}$ : endogenous indicator

The sample was selected based on the convenience sampling method because of limitation of time and cost. Although there may be possible bias associated with convenient sampling, it was hard and nearly impossible to use other methods (e.g. random sampling methods). Firstly, there was no knowledge as to who may be visiting the spa during a particular day during the data collection period, thus the chance of selecting an unknown participant could be guaranteed. Secondly, the average number of customers per day depends on the day of the week and the type of establishment (day spas apparently have more customers compared to spas located in deluxe hotels and resorts). Random sampling was not possible for spas with only a few guests per day.

#### 4.3.2.2 Data collection

The actual data collection was performed by the researcher and staff working in the collaborating hotels and resort spas. Training in respect to the sampling procedure and administration of the survey was provided by the researcher to the staff prior to commencement of actual data collection. Staff invited respondents to participate in the survey after they had completed their spa treatments (when guests were resting in the relaxation area or waiting to check out at the reception desk). When respondents agreed to participate, staff would present the survey to them to complete. The survey was conducted on site, as close to the completion of the spa treatments to facilitate respondents' recollection of actual emotions experienced and their perception of the service quality of the spa.

In order to ensure the samples were homogenous, the selected hotel and resort spas shared a number of common characteristics such as the number of qualified

therapists, treatment rooms, service programs, condition of facilities and the level of spa service as described in Table 4.7.

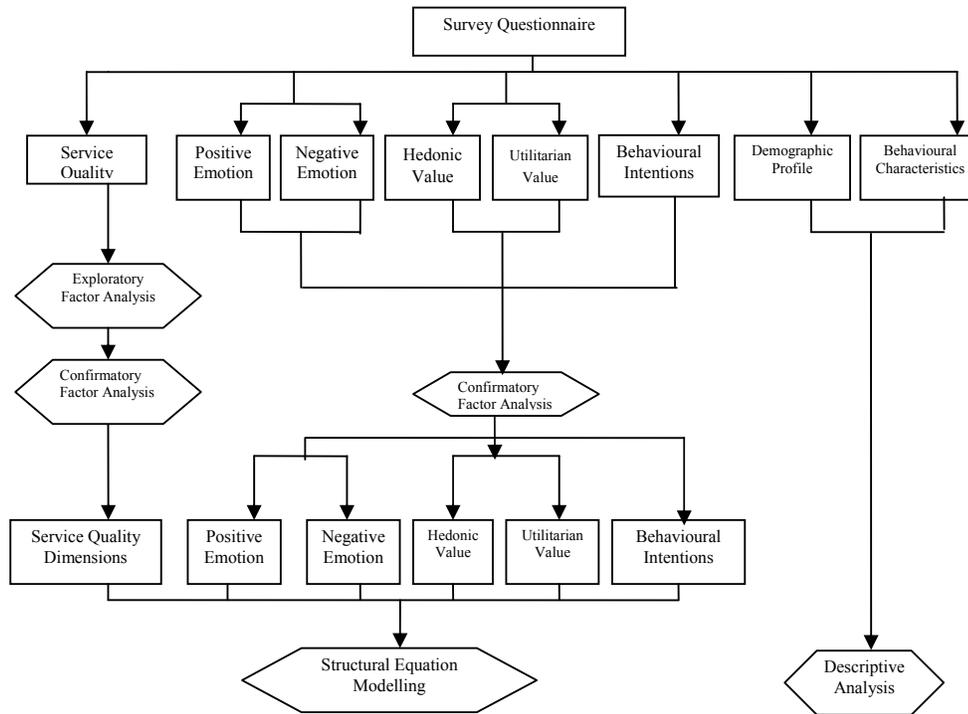
**Table 4.7 Description of the Selected Spas**

<b>Name</b>	<b>No. of qualified therapists</b>	<b>No. of treatment rooms</b>	<b>No of service programs</b>	<b>Major Facilities</b>	<b>Level of hotel/ Resort &amp; types of management</b>
A	6	4 single rooms; 2double rooms;	30	private garden for each room; Jacuzzi; outdoor shower; Steam room; outside swimming pool; product shop	5-star (Self managed)
B	8	8 villas with 18 treatment rooms (8 single rooms, 8 double rooms, 2 VIP villas with private garden)	6 types of massage; 5 types of facial treatment; half day/ whole day service set	Private steam room , outdoor shower, Jacuzzi for each room; product shop	5-star (Self managed)
C	6	11 exclusive treatment rooms, including two double rooms and a luxurious VIP suite with a spacious Jacuzzi.	37	Private steam room, shower for each room; product shop	5-star (outsourced)
D	8	15 treatment rooms in the villas	16 body treatment programs; 9 programs for facial care; 18 types of massage	Private steam room, shower for each room; product shop, private garden	5-star (Self managed)

### 4.3.3 Data analysis

Data was analysed following the procedures shown in the research framework (see Figure 4.2). Exploratory factor analysis was first used to identify the spa service quality dimensions in the pilot study. For the main survey, confirmatory factor analysis was then used to confirm the measurement of exogenous variables (service quality) and endogenous variables (positive emotion, negative emotion, hedonic value, utilitarian value and behavioural intention) in the proposed

research model. Structural equation modeling was then used to test the hypothesized relationships among the constructs within the research model.



**Figure 4.2 Research Framework**

#### 4.3.3.1 Data analysis for pilot test

The demographic respondent profile and behavioural characteristics were amalgamated into the descriptive analysis. This ensures that the sample of this study can represent the customers of hotels and resort spas in both the pilot test and main survey. The statistics of frequency, percentage and cumulative percentage were employed to describe the main features of data collected.

Exploratory factor analysis was conducted to condense the data contained within a number of original variables into a smaller set of new, composite dimensions (Hair et al., 2010). Several approaches were used to ensure that the data matrix

had sufficient correlations to justify the application of factor analysis. The Bartlett test of sphericity was used for the presence of correlation between variables. This provides statistical significance in that the correlation matrix is significant between variables. To quantify the degree of inter-correlation between the variables, the measure of sampling adequacy (MSA) was adopted. The value of Kaiser-Meyer-Olin ranges from 0 to 1. The guidelines of this measure are: 0.80 or above indicates meritorious; 0.70 or above suggests middling; 0.6 or above represents mediocre; 0.5 or above suggests miserable and below 0.5 means unacceptable (Hair et al., 2010).

Principal component analysis with varimax rotation was employed in the EFA. The number of factors to be extracted was based on eigen values of 1 or above along with the scree test. Factor loading in the range of  $\pm 0.30$  to 0.40 are considered to meet the minimal level for interpretation of structure. Using practical significance as the criteria, loadings of  $\pm 0.50$  or greater can be considered practically significant in the current study (Hair et al., 2010).

The reliability of scales was tested by calculating the coefficient alphas (Cronbach's alphas) to determine the degree of internal consistency between the measurements. The Cronbach's alpha should meet the recommended significance of 0.70 (Nunnally & Bernstein, 1994).

#### 4.3.3.2 Data analysis for the main survey

Data from respondents of 18 years old or under, as well as local residents, were excluded. The questionnaire same continuous choices under the same construct and same handwriting were considered invalid and therefore deleted.

Confirmatory factor analysis (CFA) was performed to confirm the factor structure of the spa service quality, consumption emotion, perceived value and behavioural intention scale. The CFA investigated the goodness of fit of the research model, the magnitude of the individual relationships, and the hypothesized paths. Hair et al. (2010, p.672) suggested that a fairly common set of indices can perform adequately across a wide range of situations. Therefore, researchers do not need to report all goodness of fit indices. The following criteria were regarded as the appropriate guidelines to examine the overall fit of the structural model.

- The Chi-square

The Chi-square test values should be small in relation to their degree of freedom. This indicates that the model fits the data (Bollen, 1989); however, these values are very sensitive to the sample size, particularly the larger sample size. It is also dependent upon data normality (MacCallum, Roznowski, & Neconitz, 1992) Thus, other indices should be considered in addition to the Chi-square test values (Byrne, 2010).

- The normed Chi-square

To address the limitation of Chi-square,  $X^2$  degree of freedom ratio can be considered to assess the model fit GOF, which appears as CMIN/DF in the AMOS output. It is commonly referred to as subjective, practical or ad-hoc indices of fit and was typically used as adjuncts of the  $X^2$  statistic. Normally, values ranging from 1 to 3 indicate the GOF of the model.

- The goodness-of-fit index (GFI)

The GFI is an important statistic to illustrate the amount of variance and covariance explained by the proposed model. It is least affected by sample size

compared to other stand-alone indices (Byrne, 2010). The value of GFI ranges between 0 and 1, and values equal or over 0.9 are preferable as this indicates a good model fit.

- Comparative Fit Index (CFI)

The values of CFI ranges from 0 to 1 and are derived from the comparison of a hypothesized model with the independence model. A value  $>.90$  was considered representative of a well-fitting model (Bentler, 1992).

- The root mean square error of approximation (RMSEA)

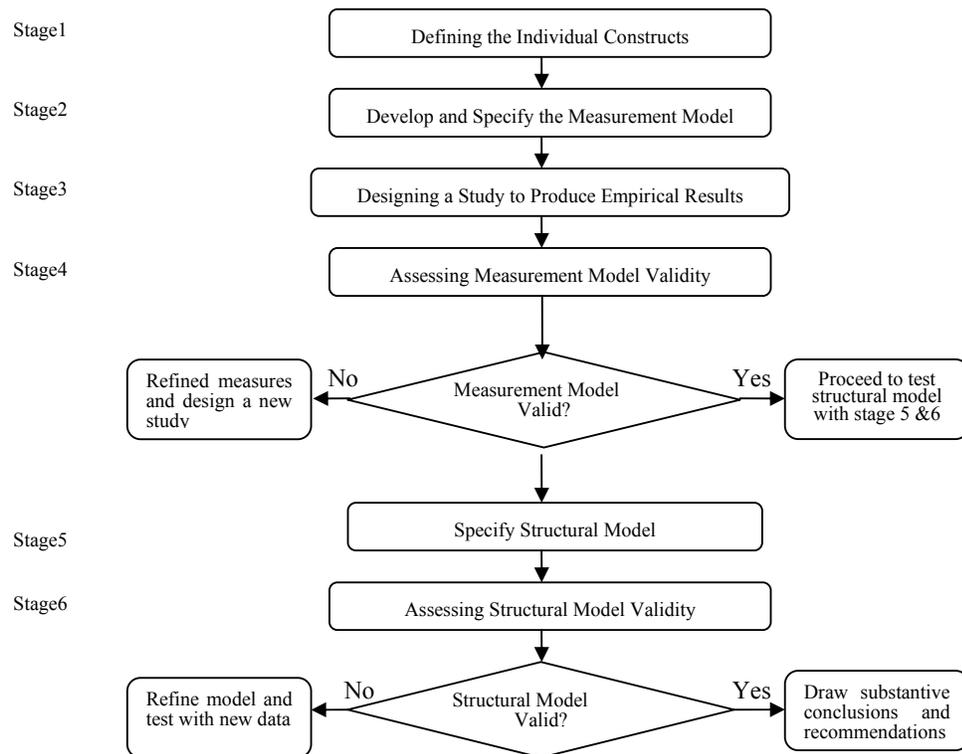
The RMSEA takes into account the error of approximation in the population and can answer the question “how good would the model be with an unknown matrix if it were available” (Browne & Cudeck, 1993, p.137). A small RMSEA is preferable, and values below 0.08 indicate a reasonable fit (Hair et al., 2010). The fit guidelines are shown in Table 4.8.

**Table 4.8 Fit Guidelines**

Measures of Fit	Fit Guidelines
$X^2$ and its P-value	$P > 0.05$
$X^2/df$	1-3
RMSEA	$\leq 0.08$
GFI	$\geq 0.9$
CFI	$\geq 0.9$

Figure 4.3 shows the research stages for SEM. It provides an overview of the stages and some of the activities involved in testing the SEM model applied to the present study. Firstly, the measuring items for each construct were determined by previous research and in-depth interviews. Secondly, based on the theoretical framework, relevant hypotheses and the specific measuring variables with constructs, the researcher can draw a path diagram for the model. Thirdly, to justify the sample size that provides adequate data for the test. Fourth, the research model validity was assessed by GOF (Goodness-of-Fit) which indicates

how well the specified model reproduces the covariance matrix among the indicator items. If the research model is valid, the following process would continue, otherwise measurement should be revised or a new research plan designed. Fifth, the measurement model would convert to a structural model. Finally, the structural model validity was verified though assessing GOF, significance, relationship directions and size of structural parameter estimates. If the results of the test were proven in this aspect, the conclusions and recommendations were provided. Otherwise, a refined research model and new data would be adopted.



From “*Multivariate Data Analysis*” (7<sup>th</sup> Ed.) by J. F. Jr. Hair, R. E. Anderson, R. L. Tatham, and W. C. Black, 2010, NJ: Prentice Hall, p. 654

**Figure 4.3 Six-stage process of structural equation modelling**

To assess whether the data from customers of different demographic characteristics could be pooled together, two types of model were tested. CFA

were conducted for the two models. The first model (equal model), whereby all structural path weights were set to “equal” across the two samples (i.e. there are only two groups of data). The second model (free model), whereby all structural paths weights were set to “free” across the two samples. The difference of the values in terms of Chi-square and degrees of freedom of the two models were calculated. Based on the table of Chi-square distribution, when the p-value of the value of the Chi-square difference corresponding to the degree of freedom is significant ( $p < .05$ ), it indicates a significant difference between the two groups of samples, thus the data needs to be separated into two groups for conducting the CFA and SEM separately. Vice versa, when the p-value is insignificant, the two groups of data can be put together to conduct the CFA and SEM tests.

Within the model, consumption emotion is the mediator between service quality and perceived value. According to Hair et al. (2010), a mediating effect of emotion existed because it is created when a third variable intervenes between two other related constructs. If the mediating construct completely explains the relationship between the two original constructs, then it can be termed as complete mediation, whereas if the relationship between the two original constructs is not explained away by the mediator, this is viewed as partial mediation. To determine if mediation exists and whether it is complete or partial, the two-step process discussed by Hair et al. (2010) was adopted: Firstly, establish that the necessary individual relationships have statistically significant relationships. Secondly, estimate the initial model with only the direct effect. From there, estimate a second model to include the mediating variable and the two additional paths, and finally assess the extent of mediation.

## **CHAPTER 5 FINDINGS**

The first section of this chapter presents the results of the pilot test including descriptive analysis, reliability of the measurement scale and exploratory factor analysis. The second section produces the results of descriptive analysis, confirmatory factor analysis and the process of hypothesized model testing. This is followed by examination of the mediating effect of positive emotion between service quality and the two dimensions of perceived value.

### **5.1 Pilot Test**

The pilot test was conducted in September and October 2009 using a sample of 120 hotel and resort spa guests in Sanya, Zhuhai, Shenzhen and Macao. The following two screening questions were asked to ensure that the respondents were qualified to participate in the invitation to complete the survey.

- Are you below 18 years old?
- Are you a local resident of this city?

The questionnaires were screened manually by the researcher. Continuous same choices under the same construct and same handwriting observed across the questionnaires were considered as invalid and therefore deleted. Missing values were represented by mean substitution to produce internal consistency (Dodeen, 2003). There were 113 efficient questionnaires for the analysis.

#### **5.1.1 Demographic and behavioural characteristics of respondents for pilot test**

Table 5.1 shows the demographic and behavioural profile of 113 respondents used for the pilot test. More than 60% were female guests and 87.6% of the respondents were under the age of 60. With regard to their country of residence,

the majority came from Hong Kong followed by Japan and other cities within mainland China. Almost 70% of the respondents were hotel guests. Over 70% were visiting the spa for the first time. Approximately 32% had no prior spa experience.

**Table 5.1 Demographic and Behavioural Profile of the Pilot Test Respondents**

<b>Characteristic</b>	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Cumulative percentage (%)</b>
<b>Gender</b>			
Male	45	39.8	39.8
Female	68	60.2	100
Total	113	100	
<b>Age</b>			
18-29	28	24.8	24.8
30-39	44	38.9	63.7
40-49	27	23.9	87.6
50-59	6	5.3	92.9
60 or above	8	7.1	100
Total	113		
<b>Country of residence</b>			
Chinese Mainland	19	16.8	16.8
Hong Kong SAR	38	33.6	50.4
Macao SAR	12	10.6	61
Korea	3	2.7	63.7
Japan	32	28.3	92
Singapore	3	2.7	94.7
Malaysia	0	0	94.7
U.S.	6	5.3	100
Total	113		
<b>Hotel guest</b>			
Yes	80	70.8	70.8
No	33	29.2	100
Total	113		
<b>First time visitor to the spa</b>			
Yes	82	72.6	72.6
No	31	27.4	100
Total	113		
<b>Previous spa experience</b>			
none	36	31.9	31.9
At least once	77	68.1	100
Total	113		

### **5.1.2 Dimensions identified for service quality in the research model**

Exploratory factor analysis was used to explore the latent structure of variables and to validate the scales by demonstrating that the consistent items load onto the

same factor. Bartlett’s test of sphericity and the KMO-MSA were used to determine whether sufficient correlation existed between variables. If the Bartlett’s test of sphericity is statistically significant ( $p < .05$ ), and the KMO-MSA has an index closer to 1 significantly, then the results show that each variable is perfectly predicted without error by the other variables. As shown in Table 5.2, both the KMO-MSA and the Bartlett’s test of sphericity indicate that data was appropriate for factor analysis.

**Table 5.2 KMO-MSA and Bartlett’s Test of Sphericity for Service Quality**

	With all attributes
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.81
Bartlett’s Test of Sphericity	
Approx. Chi-Square	3427.32
df	780
Sig.	.00

Hair et al. (2010) suggested that the component factor analysis model is most appropriate when data reduction is paramount. Any decision on the number of factors to be retained should be based on the following considerations: A factor loading of 0.5 was practical; factors with eigen values greater than or equal to 1.0 were considered to be significant; a relevant number of factors to meet a specified percentage of total variance explained, usually 60% or higher; communality representing the amount of variance accounted for by the factor solution for each variable. Communalities with less than .5 were regarded as not having sufficient explanation. As shown in Table 5.3, the eigen values of five factors were above 1, explaining a total 73.23% of the variance, with the factor loading and communalities value of all items being above 0.5. However, one attribute: “The employees deliver prompt service” cross-loaded onto two factors with very close factor loadings (.61 and .51). Based on Hair et al.’s (2010) suggestion, items cross-loaded on more than one factor should be deleted.

**Table 5.3 Factor Analysis of the Spa Service Quality**

<b>Name of the Factor</b>	<b>Eigen Value</b>	<b>Variance explained</b>	<b>Cronbach's Alpha</b>	<b>Factor Loading</b>	<b>Communalities</b>
Fact1 (Tangible)	1.10	5.50%	.79		
The employees are well groomed (Ta1)				.78	.72
The appearance of the physical facilities of the spa is in keeping with the types of service provided (Ta2)				.75	.77
The music and sound used in the spa are appropriate to the type of service provided (Ta3)				.60	.58
The spa has a comfortable environment (such as good temperature, ventilation and fragrance, lighting) (Ta4)				.62	.66
Fact2 (Reliability)	1.38	6.88%	.85		
When the employees promise to do something by a certain time, they do so (Re1)				.80	.82
The employees are dependable (Re2)				.66	.71
The employees clearly explain charges for the services (Re3)				.79	.78
Fact3 (Responsiveness)	7.92	39.58%	.92		
The employees deliver prompt service (Rs1)				.61	.67
The employees are always willing to help customers (Rs2)				.88	.83
The employees clearly explain the types of services provided (Rs3)				.83	.84
The employees are polite (Rs4)				.83	.81
The employees are professional in providing service (Rs5)				.80	.73
Fact 4 (Assurance)	1.77	8.86%	.79		
The spa is clean and hygienic				.80	.760
The products used are of good quality (natural ingredients or trustworthy brands etc.) (As1)				.66	.64
The environment of the spa is safe (As2)				.73	.66
The spa provides proper changing places (As3)				.70	.59
Fact5 (Empathy)	2.48	12.41%	.89		
The employees know what my needs are (Em1)				.84	.80
The spa has my best interests at heart (Em2)				.77	.77
The spa has convenient operating hours (Em3)				.88	.81
The spa offers a good variety of treatments which cater to different types of guests (Em4)				.71	.69

The results of the KMO-MSA and Bartlett's test of sphericity in Table 5.4 shows the measurement items with one item removed to be appropriate for factor analysis.

**Table 5.4 KMO-MSA and Bartlett's Test of Sphericity for Service Quality**

	After delete one item
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.85
Bartlett's Test of Sphericity	
Approx. Chi-Square	1.36E3
df	171
Sig.	.000

Five factors encompassing 19 items were ultimately identified including tangible, reliability, responsiveness, assurance and empathy which explains 73.97% of the total variance. The value of Cronbach's Alpha ranged from .79 to .92 and was viewed as good reliability (Nunnally & Bernstein, 1994) for exploratory research.

Table 5.5 indicates the five factors with eigen value above 1 in the revised measurement scale, explaining the 73.89% of total variance. The factor loadings and communalities of all the items were above .5.

**Table 5.5 Factor Analysis of Spa Service Quality (Deleted One Item)**

Name of the Factor	Eigen Value	Variance explained	Cronbach's Alpha	Factor Loading	Communalities
Fact1 (Tangible)	1.33	7.01%	.79		
The employees are well groomed (Ta1)				.75	.73
The appearance of the physical facilities of the spa is in keeping with the types of service provided (Ta2)				.78	.77
The music and sound used in the spa are appropriate to the type of service provided (Ta3)				.60	.59
The spa has a comfortable environment (such as good temperature, ventilation and fragrance, lighting) (Ta4)				.59	.65
Fact2 (Reliability)	1.07	5.65%	.85		
When the employees promise to do something by a certain time, they do so (Re1)				.82	.84
The employees are dependable (Re2)				.70	.73
The employees clearly explain charges for the services (Re3)				.78	.76
Fact3 (Responsiveness)	7.50	39.45%	.92		
The employees are always willing to help customers (Rs2)				.88	.84
The employees clearly explain the types of services provided (Rs3)				.83	.85
The employees are polite (Rs4)				.83	.75
The employees are professional in providing service (Rs5)				.82	.81
Fact 4 (Assurance)	1.76	9.24%	.79		
The spa is clean and hygienic				.80	.75
The products used are of good quality (natural ingredients or trustworthy brands etc.) (As1)				.66	.66
The environment of the spa is safe (As2)				.73	.66
The spa provides proper changing places (As3)				.70	.61
Fact5 (Empathy)	2.40	12.15%	.89		
The employees know what my needs are (Em1)				.84	.80
The spa has my best interests at heart (Em2)				.77	.77
The spa has convenient operating hours (Em3)				.88	.83
The spa offers a good variety of treatments which cater to different types of guests (Em4)				.71	.69

As consumption emotion, perceived value and behavioural intention scales were adopted from previous studies, EFA was not conducted for these constructs. The values of Cronbach's Alpha of consumption emotion, perceived value and behavioural intention were .89, .88 and .83 respectively, which showed a high reliability to the measurement scales.

### **5.1.3 Evaluation of service quality**

The mean value and standard deviation of each service quality dimension was examined as well as the attributes. Table 5.6 presents the mean scores, standard deviations and ranking of the dimensions and attributes. Overall, the mean value of service quality was quite high, with the mean value of all items being above 5.5. Responsiveness obtained the highest score (M=6.03) followed by tangible (M=5.99), reliability, assurance and empathy. "Politeness of employees", "grooming" and "ability to clearly explain the service type" were ranked as the top three. With regard to the aspect requiring some improvement, it appeared that nearly all attributes within empathy received lower scores.

**Table 5.6 Evaluation of Service Quality (Dimensions & Attributes)**

Rank	Service Quality	Mean	Standard Deviation
	Responsiveness	6.03	.82
1	The employees are polite	6.13	.90
3	The employees clearly explain the types of services provided	6.01	.90
5	The employees are always willing to help customers	5.99	.97
7	The employees are professional in providing service	5.98	.99
	Tangible	5.99	.78
2	The employees are well groomed	6.12	.84
8	The spa has a comfortable environment (such as good temperature, ventilation and fragrance, lighting)	5.96	.96
10	The appearance of the physical facilities of the spa is in keeping with the types of service provided	5.95	.97
13	The music and sound used in the spa are appropriate to the type of service provided	5.92	1.00
	Reliability	5.95	.82
4	The employees clearly explain charges for the services	5.99	.88
11	The employees are dependable	5.95	.96
14	When the employees promise to do something by a certain time, they do so	5.92	.96
	Assurance	5.92	.79
6	The spa is clean and hygienic	5.99	.94
9	The spa provides proper changing places	5.96	.98
12	The environment of the spa is safe	5.94	.93
16	The products used are of good quality (natural ingredients or trustworthy brands etc.)	5.82	1.00
	Empathy	5.83	.91
15	The spa offers a good variety of treatments which cater to different types of guests	5.87	1.03
17	The employees know what my needs are	5.82	1.04
18	The spa has convenient operating hours	5.82	1.04
19	The spa has my best interests at heart	5.81	1.11

## 5.2 Main Survey

### 5.2.1 Data examination

A total of 540 questionnaires were collected from the main survey but only 487 effective questionnaires were obtained. Questionnaires with the same response for all the questions, those with the same handwriting, and those with a lot of missing responses were considered invalid and therefore not included in the analysis. Missing values were represented by mean substitution to produce internal consistency (Dodeen, 2003).

#### 5.2.1.1 Normality test

Data normality was tested through skewness and Fisher kurtosis. The values of skewness and Fisher kurtosis should be within the +2 to -2 range if the data is distributed normally (Tabachnick & Fidell, 2001). SPSS 17.0 was employed being a normal negative skewness, but abnormal positive kurtosis was found within the data. Based on Diamantopolous and Siguaw's (2000) guide, the asymptotic covariance matrix, which is automatically adopted in Amos software, should be used in subsequent structural equation modeling analysis to compute the estimated sample variance and covariance under abnormal distribution for model testing. As the valid sample is 487, it is sufficient to use abnormal distributed data for model estimation (Tanaka, 1984).

#### 5.2.1.2 Pooling of data

Intelligent spas (2005) investigated both female and male spa guests and found there were several major differences in terms of spa motivation, habits, program preference and valued service attributes. For instance, female guests rated ambience within the spa as extremely important whereas male guests believed that five-star services were the most important factors. Female guests tend to choose the individual message program for the next treatment while male guests much prefer the package spa services. As the respondents consisted of different demographic characteristics, data was examined to ensure the responses could be pooled together for the purpose of analysis.

Based on the methods adopted by Wulf, Odekerken-Schröder and Iacobucci (2001), the data was firstly split into female and male groups. Two model tests were conducted for both groups simultaneously. The first model (equal model)

whereby all structural path weights were set to “equal” across the two samples, whilst the second model (free model) had all structural paths set to “free” across the two samples. As shown in Table 5.7 and based on the table of Chi-square distribution with freedom of 10 and  $X^2$  (probability) between 13.44 and 15.99, there is insignificant differences between the two groups in the equal and free model. Therefore, the researcher decided to pool the data together from the two gender groups.

**Table 5.7 Overall Model Fit for the Multi-Group Analysis of Female and Male Samples**

Construct Standard	Equal model	Free Model	Difference	Fit Guideline
X <sup>2</sup> /df , p	X <sup>2</sup> =1470.777; df=494, 3.005,P<.001	X <sup>2</sup> =1484.528; df=484, 3.039,P<0.001	X <sup>2</sup> =14 Df=10	X <sup>2</sup> /df :1 to 3; P>0.005
RMSEA	.064	.065		≤.08
GFI	.802	.803		≥.9
CFI	.887	.888		≥.9

### 5.2.2 Demographic and behavioural characteristics of respondents

The demographic and behavioural profiles of the 487 respondents are shown in Table 5.8. Both male and female respondents in the main study were almost of equal percentage (male guests 49.1% and female guests 50.9%). Regarding age group, 40% of the respondents were aged between 30 to 39 years old, followed by the 18-29 years group (28.9%) and 40-49 years group (20.3%). Only 8.9% of the respondents were guests of 50 years old or above. In terms of their country of residence, Chinese mainland occupied nearly 40% and ranked the highest, next was the Hong Kong Special Administrated Region (SAR) (about 22%), followed by Japan (16%) and Macao SAR (6.6%). The vast majority of respondents were hotel/resort guests as well as first time visitors (almost 75%). Most of them (75.2%) had experienced at least one spa treatment before the current experience.

Most characteristics of the main survey were consistent with the pilot test previously conducted.

**Table 5.8 Demographic and Behavioural Profile of the Main survey Respondents**

<b>Characteristic</b>	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Cumulative percentage (%)</b>
Gender			
Male	239	49.1	49.1
Female	248	50.9	100
Total	487	100	
Age			
18-29	140	28.7	28.7
30-39	195	40.0	68.8
40-49	99	20.3	89.1
50-59	42	8.6	97.7
60 or above	11	2.3	100
Total	487	100	
Country of residence			
Chinese Mainland	194	39.8	39.8
Hong Kong SAR	110	22.6	62.4
Macao SAR	32	6.6	69.4
Korea	7	1.4	70.4
Japan	78	16.0	86.4
Singapore	13	2.7	89.1
Malaysia	11	2.3	91.4
U.S.A.	18	3.7	95.1
Canada	5	1	96.1
Russia	3	0.6	96.7
Australia	2	0.4	97.1
New Zealand	1	0.2	97.3
Western Europe	1	0.2	97.5
Eastern Europe	2	0.4	97.9
Others	10	2.1	100
Total	487	100	
Hotel guest			
Yes	365	74.9	74.9
No	122	25.1	100
Total	487		
First time visitor to the spa			
Yes	365	74.9	74.9
No	122	25.1	100
Total	487	100	
Previous spa experience			
None	121	24.8	24.8
At least once	366	75.2	100
Total	487	100	

### 5.2.3 Testing for the measurement model

Confirmatory factor analysis (CFA) was adopted to assess the exogenous and endogenous variables and overall measurement models respectively. The endogenous and exogenous variables were classified in Table 5.9.

**Table 5.9 Endogenous and Exogenous Constructs Defined within the Research Model**

<b>Endogenous constructs</b>	<b>Exogenous constructs</b>
Positive emotion	Service quality
Negative emotion	
Hedonic value	
Utilitarian value	
Behavioural intention	

The total valid samples of 487 observations were used for the analysis. The hypothesized measurement model for service quality consisted of five dimensions: tangible, reliability, responsiveness, assurance and empathy. Consumption emotion included two dimensions: positive emotion and negative emotion. Perceived value comprised the two dimensions of hedonic value and utilitarian value. Behavioural intention only consisted of one dimension: positive behavioural intention.

#### 5.2.3.1 CFA of the exogenous variable (service quality)

The Confirmatory factor analysis is designed to test the multidimensionality of a theoretical construct (Hair et al., 2010). In particular, this application tested the hypotheses in that service quality composed of five inter-correlated factors being tangible, reliability, responsiveness, assurance and empathy. There were 19 observed variables, of which were loaded onto the factors in the following pattern: Ta1-Ta4 loaded onto factor1 (tangible), Re1-Re3 loaded onto factor2 (reliability), Rs2-Rs5 loaded onto factor3 (responsiveness), As1-As4 loaded onto factor4 (assurance) and Em1-Em4 loaded onto factor5 (empathy). Each observed

variable loaded onto one and only one factor. Errors of measurement associated with each observed variable were uncorrelated.

**Table 5.10 CFA of Spa Service Quality**

<b>Construct Standard</b>	<b>CFA of Spa service quality</b>	<b>Fit Guideline</b>
X <sup>2</sup> /df, p	X <sup>2</sup> =476.57; df=142, 3.36, P<.001	X <sup>2</sup> /df :1 to 3; P>.05
RMSEA	.07	≤.08
GFI	.91	≥.9
CFI	.95	≥.9

As discussed in Chapter 3, the fit guidelines are the value of Chi-square. The recommended level for the norm of Chi-square (Chi-square/df) parsimony index was between 1.0 and 3.0, with GFI and CFI values in excess of the recommended level of 0.90 with RMSEA value being lower than 0.05 or between 0.05 and 0.08. Based on findings of first-order and second-order CFA service quality, the measurement model for the spa service quality dimension showed the model had an acceptable fit. Although the value of Chi-square is more than three times the degree of freedom, other statistics: RMSEA, GFI and CFI, all meet the good fit requirement. The value of X<sup>2</sup> may be more influenced by the larger sample size of the current study. Therefore, the overall model fit should not only be considered independently but also with other criteria.

#### 5.2.3.2 CFA of the endogenous variables

Positive emotion, negative emotion, hedonic value, utilitarian value and behavioural intention were considered as endogenous variables. CFA was conducted with all attributes of each variable. The results of CFA are shown in Table 5.11. The same evaluation process was carried out for the exogenous variables whereby the measurement model using 19 items is generally found to be acceptable.

**Table 5.11 CFA of Endogenous Variables**

<b>Construct Standard</b>	<b>CFA of endogenous variables (original)</b>	<b>Fit Guideline</b>
X <sup>2</sup> /df , p	X <sup>2</sup> =586.02; df=142, 4.13, p<.001	X <sup>2</sup> /df :1 to 3; P>0.05
RMSEA	.08	≤.08
GFI	.90	≥.9
CFI	.93	≥.9

#### 5.2.3.3 CFA of all variables in the hypothesis model

Finally, all variables within the measurement model containing 19 items of service quality, five items of positive emotion, four items of negative emotion, three items each of hedonic and utilitarian value and four items of behavioural intention, were accessed by CFA. As shown in Table 5.12 the fit indices present an acceptable fit of the whole measurement model.

**Table 5.12 CFA of All Variables in the Hypothesis Model**

<b>Construct Standard</b>	<b>CFA of All Items</b>	<b>Fit Guide line</b>
X <sup>2</sup> /df , p	X <sup>2</sup> =864.77; df=237, 3.647, p<0.001	X <sup>2</sup> /df :1 to 3; P>0.05
RMSEA	.07	≤.08
GFI	.90	≥.9
CFI	.93	≥.9

#### 5.2.3.4 Assessment of validity and reliability

Assessment of the measurement model involves an evaluation of the relationships between the latent variables and their indicators which were evaluated by the constructs of reliability and validity. Hair et al. (2010, p709) provide two equations to measure the construct reliability and validity.

Construct validity is accessed by convergent validity which is established if all factor loadings are statistically significant (Anderson & Gerbing, 1988). The squared multiple correlations (SMCs) of the exogenous and endogenous variables indicate how well the y- and x-variables measure the latent construct. The correlations represent the reliability (convergent validities) of the measures,

or the extent to which a measured variable's variance is explained by the latent factor. The value of the SMC (range from 0 to 1) being closer to 1 implies a better indicator of the latent construct (Reisinger & Turner, 1999). The results of reliability and validity of the measurement model are shown in Table 5.13.

**Table 5.13 Reliability and Validity of the Measurement Model**

	Std. Loadings	SMC	Composite Reliability	Average Variance Extracted
<b>Exogenous Variables</b>				
Service quality			.94	.77
Tangible	.81	.65		
Reliability	.82	.67		
Responsiveness	.82	.66		
Assurance	.84	.71		
Empathy	.80	.64		
<b>Endogenous Variables</b>				
Positive emotion			.83	.57
Romantic	.66	.43		
Peaceful	.75	.56		
Fulfilled	.79	.63		
Happy	.85	.73		
Relieved	.60	.37		
Negative emotion			.84	.72
Discontented	.63	.40		
Nervous	.87	.76		
Worried	.95	.90		
Embarrassed	.91	.83		
Hedonic value			.75	.57
Feel like escape	.65	.43		
Enjoyable experience	.85	.68		
Enjoy for its own sake	.780	.61		
Utilitarian value			.85	.72
Accomplished wanted things	.82	.67		
Found the service	.90	.80		
Observed benefit	.83	.69		
Behavioural intention			.86	.67
Come back	.74	.549		
Consider the supplier firstly	.78	.60		
Positive WOM	.87	.76		
Encourage other people to go	.89	.78		

Based on the results shown in Table 5.13, convergent validity is supported with statistically significant factor loadings for all items from .60 to .90. The SMCs

ranged from .64 to .71 for the exogenous variable and .37 to .83 for the endogenous variables, which indicates a moderate to high reliability. Construct reliability was achieved with composite reliability (above .7) and average variance extracted (above.5).

Discriminant validity of the measurement model was also examined, which indicates the extent to which a construct is truly distinct from other constructs (Hair et al., 2010). Table 5.14 shows that the correlations among and between the exogenous and endogenous variables ranged from -.29 to.78, which indicates an appropriate level of inter-correlation.

**Table 5.14 Correlation among the Exogenous and Endogenous Constructs**

	Service quality	Negative emotion	Positive emotion	Utilitarian value	Hedonic value	Behavioural intention
Service quality	1.00					
Negative emotion	-.43	1.00				
Positive emotion	.72	-.31	1.00			
utilitarian value	.65	-.29	.63	1.00		
Hedonic value	.74	-.35	.78	.56	1.00	
Behavioural intention	.64	-.29	.64	.72	.71	1.00

#### 5.2.4 Assessment of the structural model

Since a satisfactory measurement model was obtained, therefore the structural model was accessed. When comparing the standardized loadings of the measurement model and the structural model, the two sets of loadings should not have deviations so as to demonstrate the stability among the measurement items within the structural model. See Table 5.15.

**Table 5.15 Standardized Loading in Both Measurement and Structural Model**

Variable	Standardized loading in measurement model	Standardized loading in structural model
<b>Service quality</b>		
Tangible	.81	.81
Reliability	.82	.81
Responsiveness	.81	.81
Assurance	.84	.84
Empathy	.80	.80
<b>Positive emotion</b>		
Romantic	.66	.66
Peaceful	.75	.75
Fulfilled	.79	.79
Happy	.85	.85
Relieved	.60	.60
<b>Negative emotion</b>		
Discontented	.63	.63
Nervous	.87	.87
Worried	.95	.95
Embarrassed	.91	.91
<b>Hedonic value</b>		
Feel like escape	.65	.66
Enjoyable experience	.85	.84
Enjoy for its own sake	.78	.74
<b>Utilitarian value</b>		
Accomplished wanted things	.82	.81
Found the service	.90	.90
Observed benefit	.83	.83
<b>Behavioural intention</b>		
Come back	.74	.72
Consider the supplier firstly	.78	.77
Positive WOM	.87	.87
Encourage other people to go	.88	.88

The overall structural model fit was examined. Table 5.16 shows that apart from the value of  $X^2$  which is larger than the fit guideline, other statistics such as RMSEA, GFI and CFI met the requirements indicating a reasonable acceptable model fit.

**Table 5.16 Path Analysis of the Structural Model**

Construct Standard	CFA Fit	Guideline
$X^2 / df, p$	$X^2=995.85;$ $df=242, 4.12, p<.001$	$X^2 / df : 1$ to $3;$ $P>.05$
RMSEA	.08	$\leq .05$ to $.08$
GFI	.90	$\geq .9$
CFI	.91	$\geq .9$

### 5.2.5 Hypotheses test

All effects are shown in Table 5.17. This reports the standardized path coefficient and t-values of all hypothesized relationships within the model. The standardized coefficient aimed to evaluate the relative contribution of each predictor variable to each outcome variable, with the t-value indicating as to whether the corresponding path coefficient was significantly different from zero (Byrne, 2009).

**Table 5.17 Results of the Hypotheses Test within the Structural Model**

Hypothesis Path		Std. Coeff.	T-value	Result	
H <sub>1</sub>	Service quality → positive emotion	$\Upsilon_{1,1}$	.87	12.25*	supported
H <sub>2</sub>	Service quality → negative emotion	$\Upsilon_{1,2}$	-.71	-8.96*	supported
H <sub>3</sub>	Positive emotion → hedonic value	$\beta_{1,1}$	.55	6.70*	supported
H <sub>4</sub>	Positive emotion → utilitarian value	$\beta_{1,2}$	.36	4.78*	supported
H <sub>5</sub>	Negative emotion → hedonic value	$\beta_{2,1}$	-.03	-.90	Not supported
H <sub>6</sub>	Negative emotion → utilitarian value	$\beta_{2,2}$	-.00	-.04	Not supported
H <sub>7</sub>	Service quality → hedonic value	$\Upsilon_{1,3}$	.39	4.69*	supported
H <sub>8</sub>	Service quality → utilitarian value	$\Upsilon_{1,4}$	.48	5.55*	supported
H <sub>9</sub>	Hedonic value → behavioural intention	$\beta_{3,1}$	.43	7.74*	supported
H <sub>10</sub>	Utilitarian value → behavioural intention	$\beta_{3,2}$	.41	6.69*	supported

\*Statistically significant at 0.05 level

H<sub>1</sub>: Service quality has a positive influence on positive emotion;

H<sub>2</sub>: Service quality has a negative influence on positive emotion;

The hypotheses posit that the perceptions of service quality by spa guests has a significant positive influence on their positive emotion experiences, whereby it has a negative effect on negative emotion. The two hypothesis were supported with  $\Upsilon_{1,1}=.87$  ( $t=12.25$ ) and  $\Upsilon_{1,2}=-.71$  ( $t=-8.96$ ) respectively.

H<sub>3</sub>: Positive emotion is positively related to hedonic value;

H<sub>4</sub>: Positive emotion is positively related to utilitarian value;

Both hypotheses were supported with  $\beta_{1.1} = .55$  ( $t=6.70$ ) and  $\beta_{1.2} = .36$  ( $t=4.78$ ) respectively. It is found that positive emotion has a significant positive influence on both dimensions of perceived value.

H<sub>5</sub>: Negative emotion is negatively related to hedonic value;

H<sub>6</sub>: Negative emotion is negatively related to utilitarian value;

The two hypotheses were rejected as the t values were -.90 (negative emotion and hedonic value) and -.04 (negative emotion and utilitarian value) which is less than 1 and is regarded as insignificant. Therefore, in the current study, negative emotion has no significant negative effect on the hedonic and utilitarian value.

H<sub>7</sub>: Service quality has a positive effect on hedonic value;

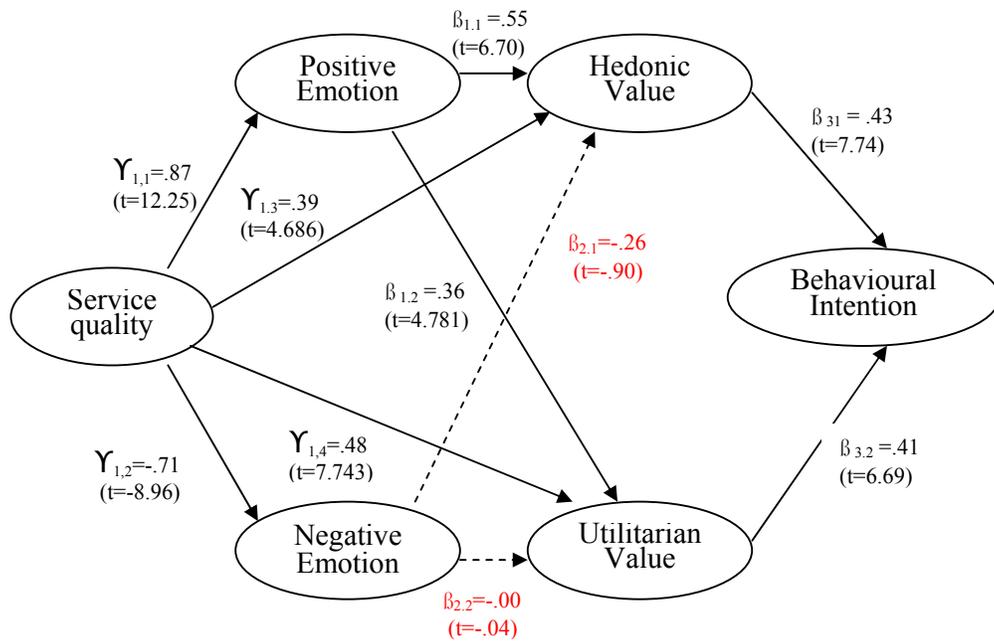
H<sub>8</sub>: Service quality has a positive effect on utilitarian value;

Service quality was proven to significantly influence both hedonic and utilitarian values with  $\gamma_{1.3} = .39$  ( $t=4.69$ ) and  $\gamma_{1.4} = .48$  ( $t=7.74$ ) respectively.

H<sub>9</sub>: Hedonic value has a positive effect on behavioural intentions;

H<sub>10</sub>: Utilitarian value has a positive effect on behavioural intentions;

Perceived value compromising the hedonic and utilitarian dimensions were proven to have significant effect on behavioural intention with  $\beta_{3.1} = .43$  ( $t=7.74$ ) and  $\beta_{3.2} = .41$  ( $t=6.69$ ) respectively. The two hypotheses in the path diagram were supported. Figure 5.1 presents the structural model.



Note:  $\longrightarrow$  represents the significant path;  $--\longrightarrow$  represents the insignificant path

**Figure 5.1 the Structural Model**

### 5.2.6 The mediation effect of positive emotion

As discussed in Chapter 2, consumption emotion plays a very important role in the spa experience, particularly positive emotion, which directly influences perceived value and consequently determines the future behaviour of customers. Because results from the structural model indicated that negative emotion did not have a significant relationship with hedonic and utilitarian value, the focus was turned to testing the mediating effect of positive emotion.

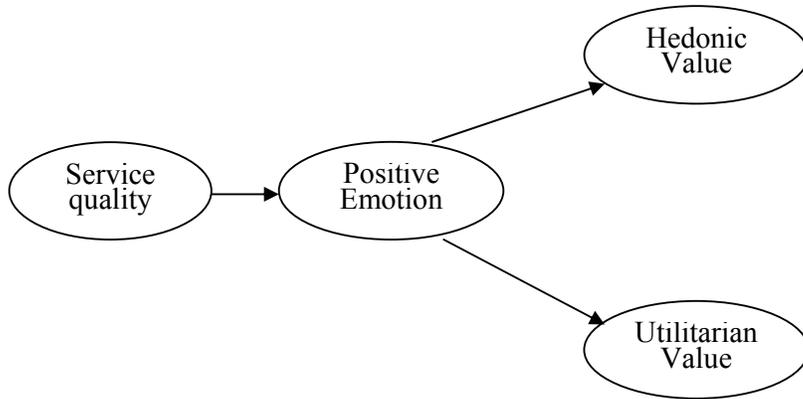
A mediating effect is created when a third variable intervenes between two other related constructs (Hair et al. 2010). In the current study, the antecedent of positive emotion is service quality whereas the consequence of positive emotion is of hedonic and utilitarian value. If positive emotion is proven to intervene

between the direct effect of service quality and perceived value, it can be regarded as a mediator. Additionally, if the positive emotion completely explains the relationship between service quality and the two dimensions of perceived value, then it can be considered as a complete mediation. If there is any relationship between service quality and the two dimensions of perceived value that are not explained away by the mediator, then positive emotion can be termed as partial mediation.

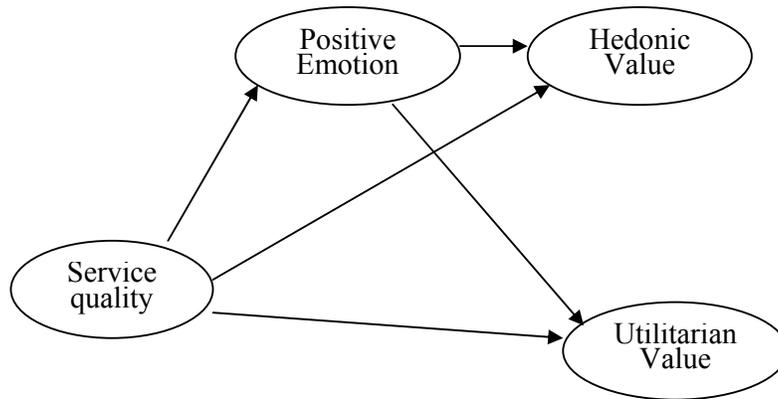
To determine if mediation exists and whether it is complete or partial, the two-step process developed by Hair et al. (2010) was adopted:

Firstly, to establish significant relationships between the constructs: based on Table 5.17, service quality was observed to significantly correlate with positive emotion (.72). Positive emotion significantly correlated to both hedonic and utilitarian value with the coefficient .78 and .63. Service quality significantly related both hedonic and utilitarian value with the coefficients .74 and .65.

Secondly, to estimate the mediated model and assess the level of mediation: the following two research models are accessed by CFA (see Figure 5.2 and Figure 5.3).



**Figure 5.2 Relationships between Service Quality, Positive emotion, Hedonic Value and Utilitarian Value (without direct effects from service quality to both perceived value dimensions)**



**Figure 5.3 Relationships between Service Quality, Positive Emotion, Hedonic Value and Utilitarian Value (with direct effects from service quality to both perceived value dimensions)**

The results of analysis to both models (Figure 5.2 and Figure 5.3) are presented in Table 5.18. As indicated, Model 2 with a direct relationship had a substantial improvement in model fit (with  $\Delta X^2=32.27$  and  $\Delta df=2$ ,  $p<.001$ ) and a significant path estimate for service quality to hedonic value as well as to utilitarian value. After the positive emotion (PE) was included as a mediating construct, the relationship between service quality (SQ) and hedonic value (HV), SQ and

utilitarian value (UV) are significant (.35 and .45 respective). Therefore, these results suggest that there is no complete mediation.

**Table 5.18 Testing for Mediation in Relationships between Service Quality, Positive Emotion, Hedonic Value and Utilitarian Value**

Model element	Model 1(see figure 5.2)	Model 2 (see figure 5.3, revised with direct effect)
Model fit		
X2 /df , p	X <sup>2</sup> =495.60; df=101, 4.91, P<.001	X <sup>2</sup> =463.33; df=99, 4.68 P<.001
RMSEA	.09	.09
GFI	.89	.90
CFI	.92	.93
Standardized parameter estimates		
SQ-PE	.92*	.87*
PE-HV	.85*	.58*
PE-UV	.76*	.38*
SQ-HV	Not estimated	.35*
SQ-UV	Not estimated	.45*

\*Statistically significant at 0.05 level

Table 5.19 reports the total effect, direct effect and indirect effect from SQ to the two dimensions of perceived value. Two items reflecting indirect causal mediated effects are: SQ-PE-HV and SQ-PE-UV. Both indirect effects contain paths which are all significant, including the effect from SQ to HV and SQ to UV. Therefore, the researcher believes that positive emotion is the partial mediation between the effects of service quality to hedonic value and service quality to utilitarian value.

**Table 5.19 Summary of Effect between Positive Emotion and Perceived Value**

	Model 1 (only indirect effect)	Model 2 (indirect and direct effect)
Effects of SQ on HV		
Total effect	0.65	0.70
Direct effect	0.00	0.29
Indirect effect	0.78*0.83=0.65	0.74*0.56=0.41
Effects of SQ on UV		
Total effect	0.54	0.64
Direct effect	0.00	0.37
Indirect effect	0.78*0.69=0.54	0.74*0.37=0.27

## **CHAPTER 6 DISSCUSSION, CONCLUSION, AND LIMITATIONS**

In order to answer the research questions raised in Chapter 1, this chapter summarizes and discusses results of the study by comparisons to previous studies; both theoretical and managerial implications were then obtained; this was followed by limitations of the present study and recommended direction for future studies.

### **6.1 Summary and Discussion of Findings**

The main purpose of the research was to test a model of cognitive evaluation-consumption emotion-perceived value in the context of resort and hotel spas located in China. The new model expressed the relationships between service quality, consumption emotion, perceived value and behavioural intention. The focus was to determine the role of consumption emotion in the experience of spa guests. Several research objectives were raised:

Objective 1: To identify and confirm the measurement model of the constructs (service quality, consumption emotion, consumer value and behavioural intentions);

The measurement instrument of spa service quality was based on the SERVQUAL scale developed by (Parasuraman et al., 1988), from which the two studies particularly focus on the spa service written by Snoj and Mumel (2002) and González et al. (2007). The CES scale developed by Richins (1997) for measuring consumption emotion was partially adopted in the present study. The

measuring instrument of perceived value was developed based on Babin et al.'s (1994) scale within the shopping context. Items from Zeithaml et al. (1996) and González et al.'s (2008) studies for measuring behavioural intention were selected and employed. The viewpoints from in-depth interviews across several spa customers and managers were also considered. The items were revised, with irrelevant items being deleted. The instrument of service quality was finalized using 19 items. Nine items of consumption emotion, six items of perceived value and four items of favourable behavioural intention were also generated through the expert panel screening and pilot test. Satisfaction of reliability and validity were obtained.

Five dimensions of service quality were noted and included tangible, reliability, responsiveness, assurance, and empathy. Positive and negative emotions were both factors of consumption emotion and perceived value included both hedonic and utilitarian values. Apart from perceived value, the proposed dimensions of both service quality and consumption emotion were confirmed by CFA. Although perceived value only extracted one factor, based on previous literature and the interviews conducted, hedonic and utilitarian values were still regarded as two distinct value dimensions. By conducting CFA for the exogenous variable (service quality), endogenous variables (consumption emotion, perceived value and behavioural intention) and the whole measurement model, reasonable goodness of fit indices for the measurement model were achieved. Therefore, the two dimensions of perceived value were confirmed. Factors included within each construct were inconsistent in comparison to previous research. The reasoning

for this was that statements under each factor varied in order to cater for the resorts and hotel spas located in China.

Objective 2: To test the interrelationships among constructs of service quality, consumption emotion, consumer value and behavioural intention.

Table 6.1 shows the summary of results of hypotheses testing, whereby eight of the ten were supported.

**Table 6.1 Summary of Results of Hypotheses Testing**

<b>Hypothesis Path</b>	<b>Result</b>
H <sub>1</sub> service quality → positive emotion	supported
H <sub>2</sub> Service quality → negative emotion	supported
H <sub>3</sub> Positive emotion → hedonic value	supported
H <sub>4</sub> Positive emotion → utilitarian value	supported
H <sub>5</sub> Negative emotion → hedonic value	Not supported
H <sub>6</sub> Negative emotion → utilitarian value	Not supported
H <sub>7</sub> Service quality → hedonic value	supported
H <sub>8</sub> Service quality → utilitarian value	supported
H <sub>9</sub> Hedonic value → behavioural intention	supported
H <sub>10</sub> Utilitarian value → behavioural intention	supported

Service quality has a significantly positive effect on positive emotion ( $\gamma_{1, 1}=.87$ ) whereas it negatively influences negative emotion ( $\gamma_{1, 2}=-.71$ ). These results provided the same findings of Rojas and Camarero (2008) who investigated the experience of visitors within a cultural centre in Spain. They found that a shortage of service quality can significantly cause the visitors displeasure, whereas a high perceived service quality can cause them much pleasure. Similar

conclusions can be found in Bigné et al. (2008), Marans and Spreckelmeyer (1982) and Ng (2008)'s studies.

Service quality has a significant effect on both the hedonic value ( $\gamma_{1,3}=.39$ ) and utilitarian value ( $\gamma_{1,4}=.48$ ). Similarly, in Babin et al.'s (2005) study regarding customer patronage within a Korean restaurant, service quality was found to have a positive effect on both hedonic and utilitarian value. The same conclusions can also be found in studies by Baker et al. (2002) and Cronin et al. (2000), whereby the value of a service is largely defined by perceptions of quality.

In the present study, positive emotion has a positive and significant influence on both hedonic value ( $\beta_{1,1}=.55$ ) and utilitarian value ( $\beta_{1,2}=.36$ ). Babin et al. (1994) also found that the pleasure of consumers relates positively to utilitarian shopping value by facilitating the shopping task. Also, in that consumer arousal relates positively to hedonic shopping value, making a store environment a more attractive place to spend time. Similar conclusions were summarized in Babin and Attaway's (2000) empirical study.

The two dimensions of perceived value (hedonic and utilitarian value) have a significant positive effect on behavioural intention with nearly equal coefficients .43 and .41, respectively. The results were consistent with findings of Lin et al. (2005) who studied on-line shopping and TV shopping behaviour. They found that value perceptions lead to re-patronage and positive word-of-mouth. Jen and Hu (2003) researched people of Taiwan's perceived value of

public transportation and found that perceived value by passengers positively and directly related to their repurchase intention.

However, negative emotion was detected to have an insignificant influence on hedonic and utilitarian value with both T-values below 1. This indicates that customers also experienced negative emotion during or after the spa experience, but both the hedonic and utilitarian value they received were not affected. The results presented a different picture to that of previous studies. Baker and Cameron (1996) found that the negative affect leads to less patience while waiting for store service and lower involvement. Therefore, the consumer feels the store becomes less likely to fulfil their intended purpose and therefore reduces both hedonic and utilitarian value.

The reason why negative emotion was detected with insignificant perceived value may be explained by several reasons: firstly, the utilitarian value actually existed and can be observed or detected by the customers. Even bad service may have led to negative emotion whereby customers may not deny the real therapeutic effects that the spa service produced. Thus, negative emotion has no significant influence on utilitarian value. Secondly, the survey was only conducted within 5-star hotels and resorts where the high service quality could reduce the probability of negative emotion. The mean values of negative emotion were below 2.50, deviating on the low score side. Thus, the data may not be adequate to explain the relationship between negative emotion and perceived value. This result corresponds to the finding of Babin, Lee, Kim & Griffin (2005) study of dining experience in Korean restaurant.

The mediating role of positive emotion between service quality and two dimensions of perceived value was proven. Theoretical evidence can be found within some previous studies. Fiore & Kim (2007) found that cognitive evaluation has a positive influence on consumer value through emotion during the shopping experience. Emotion, particularly on the positive side, plays a key role between cognitive evaluation and outcome of experience. Hume, Mort and Winzar (2007) analysed the consequences of service quality, appraisal emotion, perceived value and customer satisfaction on future repurchase intentions within the context of the performing arts setting. The results showed that service quality (the act), affects perceived value for time and money through an indirect path mediated by appraisal emotion.

Objective 3: To examine service quality of the five-star hotels and resort spas investigated.

The evaluation of service quality was quite high as all mean values of the attributes were above 5.5. From the five dimensions of five-star hotel and resort spa service quality, responsiveness was perceived the best (6.03), followed by tangible (5.99), reliability (5.95), assurance (5.92) and empathy (5.83). The five components of spa service contributed greatly to a good overall spa experience. In order to better understand these findings, the researcher refers to Snoj and Mumel (2002)'s study. Their study compared two surveys regarding importance of service quality components of spas in Slovenia conducted in 1991 and 1999 respectively. The importance ranking of service attributes may provide much

information on what types of components of service are exactly crucial to spa customers. Therefore, through consulting previous research along with the findings of this current study, results may help to expose the gap between perceived spa services and services that customer's value. This outcome could indicate the improvement direction of spa service quality. The rank of importance of service quality components in Slovenia during 1991 were reliability, assurance, empathy, responsiveness and tangible, whereas in the 1999 survey the ranking order had changed to empathy, reliability, assurance, responsiveness and tangible. From their study, responsiveness and tangible were listed as the latter two. However, in the present study these two components achieved the highest appraisal. Snoj and Mumel (2002) argue that empathy has become increasingly important compared to the 1991 and 1999 survey, yet in the present study empathy obtained the lowest score. The results of current research shows that the higher score was given to the lower important components of spa service quality (responsiveness & tangible), while the appraisal of the important component (empathy) was not very high. This indicated that more effort should be made to satisfy individual demand and provide more personalized services to satisfy the needs of customers.

Objective 4: to explore which consumption emotion dimension has the greater influence on perceived value.

As mentioned, only positive emotion has a significant positive affect on the two dimensions of perceived value. Specifically, positive emotion has a greater influence on hedonic value ( $\beta_{1,1}=.55$ ) than utilitarian value ( $\beta_{1,2}=.36$ ). Hedonic value represents an appreciation of activities. Within the spa context it can be

interpreted as having a pleasure/joy experience or a special experience unlike routine life. Consumption emotions, particularly on the positive side, have a direct influence on the hedonic value. Therefore, coefficients between them may be comparatively higher whereas the utilitarian value was evaluated more objectively. These results were supported by the findings of Babin and Attaway (2000). During the shopping experience, positive emotion has a greater positive effect on hedonic value (.67) than utilitarian value (.35).

Objective 5: to determine which dimension of perceived value has a greater influence on positive behavioural intentions.

Both hedonic and utilitarian values appeared to share a similar significant and positive influence on behavioural intention. It can be interpreted as both hedonic value (appreciation of the spa experience) and utilitarian value (usefulness of the spa treatment), are important determinants of the future behaviour of customers. On the other hand, Jang and Ha (2010) assessed the American customers' perceptions of value regarding their dining experiences within Korean restaurants in the United States. They found that utilitarian value had a greater positive effect on behavioural intention compared to the relationship between hedonic value and behavioural intention. This may be explained by the fact that there is a difference experience between service experience received in a restaurant and service experience in a spa. In restaurants, customers consume tangible products (food and beverage) to fulfil their physiological need and therefore, it is easier for them to recognize the utilitarian value of the restaurant experience. In contrast, spa emphasises on providing enjoyment and other pleasurable feelings to customers,

physical benefits to the body such as lose weight and release are may not be easily observed immediately by the customers after the treatment. Therefore the utilitarian value is more important to customers within the restaurant setting, whereas hedonic value may play more of a crucial role within the spa experience.

## **6.2 Theoretical Implication**

### **6.2.1 Measurement scales of main constructs**

Other than behavioural intentions, the present study provides revised scales for spa service quality, consumption emotion and perceived value in the setting of hotels and resort spas located in China. This will serve as a platform for future research.

SERVQUAL was used for the measurement of service quality. This consisted of 22 items and was considered the most classical and acceptable of measuring instruments. However, it needed to be customized to the specific service it was being applied to Carman (1990). Snoj and Mumel (2002) and González et al. (2007) developed 22 items and 23 items respectively, to measure spa service in the western culture. Based on their measuring instrument of spa service quality, the current study finalized 19 items in the context of hotels and resort spas located within China.

Results show that although the five dimensions of SERVQUAL were supported in previous spa studies, some items and corresponding expressions varied depending on different contexts. The scale developed for this study has several differences comparing to the two scales used by Snoj and Mumel (2002) and

González et al. (2007) to study spa customers in the western context. Firstly, for the tangible attribute, this study found that “appealing physical appearance”, “modern equipment” and “comfortable facilities” are not identified as appropriate criteria for evaluating service quality of the hotel and resort spas in China. Instead, interviewees suggested that the harmony of services, appearance of facilities, atmosphere, and the environment are more relevant. Chinese “Confucianism” believes in harmoniousness which coincides with wellness or well-being, the core spirit of spa (Mueller & Kaufmann, 2001). Besides, “parking place” and “convenient location” are also not identified as relevant for spa tourists in China. Second, for the reliability and responsiveness assessment, respondents are more tolerant for possible mistakes; “reputation of the spa” and “behaviours of other guests” may not be very important criteria to the respondents. Third, the individual interviews in the first stage of the study reviewed that some of the statements of the two instruments shared similar meaning such as “the employees give you individual attention”, “the spa has your best interests at heart” and “the employees know what your needs are”. Therefore, these statements were combined. Also, to avoid ambiguity, the new scale provided specific descriptions of “comfortable environment” which indicate the good temperature, ventilation, low noise, proper music and sound; “good quality products” means natural ingredients or trustworthy brands etc. the purpose of providing “a good variety of treatment” is to cater to different types of guests. Finally, criteria such as “permanent medical service” and “employees get adequate support from management” were considered as irrelevant by the interviewees in this study. These items were therefore excluded from the current measurement scale.

It is noted that this research is the first to use CES within the spa context. Nine items were used to measure both positive and negative consumption emotions. “Relieve” was classified as a neutral emotion in the original CES but interviewees considered this as a positive emotion instead. This scale has proven to be highly reliable and effective.

Babin et al.’s (1994) scale of measuring hedonic and utilitarian value in the shopping experience was revised within this study. Many of the items such as “excitement of the hunt” and “immersed in exciting new products”, were found to be out of place in the spa experience. Also, items such as “act on spur of the moment” and “felt a sense of adventure” did not obtain strong support and was hard to understand by the spa guests interviewed. Therefore, these items were omitted. Only six items were systematically developed and empirically tested proving to be of high reliability and validity.

### **6.2.2 Internal relationships among constructs**

The vital function of consumption emotion, particularly the positive emotion dimension, was found in this study. The mediating role of positive emotion between cognitive evaluation (service quality) and the outcome of experience (perceived value) was proven in the current study. The mediating test showed the model with an indirect affect from service quality through positive emotion to perceived value. This achieved better goodness of fit than the model which only included the direct effect from service quality to perceived value. Therefore, positive emotion is the partial mediator between service quality and perceived

value. The role of positive emotion in connecting service quality and creating consumers' perceived value was assessed and supported by the empirical study within the spa context.

### **6.2.3 Cognition-Emotion-Value-Behavioural Intention Model**

The statistics provide strong evidences towards Holbrook's (1986) C-E-V theory. By reviewing literature, C-E-V model rather than C-A-B model and C-V-B model was found to capture the essence of leisure activities (e.g. sports events and shopping experience) which are characterized by on-going experience marked by both cognitive and affective factors (Fiore & Kim, 2007). Therefore, it is appropriate to model behaviours in consumption experience. This study proposed cognition-emotion-value-behavioural intention which was supported by the acceptable model fit in the empirical study through a large-scale quantitative survey. The revised model can be regarded as the best alternative model to the previous consciousness-emotion-value model proposed by Holbrook (1986). This is because it conquered several limitations of the C-E-V model, such as adopting cognition to alternate with consciousness which is practically immeasurable in testing the relationship between perceived value and behavioural intention. Therefore, this completed the model and enables provision of more practical information to industry managers.

## **6.3 Managerial Implication**

Competition has been increasing in the health and wellness spa industry during the past two decades (Cooper & Cooper, 2009). For the Chinese market, as well as international brands, many domestic brands also entered the business and

wanted to share the market (Gao, 2009). Individual operators have more difficulty in providing a compelling reason for potential or existing customers to purchase a particular service. Without an extensive and thorough understanding of target customers through active market research, there could be little probability of business success within this industry.

### **6.3.1 The importance of consumption emotion**

The crucial role of consumption emotion within the spa experience, particularly positive emotions, has been identified by the empirical evidence of this study. According to Azra (2010), positive emotions can help customers arrive at decisions more quickly than people who experience negative emotions. This is because through a good experience, customers who feel happy are better able to eliminate unimportant information and process it more efficiently, attach less importance to the problems and tend to simplify the complex task.

Spa tourists with positive emotions may evaluate their spa experiences dependent on the criteria they value. They can tolerate minor weaknesses of perceived service which they think unimportant. Thus, by effectively allocating resources, spa suppliers can save costs and add profit because the needs of consumers are satisfied.

The findings of this study that negative emotion has an insignificant relationship with perceived value, might again provide empirical support to Azra's (2010) arguments. He stated that negative emotions would not always hinder decision making. Negative emotion can lead to a more thorough treatment of information and hence to better judgments in situations where difficult and complex problems

need to be solved. In the spa context, this view can be interpreted that spa tourists with negative emotions may spend more time making decisions. But, if they obtained value which they believed important and they were satisfied, they may also make the same decisions (revisit, consider the spa as the first choice, and good WOM) as guests with positive emotions. Therefore, by efficiently improving service quality to stimulate the spa users' positive emotions as far as possible, also by maximizing perceived value, is another significant strategy to be considered by spa suppliers.

In conclusion, emotions play an important role in decision making. There is a need for the industry to further explore and understand why customers encounter such feelings. Sensitivity towards the emotions of customers could not only help in understanding why decisions are taken the way they are, but also make customers perceive that management take into consideration their opinion and feelings (pleasure, apprehension and anger) and in turn this makes the operation successful.

### **6.3.2 Tangibilise positive emotions and perceived value attained**

Spa is an experience which is intangible. It only occurs at the time when the customer is consuming the service at that particular moment when the experience takes place. In order to convince the potential customers that positive emotions and values can be attained in the spa experiences, spa operators need to make more effort in communicating these possible outcomes by helping the potential customers to visualize them even prior to the actual experience. Hollis (2010)

argued that by recognising the newsworthy and relevance of a message, consumers' sense of appreciation, satisfaction, or even deeply felt needs will be generated. He took the Unilever campaign "Dirt Is Good" as an example. The advertisement did not explain that Persil (Omo) will get kids' clothes clean no matter what they get into, nor demonstrate the cleaning power of the product. But, it presented strong implicit communication that the parents can let their children get dirty because they trust Persil can. Spa marketing can tailor this method to their advertisements. By the use of images and videos to impress potential customers the features of their spas and let customers understand how fantastic the spa experiences are and what hedonic and utilitarian outcomes the spa treatments can bring, spa suppliers can help their potential customers to visualize the spa service before the actual consumption of the spa service, generate great imagination and establish trust. Hollis (2010) also argued product satisfaction is the biggest driver of emotional response. For example, Coca-cola created fantastic image in their commercial campaign because it spent several years building a connection between Coke, optimism, and joy in living. Therefore, besides linking the services to the emotional benefit, the communications of spa still needs to focus on establishing their utilitarian credential.

### **6.3.3 Enhancement of service quality and perceived value**

The cognition-emotion-value-behavioural intention model indicates that service quality is the determinant of consumption emotion. High service quality can trigger positive emotions and enhance spa customers' perceived hedonic and utilitarian value and increase the possible chance in repurchase, cognitive loyalty, and positive word-of-mouth.

In order to improve the spa service, managers can make effort on the five dimensions of service. Firstly, the successful spas were found to begin with a concept or a story, which has something unique and extraordinary relate to the arrival sequence and sense of place, the colours and textures and how all elements fuse together (Connor, 2008). In current study, tangible factor of service quality has significant contribution to enhance positive emotions and to decrease negative emotions. Obviously, spa suppliers may need to pay attention to the dress code of staff, appearance of physical facilities, music and sound used and also environment such as lighting, ventilation, fragrance and keep them with the theme of the spa and make everything at the state in perfect harmony. A wonderful example is Chi-spa in Shangri-la hotel group. Chi or Qi is the idea from the origins of the Shangri-La legend, a place of personal peace, enchantment and well-being. Chi create the selling point of “unique and privacy experience” from many tangible factors. For example, the location of one of the chi spas is at the edge of the coastal land which offers spectacular views, surrounded by a peaceful green environment and blue sea. By using wonderfully calm and relaxing yellow and brown lights which connect to nature in the therapy rooms, the spa can help guests to achieve emotionally balancing, make them feel safe and relax. Besides, vegetal aromas, wooden furniture and soft music are also helpful to build a classic and stylish environment with east mystery (Smith & Puczkó, 2009).

Secondly, only professional staff can successfully deliver reliable and responsible services to guests. Training and education programs essentially involves teaching staff the necessary knowledge and skills are compulsory to spa

business. Spa is a highly service-oriented business and customer service appears to be one of the major factors that drive guest positive emotions and important factor in making guest enjoyable experience. Engaged in reception duties, consultation, equipment preparation, front-line employees need to understand hygiene and grooming have treatment and product knowledge, selling, consultation and communication skills, taking reservations, use software in booking process, scheduling, handling complaints and manage the facilities and revenue. Therapists need to be trained in specific area such as massage, traditional Chinese medicine, yoga and Taichi and may be required to obtain necessary licenses (Cohen, 2008).

Thirdly, many people associate spa service with baths, Jacuzzi and massage with oil. Since spa is a place for people cultivate healthy lifestyle, pursue wellness and escape from daily routine, ensure cleanness and hygiene, use good quality products, promise customers' safety and privacy are therefore important. Spa employees should be required to frequently check the cleanliness and temperature of water. The condition of the spa facilities and equipments should also be maintained to ensure that they meet the hygiene and safety requirements for the use of customers. Recent trends in cosmetic industry show an increased demand for products based on natural, organic and fairly traded ingredients. Spa products will also be organic and biodegradable so as to be healthy for the body and the environment (Howard, 2008). Well-known brands can deliver assurance to customers for the quality of products. Single and separate changing rooms can provide spa users peaceful and privacy space. Therapist should be required to leave guests to change in private, and throughout the treatment guests are draped

with towels covering all parts of the body not being worked upon. Lockers in each therapy room are also compulsory to help customers conveniently preserve personal belongings.

Finally, differentiation becomes a trend for the spa industry (Ellis, 2008). Understanding customers' requirements and provide best interest, convenient service and various types of treatment may help the spa stand out. A brief consultation to ensure customers has the treatments best suited to their needs. Receptionist may ask whether a guest is pregnant or have any health issues and can also assist the spa guests (probably also a hotel guest) in planning spa program if they are staying in the hotel for more than one day. With the variety demand of spa guests, a great number of services can be considered to offer by hotel and resort spa such as vegetarian menus or alcoholic beverages, accommodated pets or babies, cater to travel groups, provide packages of a final vacation before giving birth for mothers or focused on unique needs (e.g. weight loss and wellness program) etc. To sum up, the maximum degree of comfort of guests will evoke or enhance their positive emotions and avoid or decrease negative ones.

The concept of LOHAS is growing. LOHAS is the acronym for lifestyles of health and sustainability. As a new life-style trend, it has fast grown in China since its launch in 2005. Sharing a similar philosophy with Chinese culture, particularly the concepts of healthy life, emotional well-being, sustainability and eco-friendliness, LOHAS is believed to reflect the origins of spa, because spa business aims to help people enjoy the better lifestyle (Howard, 2008). Spa

customers are more interested in sustainable environment, health and wellness, and a mind/body/spirit balance, and they take all these factors into account when they make purchasing decisions.

Along with the booming LOHAS trend, spa businesses may consider incorporating the LOHAS lifestyles into their operations such as using organic cotton sheets, robes, towels and slippers; serving organic food and drinks; using organic products for massage and skin care; developing a series of educational programs of nutrition and wellness; saving energy and using recycled products and involve with community-based projects. By promoting the lifestyles, spa suppliers may be able to attract customers who cherish the same values as well as return benefit to the society.

Although spa guests may observe the value of spa treatment, for example they feel truly enjoyable or observe some therapeutic effects such as back pain relief or good spiritual state, some of them need to be prompted and reminded for them to recognise these effects and value.

After each treatment, the therapist can ask guests, whether they feel after spa and do their symptoms reduce or remove. At the end of the treatment, the therapist can also leave a personal note providing information on the treatment completed, the possible benefits, suggestions on other treatments, and recommendations on lifestyle changes, exercises or diet in order to enhance the overall wellness of the guest. This will help the guest become aware of the possible outcomes and benefits he or she got out of the spa experience.

Despite having different consumption process, leisure activities such as theme park, restaurant, sport events, retail etc. share the common characteristics of delivering experience for customers, within which emotion plays an important role. By thoroughly understanding the influential factors of positive emotions as well as perceived value, companies selling experience can adopt strategies to effectively enhance the influential factors and create better experience for their customers.

#### **6.4 Limitations**

Firstly, the survey was only conducted in five-star hotel and resort spas located in south China, specifically in Macao SAR, Zhuhai, Shenzhen, and Sanya. The high level of service quality within the resorts and hotel spas leads to an overall high evaluation of positive emotion and perceived value. Because of this phenomenon, the EFA may not be able to extract two factors from the perceived value. Therefore, the low average scores of negative emotions may lead to inadequate information in explaining the relationship between negative emotion and perceived value. As the selected spas used for the survey were mainly located in the southern China, the results may not be applicable to customers of hotel and resort spas in other parts of China, as their experiences may be different.

Secondly, a number of customers declined the invitation to participate in the survey, so the non-respondents' viewpoints were not possible to obtain. The convenience sampling adopted also may not reflect the population. Therefore, the findings may have some bias as it is not able to represent all spa customers.

## **6.5 Future Direction**

Several areas have emerged from the current study that should be addressed through future research.

The study can be expanded to the different types of spas (such as three or four star) hotels and resort spas, day spas, spring spas and so on, in other Chinese cities to address the sampling limitation mentioned. Perceived value was not extracted by the two factors in the pilot test, while the two-dimension structure was acceptable in the overall measurement model. Further tests should be conducted in the future to confirm the dimension of perceived value.

Secondly, in the current study, negative emotion has insignificant impact on perceived value, when the survey/study is expanded to other types of spas, further tests on the two group relationships between negative emotion with hedonic value and negative emotion with utilitarian value, may need to be pursued even in different types of spas, to ensure results are consistent with the present study. Additionally, Jang and Namkung (2008) found both negative and positive emotions have direct effect on behavioural intention in customers' dining experience, this pair of relationships can be tested in future study to examine whether positive and negative emotion can directly lead to behavioural intentions.

Thirdly, future study should be conducted to determine if detect consumers with different demographic and behavioural characteristics have different perceptions of spa service quality, consumption emotions, perceived value and behavioural

intentions. This will enable a better understanding of different groups of customers and their different demands.

The current study can be extended to investigate which specific service quality dimensions contribute to positive emotion and perceived value. Results will allow the spa operators to identify the important service quality areas so that resources can be allocated to strengthen or improve the specific areas in order to enhance positive emotions and perceived value of the spa experience.

## **6.6 Conclusion**

In the current study, a conceptual model of cognition-emotion-value-behavioural intention in the resort and hotel spa experience was proposed. Spa service quality regarded as the cognitive evaluation of service was the antecedent of consumption emotion, the consequent of consumption emotion was perceived value, which was the outcome of experience and perceived value was the direct determinant of behavioural intention. Service quality was proposed to include five dimensions: tangible, reliability, responsiveness, assurance and empathy; consumption emotion has two dimensions: positive and negative; hedonic value and utilitarian value were the two factors relating to perceived value; this study only measured favourable behavioural intention.

Data was collected from 487 spa customers across five-star hotels and resorts located in Macao SAR, Zhuhai, Shenzhen and Sanya in China during the main survey. Measurement instruments were developed based on the results obtained from in-depth interviews, an expert panel screening test and a pilot test. Results

of the confirmatory factor analysis and structural equation modeling showed high reliability and validity of the measurement model. Also, most hypothesised relationships of the variables within the research model were supported. The exception was negative emotion and perceived value, which was detected with an insignificant relationship.

Six research objectives were achieved. Firstly, this study developed the measurement instrument of service quality, consumption emotion, perceived value and favourable behavioural intention. This was achieved by using a total of 39 items in respect to the spa context, with all proposed dimensions under each construct being confirmed by the empirical survey. Secondly, Objective 2 was to identify the relationships among all variables of the conceptual model. The results proved that service quality has a positive effect on positive emotion and a negative effect on negative emotion. Positive emotion was a significantly positive influence on the hedonic and utilitarian value, while two dimensions of perceived value played an important role in determining behavioural intention. Thirdly, Objective 3 examined which emotion dimension had the greater influence on perceived value. Findings showed that only positive emotion significantly related to perceived value, particularly in the hedonic aspect. Fourth, Objective 4 was to explore which dimension of perceived value had a greater effect on behavioural intention. The results revealed that both hedonic and utilitarian values were curtailed to spa guests' future behaviour.

The findings of this study have provided knowledge of the spa customers' decision making process. Positive emotion was confirmed to be a significant

mediator between service quality and perceived value. The results obtained from this study provided insight on both the theoretical and managerial aspect.

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## **Appendix 1 In-depth Interview Guide**

### **For spa customers**

#### **Introduction**

1. Thank you participants
2. Overview of the topic
5. Ask ice-breaking questions
  - Do you know what is spa?
  - Have you ever had the spa treatment?

#### **Main Questions**

1. Think about your last visit a spa. What did you like/dislike about the spa?  
Probe:
  - Employees
  - Treatment
  - Environment
2. Based on your own opinion, please indicate which item(s) you think are important to evaluate spa service.
3. Can you describe your emotion (feeling) after the treatment in your last visit to a spa?  
Probe:
  - Relieved, happy
  - Angry, discontent
4. Please indicate which item(s) you think are relevant to describe the possible emotion you have experience after spa service.
5. What did you expect to achieve throughout the spa treatment?  
Probe:
  - Did you have a nice time in the spa?
  - Did you feel the painfulness is released after spa service?
6. Please indicate which item(s) you think are relevant to describe the possible value you received from spa service.
7. Please indicate which item(s) you think are relevant to describe the possible intention if you are satisfied with this spa?

#### **Conclusion**

1. Ask participant to complete their personal information
2. Show appreciation for the participants' efforts again and distribute the incentives.

## **In-depth Interview Guide For spa managers**

### **Introduction**

1. Thank you participants
2. Overview of the topic
5. Ask ice-breaking questions
  - How long have you been in this industry?
  - Would you mind to briefly introduce the spa you currently work at?

### **Main Questions**

1. You have contact with many customers. What did you they like/dislike about the spa?

Probe:

- Employees
- Treatment
- Environment

2. Please indicate which item(s) you think are important to evaluate spa service.

3. Based on your observation of customers when they complete their treatment in your property, what are the emotion (feeling) they have, which you can tell from their face, attitude and actions.

Probe:

- Relieved, happy
- Angry, discontent

4. Please indicate which item(s) you think are relevant to describe the possible emotion your customers have experience after spa service.

5. Based on you understanding, what do you think your customers achieve throughout the spa treatment?

Probe:

- Did you think they have a nice time in the spa?
- Did their problem about health or face have resolved after spa service?

6. Please indicate which item(s) you think are relevant to describe the possible value your customer received from spa service.

7. Please indicate which item(s) you think are relevant to describe the possible intention if your customers are satisfied with this spa?

### **Conclusion**

1. Ask participant to complete their personal information
2. Show appreciation for the participants' efforts again and distribute the incentives.

## **Appendix 2 Procedure of Data Collection (for the participated staff)**

### **Before the treatment:**

After the guest specifies the spa treatment, the staff at the reception desk may ask if the customer is willing to participate in the survey:

#### SCRIPT:

Sir/Madam,

The Hong Kong polytechnic University is now conducting a research on customers' spa experience. The study aims to better understand our customers' needs and to improve our service. I would like to invite you to complete a questionnaire after the treatment. It will just take 3 minutes of your time. The information will purely be used in academic area and we will keep your personal data confidentiality. Your participation is really important. Would you like to help us with this research? (You may need show the questionnaire if the guest require).

**Either the guest says “yes” or refuses your request, you need sincerely express your thank and provide following services.**

### **After the treatment**

The receptionists can ask the guest how do they feel the treatment and then provide the questionnaire and accountant bill together (usually use the file folder to present both paper sheet) to the guests who previously permit to join the survey. Ask them to sign their bill firstly and then complete the questionnaire.

During the process of he/she fill the form, the receptionists may deal with the guest's payment, and then can collect the questionnaire until the guest complete it.

Thank and see off the guest

There are also other ways to conduct it:

1. send the questionnaire to the customers when they are available in the resting area, you need get permission when you deliver the questionnaires
2. skip the first step(you may not need to ask whether they are willing to join the research before their spa, which may burden them), but just do the procedure “after customers treatment”

All the questionnaires collected, please deliver to the researcher Ms. Corrine Wu by post in the following address:

If you have any inquiry, please do not hesitate to contact Ms. Wu at email:  
[Corrine.wu@](mailto:Corrine.wu@) or telephone: +852 34003149.

## 資料獲取過程 (請參與的員工配合)

### 在水療之前

客人選定水療項目後，前臺工作人員可以向客人詢問是否有參加調研的意願。

介紹如下：

先生/女士，

香港理工大學正在進行一項關於顧客水療體驗的研究，這項研究的目的是在於更好地瞭解我們水療客人的需要，改進我們的服務。我真誠的邀請您在做完水療項目之後利用大約3分鐘時間填寫問卷。請放心，我們所採集的資訊只用作學術用途，個人資料將採取匿名方式。你的參與對我們很重要，您願意幫助我們進行這項調研（如有需要，工作人員可以向顧客展示問卷）。

不論客人同意與否，請致以真誠的感謝，並提供後續服務。

### 水療結束後

工作人員可以詢問客人本次的水療體驗是否滿意，用檔夾將問卷和帳單同時提供同意參與調研的客人，請他們先簽帳單後完成問卷。

工作人員可以在等待客人填寫問卷的時間內處理帳單，客人填寫問卷之後，請工作人員協助檢查問卷上的問題是否都填滿，並回收。

感謝客人並送行。

其他可行的方法：

1. 在得到同意的情況下，將問卷髮放給在休息區有時間的客人
2. 無需在療程之前打擾客人，可以在客人做完療程之後將問卷和帳單一起給客人（請遵照以上“水療結束後”流程描述）

所有問卷回收完畢請郵遞給本研究的作者伍可瑩小姐。地址如下：

如有任何疑問，請聯繫用郵件 [corrine.wu@](mailto:corrine.wu@)  
聯繫人：伍可瑩

或者電話 852 34003149, 聯

## Appendix 3 Questionnaire

Dear Sir/ Madam,  
 Thank you for your participate customer spa experience research. It will take you about 3 minutes. Please be assured that all information obtained will be kept strictly confidential and be used solely for academic purposes. Should you have any query about this research project, please feel free to contact the researcher **Ms. Corrine Wu at email: [corrine.wu@](mailto:corrine.wu@) or telephone: 852 (34003149)** or her supervisor **Dr. Ada Lo at email: [hmada@](mailto:hmada@) or telephone: (852) 2766 6310.**  
 Thank you very much for your kind assistance!

WU Ke Ying, Corrine (M.Phil Student)  
 School of Hotel & Tourism Management, The Hong Kong Polytechnic University

1. Are you below 18 years old?  
 Yes (You don't have to continue with the survey. Thank you)     No (Please continue with the next question)

### SECTION 1: YOUR PERCEPTION OF THE SERVICE QUALITY OF THE SPA

The statements below are about your evaluation of the service quality of the spa during this current visit. Please indicate the degree to which you agree with each statement by ticking one appropriate number, where 1= "strongly disagree" and 7= "strongly agree".

The service quality of spa	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Agree 6	Strongly Agree 7
1. The employees are well groomed	<input type="checkbox"/>						
2. The appearance of the physical facilities of the spa is in keeping with the types of the service provided	<input type="checkbox"/>						
3. The music and sound used in the spa are appropriate to the type of service provided	<input type="checkbox"/>						
4. The spa has comfortable environment (such as good temperature, ventilation and fragrance, lighting)	<input type="checkbox"/>						
5. When the employees promise to do something by a certain time, they do so	<input type="checkbox"/>						
6. The employees are dependable	<input type="checkbox"/>						
7. The employees clearly explain charges for the services	<input type="checkbox"/>						
8. The employees deliver prompt service	<input type="checkbox"/>						
9. The employees are always willing to help customers	<input type="checkbox"/>						
10. The employees clearly explain the types of services provided	<input type="checkbox"/>						
11. The employees are polite	<input type="checkbox"/>						
12. The employees are professional in providing service	<input type="checkbox"/>						
13. The spa is clean and hygienic	<input type="checkbox"/>						
14. The products used are of good quality (natural ingredients or trust worthy brands etc.)	<input type="checkbox"/>						
15. The environment of the spa is safe	<input type="checkbox"/>						

The service quality of spa	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Agree 6	Strongly Agree 7
16. The spa provides proper changing place	<input type="checkbox"/>						
17. The employees know what my needs are	<input type="checkbox"/>						
18. The spa has my best interests at heart	<input type="checkbox"/>						
19. The spa has convenient operating hours	<input type="checkbox"/>						
20. The spa offers a good variety of treatments which cater to different types of guests	<input type="checkbox"/>						

**SECTION 2: THE EMOTIONS YOU FELT DURING THE SPA EXPERIENCE**

The following are some descriptions of the emotions you might have felt during the spa experience. Please indicate the degree to which you agree with each statement by ticking one appropriate number, where 1= “strongly disagree” and 7= “strongly agree”

I have experienced the following emotions during my spa experience:	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Agree 6	Strongly Agree 7
1. Romantic	<input type="checkbox"/>						
2. Peaceful	<input type="checkbox"/>						
3. Fulfilled	<input type="checkbox"/>						
4. Happy	<input type="checkbox"/>						
5. Relieved	<input type="checkbox"/>						
6. Discontented	<input type="checkbox"/>						
7. Nervous	<input type="checkbox"/>						
8. Worried	<input type="checkbox"/>						
9. Embarrassed	<input type="checkbox"/>						

**SECTION 3: YOUR PERCEPTION OF THE VALUE OF THE SPA EXPERIENCE**

In this section, the questions are designed to explore the perceived value you obtained from this spa experience based on the money and time you spent and the benefit you received. Think carefully about each statement and indicate the degree of your agreement /disagreement by ticking the appropriate number, where 1= “strongly disagree” and 7= “strongly agree”.

Value of your spa experience	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Agree 6	Strongly Agree 7
1. This spa experience truly felt like an escape	<input type="checkbox"/>						
2. Compared to other things I could have done, the time spent at the spa was truly enjoyable	<input type="checkbox"/>						
3. I enjoyed this spa experience for its own sake, not just for the benefit I might have obtained	<input type="checkbox"/>						
4. I accomplished just what I wanted in this spa experience	<input type="checkbox"/>						
5. I found just the service/treatment I was looking for	<input type="checkbox"/>						
6. I observed some benefit after the spa experience	<input type="checkbox"/>						

**SECTION 4: YOUR INTENTION**

In this section, the questions are designed to investigate your behavioural intentions. Please indicate the degree to which you agree with each statement by ticking the appropriate number, where 1= “strongly disagree” and 7= “strongly agree”.

Your intention	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Agree 6	Strongly Agree 7
1. If I can, I would like to come back to this spa	<input type="checkbox"/>						
2. I consider this spa the first on my list	<input type="checkbox"/>						
3. I will say positive things about this spa to other people	<input type="checkbox"/>						
4. I will encourage other people to go to this spa	<input type="checkbox"/>						

**SECTION 5: ABOUT YOU**

Finally, we would like to conclude this survey by asking some basic information about you. Please put a tick to the ONE option that best describes you for each question.

- Gender :  Male  Female
- Your age group :  18-29  30-39  40-49  50-59  60 or above
- Your country of residence?
 

<input type="checkbox"/> Chinese Mainland	<input type="checkbox"/> Hong Kong SAR	<input type="checkbox"/> Macao SAR	<input type="checkbox"/> Korea	<input type="checkbox"/> Japan
<input type="checkbox"/> Singapore	<input type="checkbox"/> Malaysia	<input type="checkbox"/> U.S.	<input type="checkbox"/> Canada	<input type="checkbox"/> Russia
<input type="checkbox"/> Australia	<input type="checkbox"/> New Zealand	<input type="checkbox"/> Western Europe	<input type="checkbox"/> Eastern Europe	<input type="checkbox"/> Others _____ (please specify)
- Are you staying at this hotel/resort?  Yes  No
- Are you a local member of this spa/ resort?  Yes (skip question no.6)  No  
(continue to question no.6)
- Is this your first time visiting this spa?  Yes  No
- Not including this visit to the spa, how many times have you visited a spa when you traveled in the last 12 months \_\_\_\_\_ times?

-The End-

Thank you for your participation!

尊敬的先生/女士,  
 非常感谢您参与本项顾客水疗体验研究,希望您花大约3分钟时间回答问卷上的问题。我们将严格保密所得的资料,并只作为学术研究所用。如果您对本项研究有任何疑问,请向研究者伍可莹小姐通过电子邮件: [corrine.wu@](mailto:corrine.wu@) 或电话(852) 34003149 询问,您还可以咨询她的导师罗秀仪博士,电子邮件: [hmada@](mailto:hmada@) ; 电话: (852) 2766 6310.  
 非常感谢您的友好协助。  
 伍可莹(硕士研究生)  
 香港理工大学酒店及旅游业管理学院

1. 您是否 18 岁以下?  
 是 (您不用继续回答本问卷,感谢您的参与!)  不是 (请继续回答下面问题)

**第一部分：您所感受到的本次水疗服务质量**

以下是有关您对本次水疗经历服务质量的评价的描述。请勾选出您对每一陈述的认同度，“1”代表强烈不同意，“7”代表强烈同意。

水疗的服务质量	强烈不同意 1	不同意 2	稍微不同意 3	中立 4	稍微同意 5	同意 6	强烈同意 7
1. 员工仪表整洁	<input type="checkbox"/>						
2. 水疗中心的设施与设备的外观与所提供的服务类型相称	<input type="checkbox"/>						
3. 水疗中心采用的音乐和声音符合提供的服务类型	<input type="checkbox"/>						
4. 水疗中心拥有舒适的环境（例如合适的温度，通风，香味，光线）	<input type="checkbox"/>						
5. 当员工承诺会在某一时间做某一事时，他们能兑现承诺。	<input type="checkbox"/>						
6. 员工值得信赖	<input type="checkbox"/>						
7. 员工能清楚地解释服务的收费	<input type="checkbox"/>						
8. 员工能够及时地提供服务	<input type="checkbox"/>						
9. 员工们总是很愿意帮助客人	<input type="checkbox"/>						
10. 员工清楚地解释了提供的服务类型	<input type="checkbox"/>						
11. 员工很有礼貌	<input type="checkbox"/>						
12. 员工能为我提供专业化的服务	<input type="checkbox"/>						
13. 水疗中心干净卫生	<input type="checkbox"/>						
14. 水疗中心使用的产品具有高品质（纯天然成分或值得信任的品牌）	<input type="checkbox"/>						
15. 水疗中心拥有安全的环境	<input type="checkbox"/>						
16. 水疗中心提供恰当的更衣空间	<input type="checkbox"/>						
17. 员工知道我需要的是什么	<input type="checkbox"/>						

水疗的服务质量	强烈不同意 1	不同意 2	稍微不同意 3	中立 4	稍微同意 5	同意 6	强烈同意 7
18. 水疗中心以我的权益为先	<input type="checkbox"/>						
19. 水疗中心的服务时间对顾客很方便	<input type="checkbox"/>						
20. 水疗中心提供多种疗程适合不同的客人	<input type="checkbox"/>						

### 第二部分：在水疗过程中体验过的情感

以下词汇描述您可能在本次水疗经历感受到的情感。请勾选出您对每一陈述的认同度，“1”代表强烈不同意，“7”代表强烈同意。

在本次水疗经历中体验过的情感是：	强烈不同意 1	不同意 2	稍微不同意 3	中立 4	稍微同意 5	同意 6	强烈同意 7
1. 浪漫的	<input type="checkbox"/>						
2. 安宁的	<input type="checkbox"/>						
3. 充实的	<input type="checkbox"/>						
4. 愉快的	<input type="checkbox"/>						
5. 放松的	<input type="checkbox"/>						
6. 不满足的	<input type="checkbox"/>						
7. 不安的	<input type="checkbox"/>						
8. 担忧的	<input type="checkbox"/>						
9. 尴尬的	<input type="checkbox"/>						

### 第三部分：您在水疗过程中感受到的顾客价值

在这一部分中，根据所花费的时间和费用以及受益请评价您在本次水疗经历中感受到的价值，请认真思考每一项陈述并勾选出您对每一陈述的认同度，“1”代表强烈不同意，“7”代表强烈同意。

水疗中感受的价值	强烈不同意 1	不同意 2	稍微不同意 3	中立 4	稍微同意 5	同意 6	强烈同意 7
1. 这次水疗经历真得让我感到脱离现实烦恼	<input type="checkbox"/>						
2. 相比其他我可以做的事，花在水疗上的时间是一种享受	<input type="checkbox"/>						
3. 我享受水疗的过程而不单因为水疗带给我的疗效	<input type="checkbox"/>						
4. 我在水疗中完成了想要做的事	<input type="checkbox"/>						
5. 我找到我想要的服务/疗程	<input type="checkbox"/>						
6. 做完水疗后，我观察到一些正面的疗效	<input type="checkbox"/>						

### 第四部分：您的意愿

在这一部分，问题旨在调查您的行为意愿请勾选出您对每一陈述的认同度，“1”代表强烈不同意，“7”代表强烈同意。

您的意愿	强烈不同意 1	不同意 2	稍微不同意 3	中立 4	稍微同意 5	同意 6	强烈同意 7
1. 如果我能够的话，我愿意再次光顾这间水疗中心	<input type="checkbox"/>						
2. 我将这间水疗中心放在我选择名单的第一位	<input type="checkbox"/>						
3. 我会向其他人讲述这家水疗中心的好处	<input type="checkbox"/>						
4. 我会鼓励其他人来这家水疗中心	<input type="checkbox"/>						

### 第五部分：您的相关资料

最后我们想问您一些基本的问题以结束这次的调查。请勾选下面您认为最贴切的一项。

1. 性别： 男  女

2. 您的年龄段：

<input type="checkbox"/> 18-29	<input type="checkbox"/> 30-39	<input type="checkbox"/> 40-49	<input type="checkbox"/> 50-59	<input type="checkbox"/> 60或以上
--------------------------------	--------------------------------	--------------------------------	--------------------------------	--------------------------------

3. 您居住的国家：

<input type="checkbox"/> 中国大陆	<input type="checkbox"/> 中国香港	<input type="checkbox"/> 中国澳门	<input type="checkbox"/> 韩国	<input type="checkbox"/> 日本
<input type="checkbox"/> 新加坡	<input type="checkbox"/> 马来西亚	<input type="checkbox"/> 美国	<input type="checkbox"/> 加拿大	<input type="checkbox"/> 俄罗斯
<input type="checkbox"/> 澳大利亚	<input type="checkbox"/> 新西兰	<input type="checkbox"/> 西欧	<input type="checkbox"/> 东欧	<input type="checkbox"/> 其他 _____ (请写出)

4. 您住在本饭店/度假村吗？ 是的  不是

5. 您是这间水疗中心/度假村的本地会员吗？ 是的（请跳过问题六）  不是（请继续回答问题六）

6. 这是您第一次光顾这间水疗中心吗？ 是的  不是

7. 不包含本次水疗，在最近的 12 个月中您有\_\_\_\_\_次水疗经历？

-问卷结束-  
非常感谢您的参与!

皆様へアンケート調査ご協力をお願い  
 拝啓  
 あなたが元来研究に参加することに感謝します。回答所要時間は三分程です。なお、ご記入いただいた資料は  
 秘密情報として厳重に管理し、学術研究目的のみに用いることをお約束致します。本研究に関して何かご不明  
 な点、ご質問等ございましたら、以下の電子メール又は電話にて、**伍可莹**(Email:  
 corrine.wu@ , 電話番号: 852-3400-314); 指導教官の**羅秀儀**博士(E-mail :  
 hmada@ , 電話番号: 852- 2766-6310)  
 皆様のご協力、厚くお礼申し上げます。  
 敬具  
 伍可莹(修士課程大学院生)  
 香港理工大学ホテル観光管理学院

1. あなたは18歳未満ですか？  
 はい(本質問票に答える必要がありません。ご協力ありがとうございました！)  いいえ (次  
 の質問へお進みください。)

**第一項：今回体験していただきましたスパセンターのサービスの質について**

次の項目は、今回体験していただきましたスパセンターのサービスの質に関する評価を述べてお  
 ります。各項目について最もふさわしいと思われる箇所をチェックしてください。「1」はまっ  
 たくそう思わない、「7」は強くそう思う、を表しています。

スパセンターのサービスの質	まったく そう思わな い 1	そう 思わな い 2	あまりそう 思わな い 3	どちらとも 言えない 4	まあまあ そう思う 5	そう 思う 6	強く そう思う 7
1. 従業員の身なりがきちん としている	<input type="checkbox"/>						
2. 施設の見栄えがスパセン ターらしい	<input type="checkbox"/>						
3. 使用されている音楽と音 声がスパの雰囲気につ 合っている	<input type="checkbox"/>						
4. 快適な環境づくりができ ている(例えば、快適な 温度、風通し、香り、明 るさ等)	<input type="checkbox"/>						
5. 従業員が約束どおりにサ ービスを提供してくれる	<input type="checkbox"/>						
6. 従業員が信頼できる	<input type="checkbox"/>						
7. 従業員が明確にサービス 料金について説明できる	<input type="checkbox"/>						
8. 従業員が迅速にサービス を提供できる	<input type="checkbox"/>						
9. 従業員が喜んで対応でき る	<input type="checkbox"/>						
10. 従業員がサービスの種類 について明確に説明でき る	<input type="checkbox"/>						
11. 従業員が礼儀正しい	<input type="checkbox"/>						
12. 従業員がプロフェッショ ナルなサービスを提供でき る	<input type="checkbox"/>						
13. スパセンターは清潔でき れいである	<input type="checkbox"/>						
14. 当センターで使用してい る製品は品質が良い(天 然素材或いは信頼できる ブランド品)	<input type="checkbox"/>						
15. 環境が安全である	<input type="checkbox"/>						
16. 適切な更衣室が用意され ている	<input type="checkbox"/>						

スパセンターのサービスの質	まったく そう思わない 1	そう 思わない 2	あまりそう 思わない 3	どちらとも 言えない 4	まあまあ そう思う 5	そう 思う 6	強く そう思う 7
17. 従業員はあなたが何を必要としているか知っている	<input type="checkbox"/>						
18. スパセンターはあなたの要望を最大限尊重してくれる	<input type="checkbox"/>						
19. 営業時間は適切である	<input type="checkbox"/>						
20. スパセンターはさまざまな顧客に合ったサービスを提供している	<input type="checkbox"/>						

### 第二項：スパ体験の気分について

次の項目は今回のスパ体験の際感じられたと思われる気分を述べております。各項目について最もふさわしいと思われる箇所をチェックしてください。「1」はまったくそう思わない、「7」は強くそう思う、を表しています。

今回のスパ体験で感じたこと	まったく そう思わない 1	そう 思わない 2	あまりそう 思わない 3	どちらとも 言えない 4	まあまあ そう思う 5	そう 思う 6	強く そう思う 7
1. ロマンチック	<input type="checkbox"/>						
2. 穏やか	<input type="checkbox"/>						
3. 充実感	<input type="checkbox"/>						
4. 幸せ	<input type="checkbox"/>						
5. リラックス	<input type="checkbox"/>						
6. 不満足	<input type="checkbox"/>						
7. 神経質	<input type="checkbox"/>						
8. 心配	<input type="checkbox"/>						
9. きまぐれ	<input type="checkbox"/>						

### 第三項：今回のスパ体験の価値について

本項では、費やした時間及び費用、それによって得られた結果をご考慮のうえ、今回のスパ体験の価値について評価していただきます。次の各項目で、最もふさわしいと思われる箇所をチェックしてください。「1」はまったくそう思わない、「7」は強くそう思う、を表しています。

スパ体験の価値	まったく そう思わない 1	そう 思わない 2	あまりそ う思わ ない 3	どちら とも 言 え ない 4	まあまあ そう思う 5	そう 思う 6	強く そう思う 7
1. 現実から遠ざかせてくれたようだ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. ほかにことと比べて、スパで過ごした時間は楽しめた	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. スパの治療効果のみならず、体験そのものも楽しめた	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 今回のスパ体験を通して、やりたいことを遂げた	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 希望のサービスや治療方法が見つかった	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. スパを体験した後、良い治療効果が現れた	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**第四項：ご意向について**

本項はご意向についてお伺いします。各項目について最もふさわしいと思われる箇所をチェックしてください。「1」はまったくそう思わない、「7」は強くそう思う、を表しています。

ご意向	まったく そう思 わない 1	そう 思わな い 2	あまりそう 思わない 3	どちら とも言 えない 4	まあまあ そう思う 5	そう 思う 6	強く そう思 う 7
1. できれば、このスパセンターに再度来たいと思う	<input type="checkbox"/>						
2. このスパセンターを一番に数える	<input type="checkbox"/>						
3. このスパセンターの魅力を他の人に伝える	<input type="checkbox"/>						
4. このスパセンターを他の人に推薦する	<input type="checkbox"/>						

**第五項：お客様に関する情報**

アンケート調査の最後にお客様の個人情報についてお伺いします。最も適当なものをチェックしてください。

1. 性別：  男  女
2. 年齢：  18-29  30-39  40-49  50-59  60 以上

3. 居住地：

<input type="checkbox"/> 中国大陸	<input type="checkbox"/> 中国香港	<input type="checkbox"/> 中国マカオ	<input type="checkbox"/> 韓国	<input type="checkbox"/> 日本
<input type="checkbox"/> シンガポール	<input type="checkbox"/> マレーシア	<input type="checkbox"/> アメリカ	<input type="checkbox"/> カナダ	<input type="checkbox"/> ロシア
<input type="checkbox"/> オーストラリア	<input type="checkbox"/> ニュージランド	<input type="checkbox"/> 西欧	<input type="checkbox"/> 東欧	<input type="checkbox"/> その他 _____

4. 当ホテル／娯楽施設にお泊りですか？  はい  いいえ
5. あなたはこの水治療センター／休暇村の当地の会員ですか？  はい（第6題を見落としませす）  いいえ（第6題に引き続き答えます）
6. 当スパセンターは初めてですか？  はい  いいえ
7. 今回を除いて、最近12ヶ月の間、何回スパに行かれましたか？ \_\_\_\_\_回
8. 最近12ヶ月の間、どこのホテルまたはリゾート施設のスパに行かれましたか？

-終わり-

ご協力、誠にありがとうございました！