



An Empirical Research on the Influencing Factors of Brand Delight: Taking the Catering Industry as an Example

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Introduction

With the increasing competition in the market, customer satisfaction can no longer guarantee the long-term loyalty of customers. The reason is that satisfied customers can also leave due to lack of interest and trust. As a result, brand delight begins to appear as an emerging customer relationship factor that can drive brand loyalty beyond customer satisfaction. Although brand delight has always been considered as a key factor in truly generating customer loyalty and loyalty-driven profits, it remains largely unexplored in the influencing factors of brand delight, and there is a need for in-depth research on the influencing factors of brand delight.

In this study, we will verify the driving effects of the four influencing factors (service delivery skills, value perception of dishes, experiential value, and symbolic value) on the brand delight, and explore through in-depth interviews the new factors that drive the sense of brand delight. Therefore, taking the catering industry as an example, this paper will explore the influencing factors of brand delight and determine its antecedent variables. This paper uses literature review method, in-depth interview method, questionnaire analysis method to analyze the obtained questionnaire data through SPSS 23.0 and LISREL 8.70 software.

The Concept of Brand Delight

Brand delight represents a higher positive emotion than customer satisfaction. Even if there is no positive surprising factor, making customers happy can also trigger a sense of delight. In summary, based on the research of many scholars, this paper proposes that brand delight is a positive, happy emotion experienced by customers when the products and services offered by a brand exceed customer expectations to a surprising degree.

Literature Review on Factors Influencing Brand Delight

Service delivery skills. Fatima and Razzaque also believed that if customers receive positive service from employees of a service company, they are more likely to have a positive service experience.

Perceived value. Perceived value refers to consumers' overall evaluation of the utility of a product based on what is received and what is given. Babin et al. analyzed the perceived value in the shopping experience from two dimensions: hedonic value and utilitarian value.

Antecedents' Scale Design of Brand Delight

In-depth interview

This study took the catering industry as an example to explore the measurement items of influencing factors of brand delight. A total of 37 consumers who had a sense of delight in service consumption were interviewed in depth to fully understand their delight experience and verbal expression of feelings in service consumption.

The open-ended interview questionnaire allows respondents to freely describe their sense of delight by setting open-ended questions.

Initial measurement items of influencing factors of brand delight

It is found that the in-depth interview deepens and expands perceived value into three subdivision factors, namely value perception of dishes, experiential value and symbolic value, and discovers a new influencing factor, namely ancillary services (Table 1).

Tables (1)

Table 1. Initial measurement items of influencing factors of brand delight

Experiential value (EV)	EV12	The dining environment is clean and tidy.	Interview
	EV13	The decoration style of the restaurant makes me feel comfortable.	
	EV14	The dining process has a sense of ritual.	
	EV15	The dining environment is better than I expected.	
	EV16	The dining environment is quiet.	
	EV17	The dining atmosphere is relaxed and pleasant.	
Symbolic value (SV)	SV18	I like brand image of the restaurant.	Li Wang and Zhou
	SV19	Spending money in the restaurant can help me establish a good social image.	
	SV20	Spending at this brand highlights my personality.	
	SV21	Spending at this brand reflects my style.	
Ancillary Services (AS)	AS22	While I'm waiting for my meal, the restaurant can provide me with additional services (such as hand care, manicure, etc.).	Interview
	AS23	During the dining process, the restaurant can provide ancillary services other than catering (such as performances, etc.).	
	AS24	After the meal, the restaurant can give me a small gift.	
	AS25	Throughout the meal, the restaurant provides me with satisfactory ancillary services.	

Tables (2)

Table 2. Measurement scale of brand delight

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Variable	Measurement items	Source
Brand delight (BD)	Q22.The restaurant gave me an unforgettable dining experience.	Verna
	Q23.The dining experience at the restaurant is surprisingly memorable for me.	
	Q24.I'm pleasantly surprised by the dining experience at the restaurant.	Finn
	Q25.The restaurant's experience exceeds my expectation.	Oliver et al.

Data Analysis (1)

This survey lasted for one month, and a total of 230 questionnaires were distributed, 205 valid questionnaires were finally obtained.

Table 3. Reliability analysis

TABLE 3. The reliability analysis results of influencing factors of brand delight			
Cronbach's α	Items	CITC(corrected item-total correlation)	Cronbach's α after deleting this item
0.864	Q1.The employees listen carefully to my demands.	0.563	0.854
	Q2.The employees provide me with personalized attention.	0.451	0.858
	Q3.The employees sincerely care about me as a distinguished guest.	0.509	0.856
	Q4.The employees are attentive and friendly.	0.405	0.860
	Q5.The employees are in good spirits and provide professional services.	0.401	0.860
	Q6. The dishes are cost-effective.	0.345	0.861
	Q7.The dishes are fresh, delicious, novel and unique.	0.508	0.856
	Q8. The dishes are very attractive to me.	0.449	0.858
	Q9. The dishes meet my demands.	0.397	0.860
	Q10.The decoration style of the restaurant makes me feel comfortable.	0.473	0.857
	Q11. The dining process has a sense of ritual.	0.496	0.856
	Q12.The dining environment is better than I expected.	0.478	0.857
	Q13. The dining environment is quiet.	0.459	0.858
	Q14. I like brand image of the restaurant.	0.513	0.856
	Q15. Spending money in the restaurant can help me establish a good social image.	0.452	0.858
	Q16.Spending at this brand highlights my personality.	0.545	0.855
	Q17. Spending at this brand reflects my style.	0.271	0.864
	Q18.While I'm waiting for my meal, the restaurant can provide me with additional services (such as hand care, manicure, etc.)	0.396	0.861
	Q19.During the dining process, the restaurant can provide ancillary services other than catering (such as performances, etc.).	0.485	0.857
	Q20.After the meal, the restaurant can give me a small gift.	0.376	0.861
	Q21.Throughout the meal, the restaurant provides me with satisfactory ancillary services.	0.457	0.858

Data Analysis (2)

Table 4. Exploratory factor analysis

Influencing factors	Item coding	Factor loading				
		1	2	3	4	5
Service delivery skills (SD)	Q1	0.639	0.032	0.150	0.330	0.274
	Q2	0.566	0.399	0.06	0.070	0.065
	Q3	0.546	0.263	0.184	0.047	0.244
	Q4	0.820	0.012	0.107	0.053	0.069
	Q5	0.763	0.093	-0.028	0.149	0.072
Value perception of dishes (VPOD)	Q6	0.254	0.579	0.153	0.131	-0.184
	Q7	0.147	0.613	0.137	0.145	0.268
	Q8	0.050	0.778	0.112	0.021	0.206
	Q9	0.032	0.734	0.031	0.114	0.159
Experiential value (EV)	Q10	0.037	0.034	0.812	0.208	0.089
	Q11	0.130	0.153	0.818	-0.001	0.097
	Q12	0.031	0.087	0.786	0.148	0.132
	Q13	0.132	0.129	0.771	0.011	0.089
	Q14	0.136	0.153	0.166	0.580	0.253
Symbolic value (SV)	Q15	0.081	0.169	0.073	0.673	0.239
	Q16	0.254	0.311	0.249	0.527	0.069
	Q17	0.076	-0.032	0.013	0.854	-0.058
Ancillary Services (AS)	Q18	0.123	0.126	0.151	-0.045	0.663
	Q19	0.121	0.203	0.145	0.176	0.604
	Q20	0.059	0.046	0.061	0.096	0.722
	Q21	0.153	0.075	0.036	0.172	0.747
Initial eigenvalues		2.016	1.486	5.783	1.371	1.586
% of extraction variance		9.600	7.126	27.537	6.532	7.553
% of rotation variance		12.383	11.219	13.397	10.128	11.323
Number of items		5	4	4	4	4
Cronbach's α		0.773	0.704	0.839	0.703	0.708

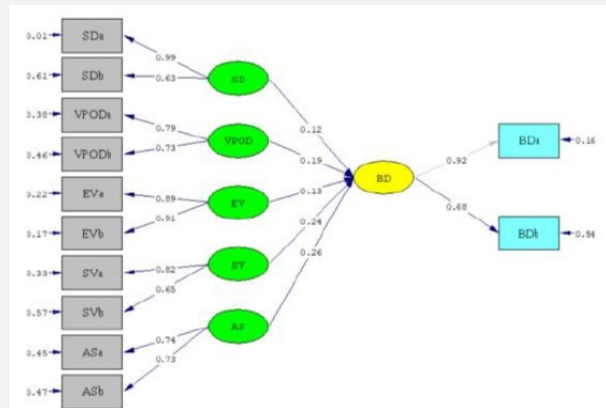


Figure 1. The structural equation modeling analysis

Conclusion

Research findings

This paper takes the catering industry as an example to conduct an empirical research on the influencing factors of brand delight. This paper finds that the influencing factors of brand delight include service delivery skills, value perception of dishes, experiential value, symbolic value and ancillary services. Among the five influencing factors mentioned above, ancillary services have the greatest impact on brand delight (see Figure 1 in detail).

Limitation and prospect

This paper takes consumers in the catering industry as the research object, and needs to interview groups who have experienced a sense of delight in consumption. The identification is difficult, and there is a certain deviation in the detailed classification. Therefore, whether the influencing factors' scale of brand delight developed in this paper is applicable to other industries still needs to be explored and tested.