IN PURSUIT OF STRONGER BONDS:

THE IMPACT OF EXPERIENCE AND ATTACHMENT

ON CUSTOMER ENGAGEMENT

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The Impact of Experience and Attachment on Customer Engagement

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DECLARATION OF ORIGINALITY

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- this thesis contains no material that has been submitted or accepted for a degree or diploma in any other educational institution;
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ABSTRACT

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While engagement literature deepens with particular engagement conceptualizations, engagement that occur in spatial environments and service settings remain largely under-researched although consumers develop interactive and co-creative relationships with places, which subsequently create, shape, and change their consumption behaviors in various ways. Broadening the customer engagement to include places as focal engagement objects offers promising potential to the advancement of our understanding of customer relationships in service settings.

In this study, we develop the concept of place engagement that synthesizes customer engagement and experience concepts in marketing with place attachment theory. Place engagement, i.e., customers' interactive, co-creative, and bi-directional relationships with places, explores how a human–place bond occurs beyond a uni-directional attachment which is induced by experiences.

We empirically test experiences, attachment, and engagement interaction in a 790 respondent sample through structural equation modelling and find out that place attachment and experiences in places are central to creating place engagement. We further find that engagement drives consumer behaviors of word-of-mouth, electronic word-of-mouth, future visit, and tipping intentions. Optimum stimulation level and adoptive consumer innovativeness moderate these relationships.

ÖZET

Müşterilerle Kuvvetli Bağlar Kurma Arayışı:
Deneyimler ve Bağlılığın Müşteri Etkileşimi Üzerindeki Etkileri

Müşteri etkileşimi, tüketicilerle firmalar, markalar ve diğer ilgili nesnelerin arasındaki ilişkilerin dinamiklerini ve yoğunluğunu açıklayan pazarlama literatürünün yeni ve önemli bir araştırma alanıdır. Bir çok etkileşim çalışması, etkileşim kavramının kavramsal geliştirilmesine, öncül ve sonuçlarına odaklanmış, hizmet alanında müşterilerin mekan deneyimlerinin ve müşterilerin mekanlara duyduğu bağlılığın etkileşimin öncülleri olarak değerlendirilmesi yeterince araştırılmamıştır.

Bu çalışmada, birbiriyle ilintili mekan deneyimlerinin mekan bağlılığına ve sonrasında etkileşim üzerindeki etkileri araştırılmaktadır. Etkileşim oluştuğunda, elektronik ve geleneksel ağızdan ağıza pazarlama ile tekrar ziyaret ve bahşiş bırakma niyeti üzerinde etkileşimin rolü incelenmektedir. Özellikle, geniş bir örneklemle (n = 790), yapısal eşitlik modeli kullanılarak, deneyim ve bağlılık seviyesi yüksek olan tüketicilerde mekan etkileşiminin arttığı ampirik olarak ortaya konmaktadır. Ayrıca iki kişilik özelliğinin, etkin uyarılma seviyesi ve benimseyici tüketici yenilikçiliğinin, etkileşim ve diğer belirtilen ilişkiler üzerinde etkisi olduğu saptanmıştır.

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CHAPTER 1

INTRODUCTION

"You inhabit a spot which before you inhabit it as indifferent to you as any other spot upon the earth, & when, persuaded by some necessity you think to leave it, you leave it not, - it clings to you & with memories of things which in your experience of them gave no such promise, revenges your desertion."

Percy Bysshe Shelley

Our modern times is witnessing tectonic shifts that reshape all facets of marketing and consumer behavior. The advancement in the interactional ties between today's customers and firms and the exponential multiplication of channels where these ties are borne and develop have expanded our understanding of humans' spatial boundaries, reinvigorated the sense of place, and grounded us reconsidering definitions, meanings, and functions of 'place'.

A place is an immediate part of our environment that addresses all our senses, upholds us, molds our experiences, and defines our individual and group identities. According to Relph (1993), place is "a territory of meanings" (p. 36). For Low and Altman (1992), it is "the environmental settings to which people are emotionally and culturally attached" (p. 5). For Norberg-Schulz (1971), place is "a focus where we experience the meaningful events of our existence" (p. 19).

As self-evident in the definitions of place, person-place interaction has been one of the major issues in research relevant to numerous domains of knowledge, like philosophy, sociology, psychology, geography, architecture, and urban design. However, theories underlying the human–place relationship are majorly studied around

place attachment in environmental psychology. As part of their instinctual nature, humans form strong bonds with various attachment objects such as their mothers, consumption objects, brands, or places. Place attachment refers to these strong bonds formed between people and places (Lewicka, 2013). How place attachment develops and transforms to other human behaviors is of concern for the further advancement of the understanding of the concept (Lewicka, 2011). In addition, while it is evident that merging this concept with relevant constructs of consumer behavior will shed light on customers' attachment behaviors and strong bonds with firms, the lack of such studies in marketing up-to-date suggests a research gap.

In conjunction with place attachment that focuses on place as an essential determinant of human behavior, the marketing field has long recognized its prominence, albeit in a somewhat practical sense of the concept. Consumer behavior researchers focused on the customers' attachment to commercial places as an emotional and symbolic meaning making and social support process (Debenedetti, Oppewal, & Arsel, 2014; Griffiths & Gilly, 2012; Rosenbaum, Ward, Walker, & Ostrom, 2007). Services marketing contributed to the knowledge in this topic with the concepts of service encounters and servicescapes, i.e., built-in physical surroundings in service environments (Bitner, 1992; Bitner, Booms, & Tetreault, 1990). Retail marketing studied physical place as an integral and key element of retail environments with a strategic focus (Bustamante & Rubio, 2017; Lemon & Verhoef, 2016). These streams of research illustrate that place and place experience are central in consumption settings and, therefore, require a thorough understanding, especially regarding the bonds between consumers and places.

As marketing progresses along more customer-centric approaches, the nature and the intensity of the relationship between customers and firms merit a rigorous analysis with a revived perspective (van Doorn et al., 2010). This perspective is delivered by a contemporary research theme emerging in marketing around the notion of customer engagement. Engagement refers to the interactions and connections of motivated customers with firms or brands to co-create experiences and value in interactive business settings (Brodie, Hollebeek, Jurić, & Ilić, 2011). Given that places are foremost contexts where experiences and engagement are enacted, the emergent literature on customer engagement is fundamental to the advancement of our understanding of customer relationships in spatial consumption settings. While the experience and engagement literatures deepen with particular conceptualizations such as brand and media engagement (Hollebeek & Chen, 2014; Hollebeek, Glynn, & Brodie, 2014) and brand experience (Brakus, Schmitt, & Zarantonello, 2009) and in-store customer experience (Bustamante & Rubio, 2017), engagement and experiences that occur in spatial environments remain largely under-researched or studied in other research fields without a specific marketing focus.

As briefly described, experiences and engagement are acknowledged as critical and transformative marketing topics in extant literature. Concurringly, Ostrom et al. (2015) recognize that enhancing service experiences, i.e., the generation of customer engagement along with the creation and management of positive experiences, is a key research priority. In spite of this recognition of the importance of the topic, the literature around the experience concept has been fragmented, its relation to other constructs of marketing has not been thoroughly studied, and it lacks a general and agreed upon

framework to delineate its underlying theories and processes (Homburg, Jozić, & Kuehnl, 2017). Similarly, the research into engagement is still embryonic in terms of the delineation of what engagement truly is. Hence, its measurement with reliability and validity, and its interactions with other related constructs of consumer behavior are research gaps for further study (Harmeling, Moffett, Arnold, & Carlson, 2017; Maslowska, Malthouse, & Collinger, 2016).

In order to close this gap, we present a model of place engagement that synthesizes customer engagement in marketing with theoretical approaches in environmental and urban psychology. It is our contention that human beings develop interactive and co-creative relationships with places, which in turn shape individuals' consumption behaviors in various ways. The objective of this study is to validate this assertion and to delineate how a human–place bond occurs through attachment to places. More specifically, we aim to provide answers to following research questions:

i. In what ways human-place bonds drive the customers' engagement and engagement related behaviors?
ii. How do experiences and attachment in places create customer engagement?
iii. Are personality factors influential in customers' engagement in places?
iv. Which customer behaviors does engagement further entail related to places?

This dissertation introduces a conceptualization of customer engagement with focal places and propose an engagement model, including anticipated drivers and outcomes. In the following section, Chapter 2, the foundations of place engagement from diverse

literatures are discussed including an investigation of place experiences, place attachment, and the notion of customer engagement in a literature review. Chapter 3 presents the development of the place engagement model in a nomological network with corresponding hypotheses. Chapter 4 summarizes the research methodology and the validation of the model through structural equation modeling (SEM). The results of our analysis are discussed in Chapter 5, followed by a concluding analysis on implications for researchers and practitioners, and suggestions for further research in Chapter 6.

CHAPTER 2

THEORETICAL BACKGROUND

2.1 Place experience

Caru and Cova (2003) conjure experiential marketing to dichotomize experiences between ordinary and extraordinary experiences and between consumption and consumer experiences. Placing experiences in such a continuum is purposive in that Caru and Cova suggest individuals' everyday consumption experiences are as valuable as extraordinary experiences and all experiences need not originate from firm marketing (consumer experience). Although they had an applied writing perspective and dubbed as North American perspective by Caru and Cova, Pine and Gilmore (1998) were more influential to foster and concentrate the debate around experiences as a firm-led and planned activity. According to their definition, an experience "occurs when a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event" (p. 98).

2.1.1 Theoretical approaches to experience

In extant services marketing literature, Helkkula (2011) differentiates three approaches to experiences that includes phenomenological, process-based, and outcome-based characterizations of the concept of experience. The phenomenological characterization of service experience takes a view of interpretative consumer research and relates to the value discussion brought about by Service Dominant Logic (S-D Logic) (Vargo &

Lusch, 2008). One of the core tenets of S-D Logic is the alteration of marketing's focus from products and offerings to experiences. *Value in use* as opposed to *value in exchange* inherently refers to co-creation of value created in a network across the complete chain of consumption and emphasizes the experiential aspects of the consumption (Vargo & Lusch, 2008). Helkkula, Kelleher, and Pihlström (2012) differentiate *value in experiences* as a form of *value in exchange* within the S-D Logic framework and define it as consumption experiences that occur within service contexts originating from customers' phenomenological lifeworld contexts.

The process-based characterizations of experience concept view the experience as a process that can be broken into stages or phases. Experience as a holistic consumption process involves stages of pre-, customer, and post-experience stages (Tynan & McKechnie, 2009). Pre-experience stage involves imagining the experience, searching for information, and planning and budgeting the experience. Pre-experience stage is critical in the sense that the expectations that will determine the perceived realization of expected experiences are formed at this stage. Customer and post-experience stages comprise of immersion and engagement in the experience and the creation of meanings associated with experience. Value in the customer experience stage is obtained physically through sensory meanings evoked by all five senses and emotionally through feelings and emotions that are created by the experience. Customer experience stage also involves utilitarian aspects where goal dependent behaviors are fulfilled, and relational/social aspect where experience is also associated with the other people present in the experiential process. Post-experience stage is comprised of the outcomes of the experience process in the sense that experience will result in enjoyment,

entertainment, and learning. The emotional nature of the customer experience stage will lead to feelings of nostalgia to reminisce strong feelings associated with the experience itself. Finally, it will lead to evangelizing and advocacy behaviors to spread the remarkable experience to others.

Spatial service settings render an opportune research area for gaining a better understanding of process-based customer experiences intertwined with places and offers an opportunity to explore whether such an experience enhances place-related customer behavior. All above stages of a process-based consumption experience are relevant in places as detailed and exemplified below. Information gathering, imagining the experience, planning and budgeting are highly relevant pre-experience activities for service consumption in places. Customers' experience stage is an integrated process and combination of sensory, emotional, functional and social aspects. A place experience involves all five senses enacted (e.g., in a restaurant, one smells and tastes the food, sees the decorations, touches a tablecloth or a chair, hears the background music). The positive moments in these settings are emotionally coded and highly connected to the events taking place and the people accompanied in this setting (e.g., a milestone event in a restaurant such as where a marriage proposal is done). Last but not the least, these experiences fulfill consumer needs such as hunger or help achieve gratification of symbolic consumer needs such as status signal. The integrated stages of experience, in turn, create outcomes of enjoyment, entertainment, nostalgia in the post-experience stage and lead to customer engagement for further interaction with the place including evangelizing and advocacy behaviors.

The outcome-based characterization of experience concept refers to the treatment of experience as a construct in a causal model, either as an antecedent and consequence or a moderator of the relationships in that model. Although services marketing research benefits highly from S-D Logic as a theoretical base, it primarily takes an outcome-based approach in our opinion and presents another foundation for the spatial service settings' strong relation to experience as a manageable aspect of service delivery. This stream of research identifies 'unique experiences' as the culmination of service encounters and the servuction system and suggests that unique experiences will further lead to customer loyalty and long-term emotional relationship between service providers and customers (Clarke & Schmidt, 1995; Eiglier & Langeard, 1987; Grönroos, 2012).

Service encounters refer to customers' interaction with the service firm (Bitner et al., 1990). Servuction system identifies and categorizes the components of the service encounters, i.e., contact employees, focal and fellow customers, and physical resources; that results in the final customer experience. Bitner et al. (1990) state that service encounters encompass all interactions the customers have with the service firm including its physical facilities, the notion of which Bitner (1992) later developed into the concept of servicescapes. They suggest that service encounters can occur even without any human interaction, which amplifies the critical role of physical facilities in satisfying customers' service expectation. Arnould and Price (1993) exemplify how extraordinary experiences can be delivered in extended service encounters, i.e. river rafting context, and conclude that intense and positive experiences establish the essence of an interaction between customers and service providers. In the same vein, servuction

model highlights the intersection of service encounters with place experiences and emphasizes place experience as the outcome of the service encounters in spatial service settings.

Extant literature in marketing is abundant with supporting evidence affirming the prominent role of spatial service settings in relation to experiences. Among the research relevant to our present study, Pine and Gilmore (1998) focus on majorly place-oriented consumption settings such as cafés, restaurants, entertainment parks, movie theaters, retail stores, and retailers as experiential environments. Schmitt (2008) includes spatial environments such as offices, retail shops, public spaces and buildings where experiential environments can be created and cites examples of ways that 'strategic experiential modules' (SEMs) can be created in these spatial settings. Brakus et al. (2009) cite spatial service settings such as retail stores, cafes, hotels and banks as brand environments where brand experience occurs. Brand environments are essentially places where a brand is sold or consumed (Brakus et al., 2009) and render experiential environments where all aspects of an experience, e.g., product, shopping and the consumption itself, are combined including the experience that occurs due to the brand stimuli. In such an environment where the overall consumption is a holistic experience (Schmitt, 1999), the border between place and brand remains highly fluid and the place as an experiential setting remain precursor to the brand.

2.1.2 Dimensions of place experience

Experience dimensions can be categorized along five different types of experiences, i.e. sense, feel, think, act, and relate (Nysveen, Pedersen, & Skard, 2013; Schmitt, 1999). Pine and Gilmore (1999) identify three dimensions of emotional, intellectual, and physical experiences. Verhoef et al. (2009) include affective, emotional, cognitive, physical, and social dimensions in a retail context.

In a brand management context, Gentile et al. (2007) proposed six dimensions of experience: sensorial, emotional, cognitive, pragmatic, lifestyle, and relational experience. They further identified complex experiences that are an interaction and combination of more than two or more dimensions above. Brakus et al. (2009) empirically validated four dimensions of brand experience: sensory, affective, intellectual, and behavioral experiences, which stands as a robust and tested dimensionalization of experience.

Cognitive experiences in places relate to mental stimuli the spatial environment elicits. The place provokes thoughts and reminisce memories. When exposed to cognitive stimuli, consumers intentionally think about the focal place and other mentally associated elements of the place. This process is potentially co-creative and interactive as consumers are increasingly becoming an integral part of the value co-creation. Affective experiences are comprised of emotions that are mental states expressed by physical behaviors such as gestures. Places elicit a range of emotions which occurs before, during, and after an experience. The positive versions of emotions occasionally form into long-lasting memories, critical to the establishment of customer-firm relationships. The positive feeling and emotions in service experience also create

attraction and aversion responses. Behavioral experiences involve physiological responses to the spatial environment such as comfort and discomfort, or a direct bodily movement in relation the type of place, such as being in a river rafting experience (Arnould & Price, 1993; Bustamante & Rubio, 2017). Sensory experiences relate to feelings elicited by touch, smell, sight, sounds, and tastes, all of which exist simultaneously in a place context (Brakus et al., 2009).

2.2 Place attachment

Place attachment is defined as a bond that connects people and places (Lewicka, 2013). Attachment occurs in two forms: the traditional and the active. The former refers to 'everyday rooted and place taken granted', and the latter refers to 'ideologically-rooted and conscious choice of place'. Non-attachment occurs at the levels of alienation (the dislike of one's place of residence), place relativity (conditional acceptance of place), and placelessness (place indifference) (Lewicka, 2013).

Although the meaning-laden relationships individuals establish with places require a differential evaluation of the role of place in consumption, the theoretical research into place attachment in consumption settings is scant with few exceptions, such as attachment to third places (Rosenbaum et al., 2007), consumer territorial behavior in third places (Griffiths & Gilly, 2012), and attachment in commercial settings (Debenedetti et al., 2014). In contrast, the theories underlying the human–place relationship are studied extensively in environmental psychology, which opportunely provides a plethora of knowledge to further explicate place attachment in this study.

2.2.1 Dimensions of place attachment

Place attachment presumes an intense relationship with one's spatial surroundings and is manifested affectively, cognitively, and behaviorally from a psychological perspective (Scannell & Gifford, 2010). Consumers load experiential and cultural meanings on the physical and social characteristics of places, establish emotional and cognitive relationships with places, and manifest behavioral outcomes arising from this relationship.

The affective dimension of place attachment is an emotional investment in or a love for a place. People have positive feelings about certain places and sometimes nostalgia for a place where, for example, a happy childhood took place. By the same token, they may experience negative feelings if they have experienced traumatic events such as a hurricane (Hull IV, Lam, & Vigo, 1994).

Cognitive processes of place attachment involve individuals' beliefs, knowledge, memories, and the meanings they derive from places. Additionally, it includes place identity, i.e., the incorporation of the features of a place into one's self-concept when people find similarities between their selves and the place.

Behavioral processes comprise proximity-maintaining efforts such as expending great effort to return to one's home when homesick, place restoration or re-building in the case of places having sustained damage, and the offering of social support to those who share the place. Debenedetti et al. (2014) classify behavioral manifestations of place attachment as reactive and proactive. Reactive manifestations include opposition and resistance to physical and social change of the attached place, place substitution, and relocation. Proactive manifestations include preserving, protecting, or advocating

the place through political and civic action, volunteering, or environmentally responsible activities.

Finally, the link between people and places is instrumental as well as affective and cognitive. Places are central to consumers for their symbolic meanings and provide amenities and instrumental affordances to satisfy goal-dependent behavior of individuals such as food, entertainment, rest, shelter, and relief from stress. This aspect, called place dependence, is the instrumental bond with places that helps consumers achieve their goals (Droseltis & Vignoles, 2010; Lewicka, 2011; Stokols & Shumaker, 1982).

2.2.2 Theoretical roots of place attachment and its development in individuals

The psychological foundations of attachment theory were defined by Bowlby (1980) to develop an understanding of the parent–infant bond. According to Bowlby, attachment is one of the forms of the instinctive behaviors, such as parenting, feeding, reproduction, and exploration. When people are faced with stress in their external environment, they seek refuge in attachment figures or objects and maintain their proximity to the attachment object for physical and psychological protection. Attachment also ensures and regulates affective links with attachment objects such as those between a mother and her infant and provides a secure base for healthy exploration. An example of an observable outcome of attachment is the separation distress people experience when they separate from the attachment object (Hull IV et al., 1994; Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010; Thomson, MacInnis, & Park, 2005). The antithesis of the attachment behavior is exploration, which is an interaction with and extraction of

novel information from the environment. It is also a form of the instinctive behaviors and regulates the interaction of the individual with its immediate environment (Giuliani, 2003).

Observing that individuals experience feelings of loss and grief when they separate from their place of residence and feelings of security and protection such as in their homes, led environmental psychologists to develop an understanding of attachment to places as an attachment object. Human geographers, especially Tuan (1990), dwelt on this affective bond and identified it as a human need as opposed to a simple and transient transactional relationship. In line with this view and building on the attachment theory, Morgan (2010) conceptualized that children develop an attachment towards places through exploration-assertion and attachment-affiliation motivation systems in an attempt to theorize the development of place attachment. In his conceptualization, when children feel secure, they explore and interact with the place. If their inner states are filled with satisfactory experiences as a result of this exploration, they continue to further explore the place and the environment. However, if they experience distress or pain, they return to and take refuge in the security of the attachment object. This cycle is repetitive during the developmental growth of the individual and the residual experiences remnant of this cyclical processes lead to place attachment.

Not all individuals exhibit the same patterns and styles of attachment in childhood and adulthood. Based on their inclinations, children exhibit different styles of attachment (Ainsworth, Blehar, Waters, & Wall, 1978). Hazan and Shaver (1994) extended attachment to adulthood and identified existent attachment patterns in adults similar to Ainsworth's. As such, individuals are expected to carry differential traits of

attachment and longing for security as well as a desire to explore and interact with the external environment. Exploring several personality and socio-demographic variables, Lewicka (2013) differentiates between the traditional and the active place attachment types. While some individuals experience place 'everyday rooted' and take the place granted, others are 'ideologically-rooted' and make a conscious choice of places. Hence, any conceptual development of place attachment is highly dependent on consumers' enduring dispositional characteristics and their active or traditional enactment of place relationship.

2.2.3 Limitations of place attachment

Place attachment theory does not explicitly address the nature of the bi-directional, participatory, and co-creational relationship that already exists between consumers and places. Debenedetti et al. (2014) state that reciprocating behaviors are not incorporated into the place attachment theory and are not studied in the consumer–place relationship literature. Instead, and even though reciprocating acts exist, they are considered external to the place, and as a result, the role of place is minimized.

In contrast to extant place attachment conceptualizations, Debenedetti et al. (2014) implicate that consumers' relationship with place is an interactive cycle of attachment and reciprocation, behaviorally demonstrated through over-reciprocation, volunteering, and ambassadorship. In this interactive cycle, they indicate that places provide affordances of familiarity, authenticity, and security that transform consumers'

experiences beyond simple commercial transactions, and hence, consumers feel attached to places and reciprocate further.

In another criticism, Lewicka (2011) points out to a lack of theory in recent studies of place attachment and suggests that future research in place attachment should explore "processes through which people establish meaningful relationships with places" (p. 226). In order to create a theoretical thrust, she urges a consideration of whether the concepts developed in place attachment could be reinterpreted within different conceptual frameworks.

2.3 Place engagement

Customer engagement has recently attracted considerable attention in marketing, as engaged consumers prove highly valuable to companies and brands (van Doorn et al., 2010). Vivek, Beatty and Morgan (2012) define engagement as "the intensity of an individual's participation in and connection with an organization's offerings and/or organizational activities, which either the customer or the organization initiate" (p. 402). Brodie et al. (2011) define it as "a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships" (p. 9).

Brodie et al.' (2011) definition and subsequent stream of research on engagement reveals three pivotal tenets of engagement: a focal object to engage with, co-creativity and interactivity that drive engagement, and a multidimensional nature comprised of cognitive, affective, and behavioral dimensions. We cross-examine these

tenets of engagement vis-à-vis two interrelated theories of attachment and customer engagement in order to establish place engagement as a distinct construct, broadening the general notion of customer engagement.

2.3.1 Place as an object

Currently, the engagement concept centers mainly on a subject-based view, namely, customer engagement, while brand, audience, and media engagements are engagement notions developed with an object-based view. Brodie et al. (2011) and Hollebeek et al. (2014) implore further research into customer engagement with different kinds of objects and they cite potential focal engagement objects such as brands, offerings, specific products/services, organizations, organizational activities occurring beyond purchase. We argue that place constitutes a focal and valid engagement object and whether customers (subjects) develop engagement towards places (object) needs to be researched.

The importance of place as a focal object stems from its key role in service relations and consumption settings. Consumer research indicates that emotional bonds exist with commercial places such as wine bars, cafes, shopping centers, flagship stores, museums, festivals, and theme parks, which constitute examples of place as a focal object (Debenedetti et al., 2014). Similarly, the notion of third places (Oldenburg, 1997) suggests that the place is central in building community, civic engagement, and a sense of place. In addition, environmental and urban psychology have already theorized individuals' strong bonds and interactions with their spatial surroundings.

2.3.2 Interaction and co-creation in place relationships

Theoretically, Brodie et al. (2011) built the engagement concept on the S-D Logic of Vargo and Lusch (2004), under the broad topic of relationship marketing. The main tenets of this logic as it relates to the engagement notion are interactive experiences and value co-creation. In service relationships, customers are active value co-creators through their interactive experiences. Experiences in this co-creation are indispensable to the engagement and they extend over the transaction to the pre-, during-, and post-purchase stages. Value co-creation is "participation in the creation of the core offering itself. It can occur through shared inventiveness, co-design, or shared production of related goods" (Lusch & Vargo, 2006, p. 284). It is also formally defined by Jaakkola and Alexander (2014) as "the customer provision of resources during non-transactional, joint value processes that occur in interaction with the focal firm and/or other stakeholders, thereby affecting their respective value processes and outcomes" (p.254). In line with these definitions of co-creation, we contend consumers co-create their focal places in various ways such as through contribution to the design and service elements of the place, participation in the service delivery and marketing of the services, and the innovation of the offerings.

Complementing what place attachment did not formally theorize, the engagement concept manifests the interactivity and co-creativity of the human–place bond and conveys a more dynamic, active, and vigorous nature of this relationship. Place engagement in our conceptualization is a transformed and stronger state of place attachment that extends from a unidirectional nature to a more reciprocal relationship. Extant literature provides implicit and explicit support that suggests attachment is

transformed to a level of engagement through mechanisms such as gift giving or an urge to protect and maintain one's attached objects.

2.3.3 Dimensions of engagement

Concerning the dimensionality of engagement concept, previous studies in literature agree that it is multidimensional and consists of cognitive, affective, and behavioral dimensions (Brodie et al., 2011; van Doorn et al., 2010; Vivek et al., 2012).

In addition, the conceptualization and operationalization of place attachment indicates that place attachment is analogously multidimensional and consists of similar dimensions (Kyle, Graefe, & Manning, 2005; Lewicka, 2011; Ramkissoon, Graham Smith, & Weiler, 2013; Scannell & Gifford, 2010; Tsai, 2012). We suggest that attachment before densifying into engagement establishes a basis for the affective dimension of engagement, while place identity establishes the basis for the cognitive dimension.

Debenedetti et al. (2014) stress that consumers support places they are attached to through behaviors of volunteering, over-reciprocation, and ambassadorship, which refer to the behavioral dimension of place engagement. Other possible behavioral manifestations include proximity-maintaining behaviors such as efforts to return, religious pilgrimages, reconstruction or re-creation of places such as disaster sites, and relocation to similar places.

2.3.4 Place engagement conceptualization

We define place engagement as a psychological state that occurs by virtue of the reciprocal, iterative, and co-creative customer experiences enacted in spatial settings.

It is built on yet is distinct from place attachment as it points out to a bi-directional relationship with place rather than a diminished role of a spatial setting. Place characteristics, both physical and social, account for creation and loading of strong symbolic meanings, which in turn induce strong affective, cognitive, and behavioral reaction in consumers. In a continuum of transient transactions, satisfactory experiences, place attachment and engagement, place engagement represents the culmination of an interactive and co-creative consumer-place relationship.

In our postulation, place engagement represents a transformed state of place attachment while it need not necessarily be created solely by place attachment. Once individuals are attached to a place, their subsequent attachment either decreases in time, or is maintained, or reinforced with further co-creative experiences and interactions with the place. These reinforced attachment levels transform to a higher level of psychological state of engagement through satisfactory interactions with the place and its co-creation.

We contend that engagement is relatively an enduring state such as loyalty. However, it is subject to extinction if this cycle of interactivity is broken due to physical separation, if the place consistently and repeatedly does not satisfy the goals of the consumers, if a major negative experience impacts the interaction, and if the co-creation and interaction with the place do not yield desired feelings in a long time-frame.

2.3.5 Illustrative cases of place engagement

Place engaged consumers contribute to the design of the focal place in an effort to increase or maintain its attractive features such as exterior or interior design. For example, a restaurant places glass on their tables and customers write notes and place under the glass. Similarly, customers may bring decorative items which they think suit to the décor of the place. Engaged customers will financially be ready to support the place they attend if they perceive the financial situation of the business is under threat. This support may range from simple over-tipping to the instances of lending to the owners/managers of the focal place. Engaged consumers participate in efforts to maintain and protect the place. A prime example is customers' check-in on social media in the place of a demolished heritage movie theater to showcase their grief and loss. Engaged customers take part in reinvigorating and re-construction of the focal place. In certain cities, consumers establish communities or associations based on their origin places/hometowns and bring/sell food or items from these places, in a way re-constructing their origin of place in a different locale. Finally, gamification presents a unique realm where engaged consumers heavily take part in gamified designs and compete for, for example, the mayorship of the focal places including their workplaces and homes.

The case of Cactus Café – Austin, Texas

Cactus Café is live music venue and bar on the campus of The University of Texas at Austin. The Café hosted well-known musicians throughout its history and has been symbolic for acoustic music tradition. The management decided to close it due to budget cuts. When the announcement reached the students, musicians, and alumni as far as

Japan and Australia, their reaction to protect the café from closure proved as an exemplary case of place engagement.

In a highly short timeframe, supporters founded a nonprofit organization Save the Cactus Café, built a website, and raised $13.000. 25000 people registered on the website opposing the decision and held rallies. After the successful campaign of supporters, Cactus Café was not closed eventually. Freehill (2011) describes the emotional and symbolic aspects of the case as

> …the near-religious overtones the Cactus' proposed closure took on. Because for the music lovers who faithfully attended shows and open-mic nights at the Cactus—and even those who just felt good knowing it was there—*the cafe offered a spiritual experience, a center of worship* [emphasis added] for the songwriting craft. (p. 24)

This incident exemplifies how engaged consumers act beyond attachment to protect and maintain their focal places. The co-creative experiences of music tradition and the nesting of Café in the fabric of a university life create highly strong and long-lasting bonds in customers and drive them to act on protecting the focal place. The place engaged visitor of Café became active supporters of an opposition through rallies, registration through a website, founded and became voluntary employees of a nonprofit organization, and donated money eventually saving the place from closure

CHAPTER 3

THE RESEARCH MODEL AND THE HYPOTHESES

3.1 Experience and place attachment

Kim et al. (2011) state that services are commoditized, fall short of establishing competitive advantage for firms, and, as a result, service-based economies are transforming to experience-based economies. Despite this transformative role of experience concept, theories underlying its drivers and outcomes are scant in the literature. 'Unique'(Clarke & Schmidt, 1995; Prahalad & Ramaswamy, 2004) and 'extraordinary' (Arnould & Price, 1993) experiences, when created, should stimulate unique and extraordinary responses in customers.

Empirical studies of experience found positive direct and indirect effects of service/brand/customer experience on satisfaction, purchase intentions, propensity to recommend, word of mouth (WOM), brand attitude, brand equity, and brand personality (Khan & Fatma, 2017; Khan & Rahman, 2015; Nysveen et al., 2013).

This thesis presupposes that place is a more preeminent source of stimuli for the customer experience than brand alone is and treats brand as only one element of the multiple components of a spatial service setting. With this presupposition in mind, brand experience offers one of the robust and empirically validated conceptualizations of the concept in the literature. Brakus et al. (2009) define brand experience as a subjective internal consumer response in the form of feelings, cognitions, sensations, and behaviors induced by brand stimuli originating from a brand's design and identity, packaging, communications, and environments. They distinguish between short-term and long-term

consequences of brand experience and find that brand experience has direct positive effects on consumer loyalty and satisfaction as short-term consequences. They explicitly suggest customer lifetime value and customer equity are potential long-term consequences of brand experience and implicitly acknowledge that brand experiences may lead to stable emotional bonds over time.

From a perspective of recently evolving customer journey concept; Lemon and Verhoef (2016) restate the need for further understanding of long term consequences of customer experience. Customer experience is a holistic and dynamic process that extends over all touch points in customer journey. To understand this dynamic nature of customer experience, McColl-Kennedy et al. (2015) focus on the need to explore the customers' level of emotional attachment they have in the experience process and how this experience evolves in time in their interaction with the service provider, service itself, or brand. They include the following research questions for future research areas: "*What is the level of emotional attachment of customers with the customer experience at each touch point?"* and *"How does the level of emotional attachment change over time?"* (p. 433).

The level of customers' emotional investment during the experiential process in all touch points of consumer journey will leave stable traces in customer-firm relationships. Therefore, we argue that the customer experience is primarily an emotionally-coded process in comparison to cognitive and sensory processes.

Place attachment literature provides further support on attachment-experience relationship with experience being a driver of attachment. Debenedetti et al. (2014) define place attachment as a bond that is "based on an accumulation of physical, social,

historical and cultural meanings that become associated with the place through time and experience" (p. 905). More specifically, they argue that experiences of familiarity, security, and authenticity and associated experiences of homeyness in commercial settings result in place attachment. Rosenbaum et al. (2007) similarly finds that individuals' life changing experiences such a separation, chronic illness, or retirement result in attachment to commercial places. Scannel and Gifford (2010) indicate that place meanings are derived from significant personal experiences such as milestones or individuals' growth stages. Such a repertoire of experiences of consumers will evoke a stronger set of sentiments, associations, and meanings depending on their valence and intensity and will lead to attachment.

In sum, both experience and place attachment literature provide support on the link between experience and attachment and, hence, we posit the following hypothesis:

H1: Place experience has a positive effect on place attachment.

3.2 Experience and place engagement

Lemon and Verhoef (2016) state that extant literature did not clearly demarcate the boundaries between experience and related constructs. In agreement, it is crucial to analyze the relationship between experiences and place engagement in a nomological network.

The distinctions between experiences and engagement has already been subject to a discussion between Brodie et al. (2011) and Malthouse and Calder (2011), all of

whom regard experiences and how they relate to engagement a crucial matter in engagement creation. Brodie et al. (2011) contend that engagement occurs by virtue of customer experiences and suggest that the link between engagement and related concepts such as customer experience should be investigated. Vivek et al. (2014) maintain that different conceptualizations of engagement share certain similarities, one of which is that engagement involves experiences, interactions, and/or connections between customers and engagement objects. Calder, Malthouse, and Schaedel (2009) and Sashi (2012) pay particular attention to the experiential nature of the engagement as the key to understanding the notion while Lemon and Verhoef (2016) take a further view of treating engagement as an emerging component of customer experience. Finally, Van Doorn et al. (2010) claim that experiences of customers may result in engagement behaviors.

In agreement with Hollebeek, Glynn, and Brodie (2014) and in the light of the discussion above, we hold the view that engagement and experiences are distinct theoretical constructs and experiences are critical determinants of engagement creation. While experiences need not necessarily lead to place engagement at all instances, we consider positive and extraordinary experiences critical to the development of place engagement. Hence, based on the above discussion, positive and strong experiences in places are posited to lead to customer engagement with a place:

H2: Place experience has a positive effect on place engagement.

3.3 Attachment and place engagement

Place attachment has both positive and negative effects on individuals. The positive results of place attachment involve a sense of well-being, better local social capital and bonds, a heightened sense of coherence, and satisfaction with life (Rosenbaum et al., 2007). Negative outcomes include restricted life opportunities due to decreased mobility, unwillingness to move in the face of danger such as an earthquake or flood, and negative effects of community in case of pathological communities (Lewicka, 2011). Other than outcomes on an individual level, Lewicka (2011) suggests that place-attached people tend to be more willing to engage in activities that will support their residence places or protect their environment. These activities may take one of two forms of promoting change: supporting and protecting the environment or inhibiting change and protecting the status quo. The activities Lewicka reviews include environmentally responsive behaviors, participatory behaviors in grass-roots community organizations, social engagement, and civic action.

When commercial settings offer enhanced experiences, consumers reciprocate these experiences because they perceive them as gifts given to them. Debenedetti et al. (2014) state that this reciprocation "consists of attached consumers demonstrating an enthusiasm and sense of commitment toward the place, as well as *an engagement that goes beyond exchange norms* [emphasis added]. This engagement can happen inside as well as outside the boundaries of the locale" (p. 909) in a gift exchange context.

In addition to our conceptualization of place engagement that extends place attachment from a unidirectional nature to a co-creative and reciprocal relationship, we find implicit and explicit support in literature that suggests attachment leads to place

engagement through mechanisms such as gift giving or an urge to protect and maintain one's attached objects. Hence, we posit the following hypothesis:

H3: Place attachment has a positive effect on place engagement.

3.4 Outcomes of place engagement

Kumar et al. (2010) categorize the consequences of customer engagement in four types of behavior: customer purchasing, knowledge, referral, and influencer behavior. Engagement is a strong relationship that exceeds beyond transactions and has manifestations of multiple behavioral outcomes in addition to customer purchasing behavior. Pansari and Kumar (2017) differentiates between tangible and intangible benefits to the firm that engaged customers will contribute. They acknowledge the positive impact of direct tangible benefits, such as purchases, on firm performance, but suggest that the impact of intangible indirect effects will be exponential as these customer discussions reach a wider audience.

Knowledge behavior refers to the likelihood of providing feedback to the firm and, in our opinion, integral to the interactivity of the engagement rather than being an outcome of it. This view is in line with Beckers et al. (2017) who consider co-creation an inherent part of the engagement.

Customer referral value involves likelihood to recommend, likelihood of being an opinion leader, and propensity to use social media to spread WOM (eWOM). In the next section, we detail WOM and eWOM as two forms of customer referral behavior

that result in indirect but exponential benefits to the firms, followed by a discussion of future visit intention and tipping behavior as two forms of customer behavior that are more related to tangible benefits.

3.4.1 WOM and eWOM

The critical value of traditional/offline and electronic/online WOM as key outcomes of consumer behavior has already been established in literature (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004; Kumar, Bhaskaran, Mirchandani, & Shah, 2013). As the risks associated with the selection of service places are high, i.e. time, money, dissatisfying experiences, consumers' reliance on influencing behavior increase substantially in spatial service settings. Debenedetti et al. (2014) suggest that engaged customers will assume ambassadorship activities that involve guide and advocate roles. Through informing places to their network and actively selecting and recruiting relevant consumers who will fit to the focal place, engaged consumers support the places both in transactional ways (e.g., recruiting new customers) and non-transactional ways (e.g., voluntary marketing and WOM activity).

Anderson (1998) defines WOM as "information communications between private parties concerning evaluations of goods and services" (p. 6). eWOM is defined by Hennig-Thurau et al. (2004) as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (p. 39).

WOM is particularly strong in attracting new customers and increase sales as customers trust the other customers' positive views and feedback compared to a firm-led communication (Beckers et al., 2017). Most conceptual studies of customer engagement agree on WOM as a key outcome of engagement (Maslowska et al., 2016). Bijmolt et al. (2010) explicitly includes WOM behavior among the key manifestations of engagement and states that neglecting it will undermine a true understanding of customer-firm relationships. In comparison to conceptual studies, empirical research testing the link between engagement and WOM is lesser in quantity. One exception is the case study of Jaakkola and Alexander (2014) who identify influencing behavior as a type of customer engagement manifestation. In a nomological network, Vivek et al. (2014) treats WOM as an outcome of customer engagement and finds that engagement has a positive effect on WOM.

When engagement occurs, engaged customers will be willing to spread the positive feelings, emotions, learnt experiences, their interaction with the place, and their connectedness to the social elements in the place. Building on this notion and following the discussion above, we hypothesize:

H4: Place engagement has a positive effect on WOM.

Akin to the inadequacy in studies of WOM as a consequence of engagement, the literature presents a dearth of research in empirical and conceptual studies linking engagement to eWOM although the role of eWOM in relation to consumer behavior

becomes more critical with the diffusion of technology, the associated ease of use, and its relatively lower cost in marketing spending.

Current research in literature suggests that eWOM in place contexts has a different nature than eWOM in alternative contexts. eWOM in spatial service settings tend to flourish mainly in location-based social networks (such as Yelp and Foursquare) and multiple forms of eWOM practices are emerging (such as online check-in behavior) (Yavuz & Toker, 2014). These recent and popular Internet applications capitalize on the power of eWOM which is manifested through online behaviors such as customer recommendations and tips regarding the place, and customers' interactions with the focal places. Yavuz and Toker (2014) demonstrate that check-in as a specific form of eWOM on social networks has a considerable function in customer-place interactions. Along the same lines, Pansari and Kumar (2017) point to the critical role of permissions engaged customers will grant to the focal places regarding their locations and to enable location-based marketing efforts. Finally, Hollebeek and Chen's (2014) conceptually proposes that positively-valenced brand engagement will result in eWOM. Building on this discussion, we hypothesize:

H5: Place engagement has a positive effect on eWOM.

3.4.2 Future visit intention

Customer engagement concept rests on the assumption of customer-firm relationships that go beyond transactions and that possesses a characteristic of continuity. Authentic

relationships in the focal place drive engaged customers' frequency of patronage and their long-term loyalty (Debenedetti et al., 2014). Loyalty is a commonly proposed consequence of engagement in the emerging literature (Maslowska et al., 2016) and one of the forms of behavioral loyalty is future patronage intent (Vivek et al., 2014).
As the relationship between customers and focal places evolves to engagement, an instinctively expected outcome of engagement will be an inclination to revisit the place. The feelings, cognitive arousal, and the positive experiences in the focal place that densifies into the engagement will continue to motivate the engaged customer to reinvigorate those moments. The nostalgia arises if such a reinvigoration is not immediately possible and leads customers to reminisce and, in a sense, virtually re-create the desirable affective and cognitive states. Co-creation in the place engagement also creates a sense of ownership of the place and customers are driven to maintain and foster these feelings of ownership.

In addition to loyalty behaviors, engaged customers repurchase and revisits to the focal place are vital for firms and they create direct tangible benefits (Pansari & Kumar, 2017). Debenedetti et al. (2014) describes a dyadic relationship between proprietors and focal customers, where customers reciprocate to the positive experiences since they perceive them as gifts from the proprietors. We contend that engaged customers' revisits to the focal place are also a reciprocation act and occurs within a frame of interactivity that the engagement concept entails.

The previous literature on engagement views loyalty a key consequence of customer engagement. In the same direction, future patronage intention as a form of

loyalty is empirically tested by Vivek et al. (2014) as a consequence of engagement. In the light of the discussion above, we hypothesize:

H6: Place engagement has a positive effect on future visit intentions.

3.4.3 Tipping intention

Research into tipping behavior is inadequate in extant marketing literature despite being highly prevalent and despite being recognized as a valid monetary contribution to the firm (Lynn & Withiam, 2008; Roschk & Gelbrich, 2017). Why customers tip although they are not formally obligated remains a relevant research question. Tipping is a reciprocal customer behavior entailed by many factors including feelings of obligation to reciprocate (e.g., as a return to being compensated after service failures), empathy for service providers, feelings of being over-rewarded, economic incentives (monitoring and ensuring service quality), future service expectations, altruism, emotional contagion, and social compliance (such as when tipping is normative) (Koku & Savas, 2016; Roschk & Gelbrich, 2017).

Tipping is normative and a nearly mandated practice in some Western countries such as USA while it is voluntary in countries like Turkey and France (Koku & Savas, 2016). While it is more prevalent in some service contexts like restaurants, it has a varying nature in non-tipping contexts such as hotels (Koku, 2005). However, its motivations especially as a reciprocal behavior remain valid in both contexts.

Although a summary of motivations for tipping are listed, tipping as an outcome of enduring customer-focal place relationship is rather limited (Israeli & Barkan, 2004). Debenedetti et al. (2014) identify over-reciprocation such as over-tipping as an important reciprocation act and find that place engaged customers will be inclined towards tipping in more amounts than what would constitute normal. In line with Debenedetti et al.'s gift economy perspective, customers tend to tip when they feel over-rewarded in a service encounter.

Although some studies find a lack of correlation between service quality and tipping behavior (Israeli & Barkan, 2004), the fact that non-returning customers, e.g., tourists in foreign countries, do tip indicates the existence of a strong motive for tipping. Place engagement, as a strong form of customer-place interaction, is equally likely to generate such an effect as suggested by Debenedetti et al. (2014). Hence, we posit the following hypothesis:

H7: Place engagement has a positive effect on tipping intentions.

3.5 Personality's role as a moderator of engagement

Consumer behavior research suggests individuals are motivated by an intrinsic desire to maintain an ideal level of stimulation, i.e. novelty, change, and complexity, named as optimum stimulation level (OSL). In line, we formally define OSL as a general personality propensity and preference for novelty, change, and complexity.

When consumers attempt to balance OSL towards a more stimulating level, this attempt transforms OSL into exploratory tendencies. Among the different types of exploratory tendencies, Raju (1980) identifies variety seeking behavior, which refers to consumers' tendencies to switch between alternatives, to buy new products, or to try new experiences. Building on Raju's classification and in line with Joachimsthaler and Lastovicka's operationalization (1984), Roehrich (2004) regards the variety seeking behavior a form of adoptive consumer innovativeness (ACI). We define ACI as a tendency to try new or alternative brands, products, or places, and to switch to alternatives as a deviation from habitual behavior.

While both OSL and ACI have been linked in extant literature to many related constructs such impulse buying and new product adoption (Rohm & Swaminathan, 2004; Sharma, Sivakumaran, & Marshall, 2010), their relations to experience, attachment, CE, and potential outcomes of CE are not largely explored.

The personality traits of OSL and ACI will have an impact on consumers' seeking and living place experiences. First, consumers who tend to go beyond their routines and seek novelty in their lives will be more open to experiences in different places and more prone to go through extraordinary experiences. As these consumers experience more places, they will be able to compare some focal places in their lives versus the new places they visit, which will result in a heightened sense of their place attachment. This situation is likely to produce two outcomes. In one outcome, consumers high in OSL and ACI will be less attached to places as they prefer to try new places continuously. In the second outcome, they will develop a conscious and informed

attachment to certain places as not all experiences they go through in their exploration will be unique and positive. Hence, we hypothesize:

H8a: The impact of experience on attachment is moderated by consumers' optimum stimulation levels.

H8b: The impact of experience on attachment is moderated by consumers' ACI levels.

In this thesis, the place is acknowledged as a valid focal object of CE and place engagement is proposed as an extended stage of place attachment. Consumers' innate propensity for attachment and longing for security will be largely different than their propensity for exploratory behaviors. Exploratory behaviors are an antithesis of attachment behavior and defined as an interaction with and extraction of novel information from the environment (Giuliani, 2003). These differential traits of attachment and exploratory behaviors will result in differential levels of attachment and engagement in consumers.

While multiple studies proliferated pertaining to the nature and outcomes of CE, studies that focus on the role of personality factors affecting engagement are lesser in quantity and comprise mainly conceptual frameworks (Brodie, Ilic, Juric, & Hollebeek, 2013). Among these few studies, Van Doorn et al. (2010) provided a comprehensive conceptual model of CE, in which they suggest that individual customer traits and predispositions such as self-enhancement and desire for recognition will have an impact on CE. Marbach et al. (2016), again in a conceptual framework, propose that openness to experiences, need for activity, and need for arousal are positively related to CE. To

empirically test these proposals, we state that engaged consumers' OSL and ACI will affect their engagement in spatial service settings such as cafes, the context selected for the purposes of our study. Hence, we hypothesize:

H9a: The impact of attachment on engagement is moderated by consumers' optimum stimulation levels.

H9b: The impact of attachment on engagement is moderated by consumers' ACI levels.

The personality traits of engaged customers are likely to influence the outcomes of engagement. Engaged customers who rank high in OSL and ACI may transmit less WOM and eWOM while they may not visit their focal places as frequently. On a contrary situation, high OSL and ACI customers who continuously visit alternative places may exhibit maven like properties, which may lead these customers to engage in more influencer behavior. Similarly, as customers who rank high in ACI will opt to try new places, they will be less inclined to tip from an economic behavior perspective and possibly will develop less attachment. Hence, it is important to validate whether personality differences will have an impact on behavioral outcomes of engagement. Hence, we hypothesize:

H10a, H11a, H12a, H13a: The impact of engagement on WOM, eWOM, future visit, and tipping intention is moderated by consumers' optimum stimulation levels.

H10b, H11b, H12b, H13b: The impact of engagement on WOM, eWOM, future visit, and tipping intention is moderated by consumers' ACI levels.

3.6 Research model

The proposed research model is presented in Figure 1. The developed hypotheses in the preceding section is presented in the Table 1 below.

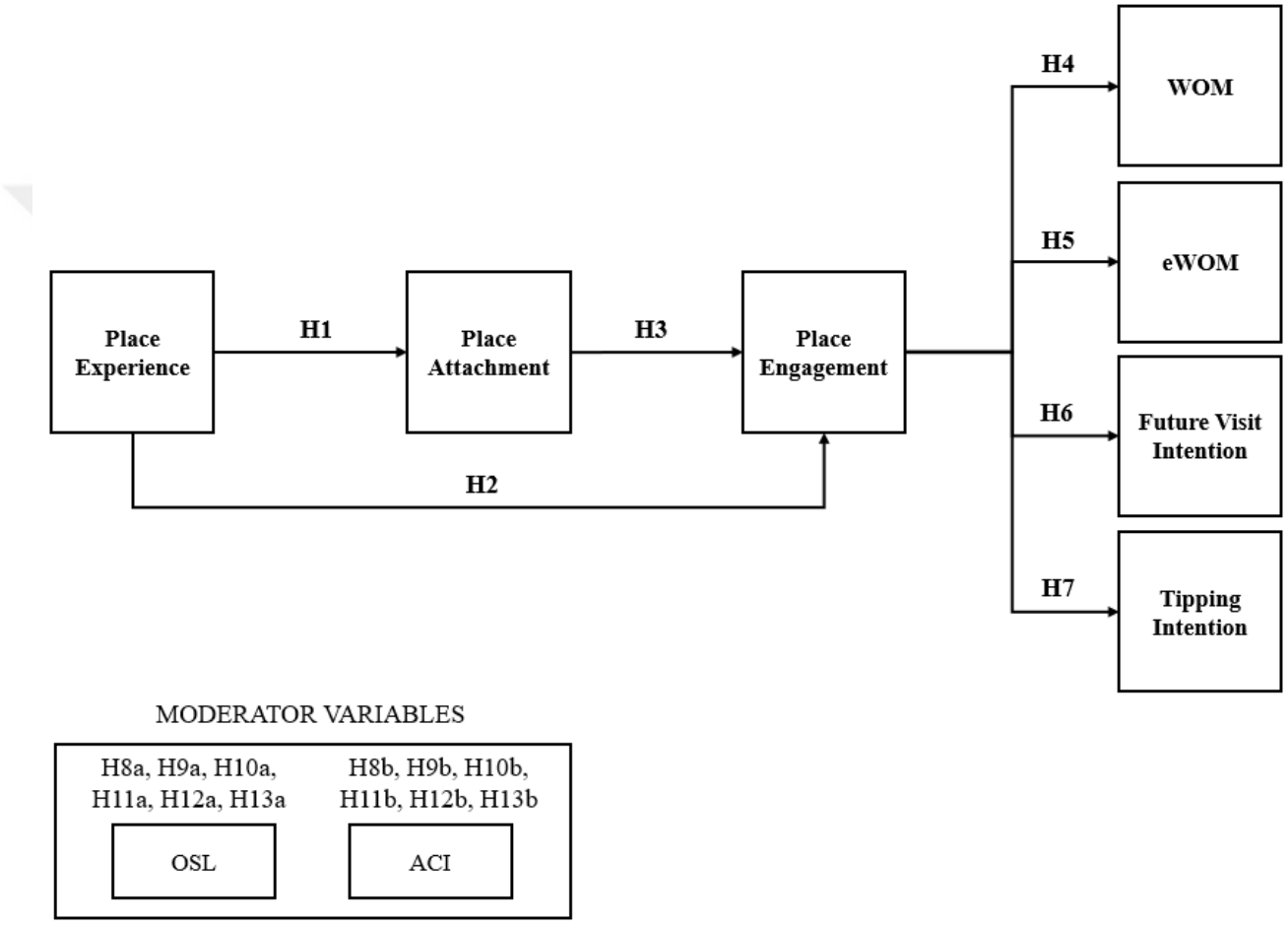

Figure 1 Proposed research model

Table 1. The List of Hypotheses

MAIN HYPOTHESES	
H1	Place experience has a positive effect on place attachment.
H2	Place experience has a positive effect on place engagement.
H3	Place attachment has a positive effect on place engagement.
H4	Place engagement has a positive effect on WOM.
H5	Place engagement has a positive effect on eWOM.
H6	Place engagement has a positive effect on future visit intentions.
H7	Place engagement has a positive effect on tipping intentions
MODERATOR HYPOTHESES	
H8a	The impact of experience on attachment is moderated by consumers' optimum stimulation levels.
H8b	The impact of experience on attachment is moderated by consumers' ACI levels.
H9a	The impact of attachment on engagement is moderated by consumers' optimum stimulation levels.
H9b	The impact of attachment on engagement is moderated by consumers' ACI levels.
H10a	The impact of engagement on WOM is moderated by consumers' optimum stimulation levels
H10b	The impact of engagement on WOM is moderated by consumers' ACI levels.
H11a	The impact of engagement on eWOM is moderated by consumers' optimum stimulation levels
H11b	The impact of engagement on eWOM is moderated by consumers' ACI levels.
H12a	The impact of engagement on future visit intention is moderated by consumers' optimum stimulation levels
H12b	The impact of engagement on future visit intention is moderated by consumers' ACI levels.
H13a	The impact of engagement on tipping intention is moderated by consumers' optimum stimulation levels
H13b	The impact of engagement on tipping intention is moderated by consumers' ACI levels.

CHAPTER 4

TESTING AND VALIDATION OF THE MODEL

4.1 Research design and methodology

4.1.1 Questionnaire design

Survey data was collected to measure the constructs and test the proposed hypotheses through a face-to-face interview. Respondents were initially asked to think about and indicate a spatial service setting such as a café or restaurant where they frequently visit; or where they visit not frequently but feel a liking for it, or feel this place has a meaning for them, or feel connected to. As this thesis explores the interactions between experience, attachment and engagement, this screening filtered out the respondents who do not have any bonds with the focal place. It additionally ensured that the screened respondents had a lived experience and developed an attachment to the places they selected, which is a prerequisite for a meaningful analysis of the relationships between the mentioned constructs.

Survey items included the name and the type of the places our respondents indicated, demographics and social media usage questions, and finally questions that assessed how respondents perceived their connectedness to the cities they live in from an environmental psychology perspective.

After screener and demographic questions, respondents rated Likert-type items ranging from 1 (strongly disagree) to 7 (strongly agree). Seven points Likert is preferred over five points to achieve sufficient variance as this study tests highly related

constructs and the data is expected to have a certain level of skewness due to the selection of a place.

The items were mainly generated from existing scales in literature and adapted along the requirements of the context, cultural settings, and the objectives of this study. A limited number of items were developed by the author based on interviews with engaged customers and experts in service industries and based on a thorough review of the extant literature on attachment and engagement.

Two strands of research are prevalent in the measurement of customer experience in extant literature (Bustamante & Rubio, 2017). While one strand of research focuses on measuring individual components of service experience through the perceptions of customers, another emerging research strand, including brand experience measurement, builds on Schmitt's (1999) SEMs. Bustamante and Rubio (2017) suggest that the latter strand is more suited to measure multidimensional nature of experiences elicited by physical environments and adopted this approach to measure customer experience in physical retail environments, a similar context selected in this thesis.

In line with the reviewed literature, we adapted the place experience items from Brakus et al.'s (2009) brand experience scale, whose items were shown to possess high reliability and validity. Their scale measures experience as a second-order construct that includes four dimensions. In the same way, we measure place experience as a second-order construct to capture its holistic nature comprising cognitive, affective, sensory, and behavioral subdimensions. Each multi-item dimension of place experience is then measured by three items.

Regarding the measurement and dimensionality of place attachment, there are not many scales of the concept which are robustly tested and widely accepted in environmental psychology. This situation is partly to blame on the unit of measure (or the levels of place) which presents a wide range from continents to homes and from natural environments to commercial places. Moreover, there is no consensus on whether the concept should be measured quantitatively through unidimensional or multidimensional scales (Lewicka, 2011). Among the limited scales developed thus far, Kyle et al. (2005) empirically tested the dimensionality of the attachment in a recreational place setting (Appalachian Trail in the United States) under three dimensions of place identity, place dependence, and social bonding as multi-item constructs. Each of their multi-item constructs were measured by four items and they reported a concern for low factor loadings for several items and the reliability of the survey. Given this state of the measurement of the attachment in environmental psychology, upon which this thesis builds regarding the operationalization of the concept, service marketing is already devoid of empirical studies that validated place attachment's dimensions and items.

In other research domains, Tsai (2012) measured three dimensions of attachment: place dependence, affective attachment, and place identity, but treated them as separate constructs that correlated with each other. Ramkissoon et al. (2013) operationalized place attachment as a second-order factor with four comprehensive dimensions in an empirical study and included these dimensions for the first time in a single model. These multi-item dimensions were place dependence, identity, affect, and social bonding, each of which had three items. This scale is a robust measure, the

validity and reliability of which were tested through a confirmatory factor analysis (CFA). In this thesis, we use the dimensionality tested by Ramkissoon et al. (2013) and adopt the items from the scales operationalized by Kyle et al. (2005), Tsai (2012), and Ramkissoon et al. (2013). Consequently, place attachment construct is a second-order factor comprising four dimensions, with five items in place affect, six items in place identity, four items in place dependence and social bonding.

Place engagement literature is an emerging literature and the operationalization of the concept is also in a developmental stage. Regarding the engagement measures, two empirical studies in the literature have validated scales with corresponding dimensionality and item structure that offer a close fit to the objectives of this study. Vivek et al. (2014) developed and validated a customer engagement scale whose conceptual development and item generation stages included an ethnographic inquiry into the events at particular places (a Clinique beauty workshop, a Sahaja Yoga gathering, and Sea World San Diego Park). The item purification stage in the same study revealed that retail contexts were the most-cited focus of engagement in a North American service setting, including such retailers as Walmart, Target, Best Buy, Kohl's, Macy's, Costco, and Home Depot. Aside from the place context they developed the scale, which renders a more fitting context to our study, their scale is empirically tested in a nomological network and offers a valid and reliable measure of the concept. Hence, we adopt the items for social connection and conscious attention dimensions of engagement from this measure. In addition, we adopted two items Hollebeek et al. (2014) developed for the affective dimension of engagement as these two items were highly reflective of the affective dimension of engagement likely to transpire in the

contexts we selected in this study. Furthermore, two additional items were self-developed to fully capture affective dimension.

After the utilization of these two existing scales, a thorough literature review and interviews with experts in service industries revealed that two inherent characteristics of engagement, interactivity and co-creation, were not fully and explicitly integrated into the measurements of the engagement concept. Jaakkola and Alexander (2014) extricate augmenting and co-developing behaviors as two types of engagement behavior, through which customers contribute to the firm to augment and facilitate the focal firms' development of existing offerings. These behaviors include customers' providing direct feedback, ideas, and development suggestions for the firms' offerings. For example, private citizens in their study voluntarily cleaned a train station and tested new services. Customer knowledge, according to Pansari and Kumar (2017), is a contribution of engagement and refers to customers' feedback and ideas for innovation and product development. Debenedetti et al. (2014) cites examples where café customers express intentions of voluntary help and support to their focal places and where customers are involved in maintaining and developing their attached places. In order to include the described interactivity and co-creation in the measurement of place engagement, we self-developed four items that reflect the co-creative and interactive nature of customer-place relationships. Since creativity is required in order to interact and co-create the place, we self-developed two other items which are reflective of the cognitive dimension, whereby customers actively think about the existence and maintenance of the place.

There are four dependent multi-item variables as the consequences of engagement. Items for WOM scale were adopted from Goyette et al. (2010). Their conceptualization and operationalization of the concept are highly comprehensive, and they include WOM intensity, positive and negative valence of the WOM, and WOM content. They tested the scale in an e-services context as an extension and validation of WOM scale developed by Harrison-Walker (2001) who measured WOM in a service place context (veterinary clinics and hair salons). In addition, the psychometric properties of their scale exhibit high levels of validity and reliability.

Four items in eWOM scale are self-developed to reflect the nature of interactions that emerge from engagement in the form of customers' granting permission to their locations. One item is adopted from Cheung and Lee's scale (2012) that measures eWOM intention to share dining experiences in a place review website and one item is adopted from Zhao et al.'s scale (2012) that measures intention to disclose location-related information on location-based social networks.

Items to measure tipping intentions are self-developed since previous measures either lacked robustness in terms of unidimensionality or needed further empirical tests in multiple contexts. In addition, most scales measured tipping intention only in terms of dollar amount respondents intended to give (Koku & Savas, 2016; Lynn & Sturman, 2010; Roschk & Gelbrich, 2017).

Items to measure future visit intention are adopted from Mathwick et al. (2001) in line with Vivek et al. (2014) who used the same single item to measure the construct, from Kim and Moon (2009) who measured revisit intentions in a restaurant context, and finally from Teng et al. (2015) who measured future patronage intentions for a hotel.

OSL items were adopted from the scale of Sharma et al. (2010) who used the items of Steenkampf and Baumgartner's (1995) Change Seeking Index. ACI items were adopted from the scale of Roehrich (2004) who used the scale to measure exploratory tendencies. Roehrich's categorization of the measure as adoptive innovativeness scale (versus life innovativeness, which in our opinion represents OSL) and the fact that Raju (1980) used these items in a restaurant context indicate a close fit of this measurement to our study. In addition, both scales are widely used in multiple empirical studies and shown to possess high reliability and validity.

A summary of the items used in the study and their corresponding sources are presented in Table 2 below and the complete list of items is presented in Appendix A.

Initial item purification stage included two pretests after item generation. In the first pretest, two academic experts evaluated the measure from the perspective of understandability, ambiguity in wording, and appropriateness to the cultural context. The items were translated to Turkish through a double translation method. After the translation, the scale was checked again for redundancy and ambiguity. In the second pretest, the Turkish scale was administered to a convenience sample of 134 respondents, majority of which was a student sample. The data collected from this small sample was analyzed by an exploratory factor analysis (EFA). As a result, the items were furthermore revised for wording and ambiguous items were dropped. The reverse items were not included as it led to misunderstanding on the respondents' side. The final emerging questionnaire was used to collect data from the large non-student sample.

Table 2. Summary of Items and Item Sources

Construct	Dimension	Sources	Nr.	Items Abbreviated
Place experience	Sensory	(Brakus et al., 2009)	3 items	BF_1, BF_2, BF_3
	Affective	(Brakus et al., 2009)	3 items	BF_4, BF_5, BF_6
	Behavioral	(Brakus et al., 2009)	3 items	BF_7, BF_8, BF_9
	Intellectual	(Brakus et al., 2009)	3 items	BF_10, BF_11, BF_12
Place attachment	Place affect	(Kyle et al., 2005; Ramkissoon et al., 2013; Tsai, 2012)	5 items	BG_1, BG_2, BG_4, BG_3, BG_5
	Place identity	(Ramkissoon et al., 2013; Tsai, 2012)	6 items	BG_6, BG_7, BG_9, BG_8, BG_10, BG_11
	Place dependence	(Ramkissoon et al., 2013; Tsai, 2012)	3 items	BG_12, BG_13, BG_14
	Social bonding	(Kyle et al., 2005; Ramkissoon et al., 2013)	4 items	BG_15, BG_16, BG_17, BG_18
Customer Engagement	Conscious attention	(Vivek et al., 2014)	3 items	BH_1, BH_2, BH_3
	Social connection	(Vivek et al., 2014)	3 items	BH_8, BH_9, BH_10
	Co-creative engagement	Self-developed	4 items	BI_1, BI_2, BI_3, BI_4
	Cognitive engagement	Self-developed	2 items	BI_5, BI_6
	Affective engagement	(Hollebeek et al., 2014), self-developed	4 items	BI_7, BI_8, BI_9, BI_10
Dependent variables	WOM	(Goyette et al., 2010)	6 items	BJ_12, BJ_13, BJ_14, BJ_15, BJ_16, BJ_17
	eWOM	(Cheung & Lee, 2012; Zhao et al., 2012), self-developed	6 items	BJ_1, BJ_2, BJ_3, BJ_4, BJ_5, BJ_6
	Future visit intention	(W. G. Kim & Moon, 2009; Mathwick et al., 2001; Teng et al., 2015)	3 items	BJ_18, BJ_19, BJ_20
	Tipping intention	Self-developed	4 items	BJ_21, BJ_22, BJ_23, BJ_24
Moderator variables	OSL	(Sharma et al., 2010)	4 items	BE_1, BE_2, BE_3, BE_4
	ACI	(Roehrich, 2004)	5 items	BE_5, BE_6, BE_7, BE_8, BE_9

4.1.2 Sampling, data collection and sample characteristics

Data is collected by quota sampling method by a professional data collection agency. Quotas are determined by Turkish Standards Institute's categorization on gender, age, income, and education. Data is collected in three major cities (Istanbul, Ankara and Izmir) and six smaller cities (Erzurum, Malatya, Samsun, Tekirdağ, Trabzon, Van). The bigger cities constitute 58.2% of the final sample. The gender distribution in the sample is nearly even with females constituting 47.8%. The age, income, and education distribution of the sample is representative of the Turkish population as ascertained by the Turkish Standards Institute's 2015 categorization. The full characteristics of the sample is provided in Appendix B.

The income and age characteristics were checked to ensure the final sample is demonstrated to afford to frequent a café or restaurant. Age groups start with age 25 to screen students and young individuals entering into workforce who typically have lower incomes. Indeed, only 5.1% of the sample indicated to have a monthly income less than 1000TL and only 4.3% of the sample belongs to socioeconomic status group D and E.

The respondents who indicated not to use social media were omitted from the analysis to allow the measurement of eWOM intention. 96.3% of the final sample uses social media ranging from few hours in a week to more than few hours in a day. The remainder of the sample uses it minimum one hour in a week, which is also sufficient for the requirement of social media knowledge in order to estimate related constructs in the research model.

4.2 Data analysis and results

4.2.1 Data screening

4.2.1.1 Missing data and outliers

Data is screened for missing values and six responses with missing values were deleted from the data set listwise. Secondly, the responses of 157 respondents who indicated not to use social media and the responses of seven illiterate respondents were deleted listwise, which reduced the sample size of 1102 to 932.

For the initial outlier analysis; univariate outliers were identified through the conversion of data values to standard scores. Hair et al. (2010) suggest a z score range of ±2.5 for sample sizes below 80 and ±4.0 for very large sample sizes. When z scores were obtained for each variable and minimum and maximum z scores were examined, ±2.9 was determined as a cut-off point for the outliers. Hence, z scores exceeding the absolute value of 2.90 were identified as outliers. The outliers were inspected case by case. The observations that were identified as outliers grouped by similar cities and districts where the data is collected, which suggests a procedural error. Therefore, 133 cases were eliminated from the dataset, which further reduced the sample size to 799 from 932.

In order to detect multivariate outliers, Mahalanobis distance (D^2) and p values for the right tail of the D^2 were calculated. p values are examined against the threshold value of 0.001. Since outliers determined through this examination constitute a large portion of the observations and will result in a considerable loss in the sample size, calculation of D^2/df values as suggested by Hair et al. (2010) was adopted. Although Hair et al. suggest a threshold of $D^2/df = 2.5$ as a value for samples less than 100, 2.0

was adopted as a more conservative approach. Nine observations above this threshold were eliminated listwise.

As a result of the examination of missing values and outliers, initial dataset consisting of 1102 observations were reduced to 790 observations.

4.2.1.2 Normality

In order to assess whether the data is normally distributed, statistical tests of Kalmogorov-Smirnov and the values of kurtosis-skewness were investigated in addition to the inspection of corresponding histograms. Calculated z statistics for skewness exceed ±1.96 for all variables, which indicates that data is negatively skewed. z statistics for kurtosis is mixed against the threshold of ±1.96 and 19 out of 74 variables exceed the z value, which suggests departure from normal distribution. The results of the normality tests are presented in Appendix C

Negative skewness is expected in this study as respondents select a place where they frequently visit or a place where they feel emotionally attached and rate the measure based on the selection of this specific place.

To overcome potential problems associated with a negatively skewed distribution, a large sample (n = 790) is employed in this study. Hair et al. (2010) suggest that the impact of nonnormality is reduced as sample sizes become larger. Secondly, methods known to be less affected by nonnormality are employed in further analyses such as maximum likelihood estimation (MLE) method (J. C. Anderson & Gerbing, 1988). Third, since skewness values are below absolute index value of 3 and

kurtosis values are below absolute index value of 10, further analyses were carried out subsequently on the data as already suggested by Chou and Bentler (1995).

4.2.1.3 Homoscedasticity, linearity, and multicollinearity

The Levene test was used to investigate the assumption of homogeneity of the variance. Gender and age groups that have approximate number of observations in each group are selected as groups formed by nonmetric variables. Levene test revealed that all variables have p values higher than 0.05 except 13 variables when male and female groups were compared through ANOVA. When age groups were compared, 36 variables were higher than the threshold. The assumption of homoscedasticity is mostly achieved except the violation in these variables as shown in Appendix D. The source of heteroscedasticity in these variables is attributed to the skewness present in the data. In subsequent EFA and CFA stages, 11 heteroscedastic variables were omitted, and homoscedasticity assumption is largely met.

To assess the assumption of linearity, scatterplot matrices for all variables were examined for linear patterns. The visual examination reveals data is nonlinear in certain variables and this assumption is partially met.

The assumption of the multicollinearity is tested via tolerance and variation inflation factor (VIF) values. Due to the large number of variables, one variable from four main independent variables was entered as a dependent variable and all other variables were entered as independent variables in the initial analysis iteratively. Calculated VIF values indicate 30 variables are above 4 VIF value and 16 variables

above 5, which suggests a moderate level of multicollinearity (Hair et al., 2010) as shown in Appendix E. Only one variable, BF8, is above 10, which indicates a severe case of multicollinearity, and is omitted during CFA. Hair et al. (2010) suggests that a certain level of multicollinearity is desired for EFA. Since EFA had to be employed in subsequent stages of data screening, the effect of multicollinearity on these variables with VIF values less than 10 was taken into consideration during EFA.

4.2.2 Exploratory factor and reliability analyses

790 sample size is adequate for the calculation of correlations and 10:1 ratio of observations to variables is sufficient to continue with the EFA. EFA was conducted on IBM SPSS Statistics Software Versions 24 and 25. Principal components method was utilized for the extraction and VARIMAX rotation was employed in EFA.

In the analyses of each construct, Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy, the significance of Bartlett's Test of Sphericity, MSA values, cumulative total variance explained (TVE) by the factors, communalities, factor loadings, and Cronbach's Alpha for reliability analysis were analyzed. All these factors of evaluation were presented in Appendix F. The significance value of Bartlet's Test was significant for all items and MSA values were above required threshold of 0.80. Hence, both values were not separately reported.

Place experience items were adapted from Brakus et al.'s (2009) brand experience scale. Brand experience items were shown to possess high reliability and

validity. As such, our EFA confirms the robustness of the adapted items and they load onto subdimensions of experience with an extraction to four factors.

In line with summarized literature that dimensionalizes place attachment along four factors, EFA extraction was forced to four dimensions (Kyle et al., 2005; Ramkissoon et al., 2013; Tsai, 2012). BG_6, BG_7, and BG_11 had loadings below .60 in the first run of EFA and were omitted from the analysis. BG_15 was omitted for the same reason in second run, and BG_5 in third run. BG_3 and BG_4 were omitted in the fourth run as they loaded on social bonding while they theoretically measure place affect. BG_8 was retained despite its low loading score due to high communality and loading on a priori dimension.

Two constructs for place engagement scale was adapted from Vivek et al.'s (2014) engagement scale and EFA extracted two factors along the dimensionalization of Vivek et al. Remaining item list for place engagement scale consists of 10 items and 2 items were adapted from Hollebeek et al.' scale (2014) and 8 items were self-constructed. EFA revealed two dimensions. When extraction was forced to 3 dimensions, the improvement in TVE was significant and the EFA was continued with 3 dimensions. Items BI_7 and BI_8 were omitted due to cross-loading and low loading scores.

Consumer innovativeness was measured by two dimensions of OSL and ACI. Items for these dimensions were adapted from Sharma et al.'s (2010) OSL scale and adoptive innovativeness items were adapted from Raju's (1980) innovativeness scale. Both scales have established items and indicate good psychometric properties. EFA results indicate that items load onto single factor when extraction was based on

eigenvalues. When two factors were extracted, items loaded onto two factors confirming the a priori structure. However, BE_4 had low communality and loading score and was omitted from the analysis. In the last run, BE_9 was omitted due to low loading score and an improvement in TVE.

All dependent variables loaded onto a single dimension under each construct with high loadings and reliability scores except BJ_24 in tipping intention. It was omitted from the analysis due to low communality value and the increase in TVE.

4.2.3 Common method bias (CMB)

Common method bias refers to any bias in the dataset that is external to the measurement scale purported to measure the constructs in a nomological network. In order to confirm our dataset is not affected by CMB, we ran Harman's single factor test for common method variance by forcing all items into a single factor in a factor analysis, and found that the single factor accounted for 45.7 % of the total variance explained, as shown in Appendix G. The total variance explained by the single factor is relatively large but still lower than 50.0% threshold (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). Thus, we conclude that our dataset is not affected by a severe case of common method bias.

4.2.4 Data analysis by structural equation modeling

For the multivariate analysis of the data, SEM was preferred and employed to test the hypothesized relationships. SEM is a comprehensive technique to analyze multiple relationships between dependent and independent variables. The main constructs in our study are second-order constructs in order to reflect the holistic perceptions evoked by the focal place. Their causal relationships in a nomological network involve subsequent dependence relationships between multiple and similar concepts (i.e., experience → attachment → engagement → multiple consequences). Therefore, it is appropriate to prefer SEM as a stable and reliable method to analyze the relationships in our model over other multivariate methods.

MLE, a widely used procedure to estimate SEM, is suggested to be less susceptible to the problems of non-normality (J. C. Anderson & Gerbing, 1988; Hair et al., 2010). Our data show properties of negative skewness as we require a certain level of liking for a service place. MLE remedies this potential issue in the data and, hence, SEM, which is estimated through MLE, is a better analysis method for our study.

Final consideration regarding the use of SEM pertains to the sample size. MLE as the estimation technique of SEM is shown to provide reliable results with small samples. However, model complexity, number of items per construct, and existence of constructs with low communalities require a higher sample size (Hair et al., 2010). Our model is a complex model testing three second-order constructs comprising 11 endogenous variables and four exogenous first-order constructs. Constructs in SEM analysis should be measured ideally by three items. However, affective attachment, conscious attention, cognitive and affective engagement, and tipping behavior have two

items. Although no constructs exist with low communalities less than .50, existence of constructs with less than three variables require a large sample. Hair et al. (2010) recommend a sample size of minimum 500 in the described conditions above. Considering very large samples (such as above 1000) tends to produce overly good fit indices in SEM and following Hair et al.'s suggestion, 790 as the sample size is determined to be fit for the analysis of our data.

SEM was conducted on IBM Statistics AMOS Version 24 and 25 as AMOS uses the MLE method as underlying estimation technique.

4.2.4.1 Confirmatory factor analysis

SEM follows a two-step process of validating measurement and path models. After final set of items and factors are ascertained through EFA, a CFA tests the complementarity of the structure of the proposed factors to the actual data and validates unidimensionality of the factors. It confirms the existence of construct validity, which refers to whether a measurement truly captures the constructs it is purported to measure (Byrne, 2001; Hair et al., 2010). A visualization of the CFA model is presented in Figure 2 below.

To achieve unidimensionality, all measurement items should have higher factor loadings for their respective latent constructs (Hair et al., 2010). The CFA analysis was repeated multiple times and the items in Table 3 were removed from the analysis based on the modification indices for the covariances and lower loading scores. As shown on the table, first-order constructs of behavioral experience in place experience and place social bonding in place attachment were removed. The context in this study included

mainly cafes and restaurants, where a behavioral experience might not have relevance, for example, as opposed to recreational parks. Modification indices indicated high improvements for all social bonding items in each iteration of the model run until the construct was removed completely. As our study focuses on place as the focal attachment object, this statistical correction is in line with literature, which discusses attachment to place itself versus attachment to people in the focal place (Scannell & Gifford, 2010).

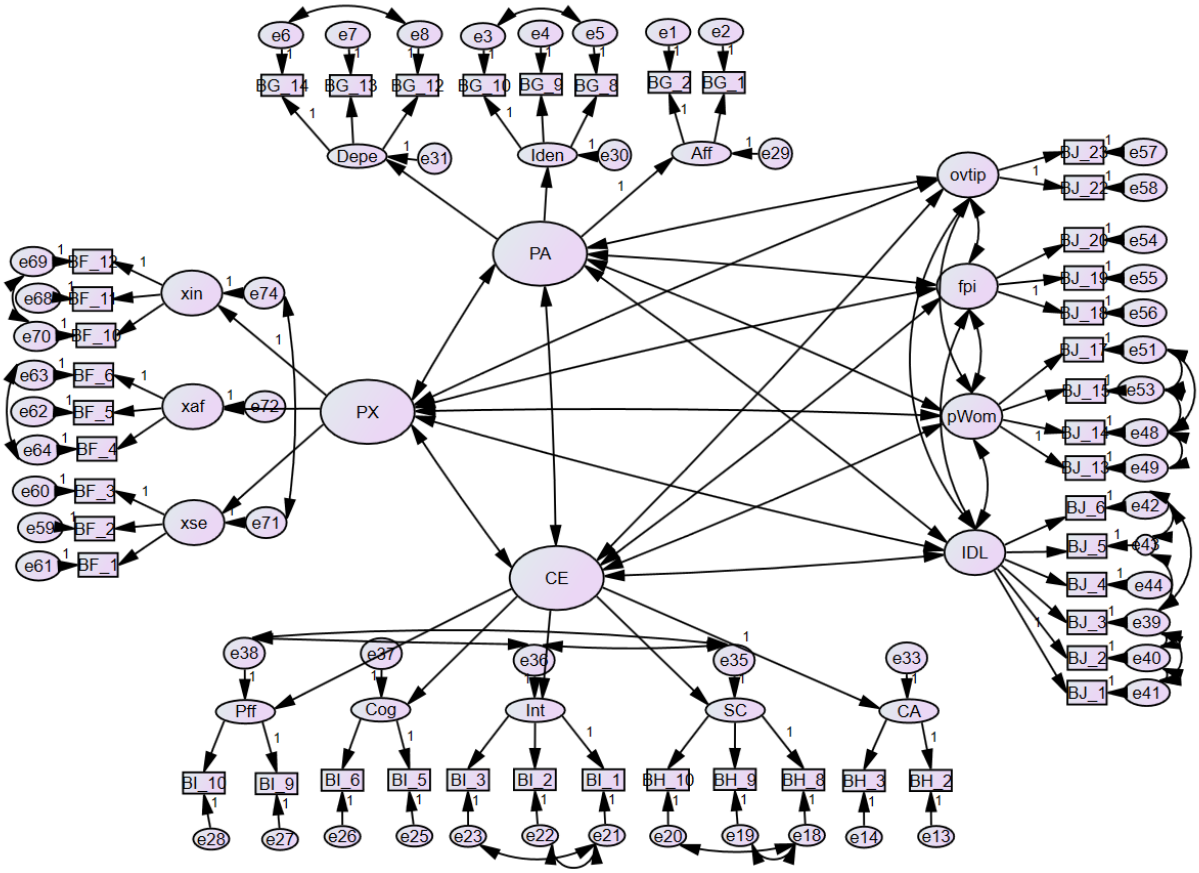

Figure 2 Measurement model

Table 3. Removed Items After CFA

Construct	Item Abbr.	Item
Behavioral Experience	BF_7	I engage in physical actions and behaviors when I visit/appear at this place.
	BF_8	This place results in bodily experiences.
	BF_9	This place is action oriented.
Place social bonding	BG_16	If I were to stop visiting this place, I would lose my contact with many friends.
	BG_17	My friends/family would be disappointed if I were to start visiting other settings and facilities.
	BG_18	I feel a special connection to the people who visit this place.
Conscious Attention	BH_1	Anything related to this place grabs my attention.
Co-creative Engagement	BI_4	I often find myself thinking on how to improve this place further.
WOM	BJ_12	I recommend this place.
	BJ_16	I speak of this place much more frequently than about places of any other type.
Tipping Intention	BJ_21	I always tip in this place.

After items that are removed, 26 error terms are covaried with other error terms under the same factor. Final items in our dataset have loading scores higher than .50, their respective critical ratios are significant ($p < .001$) and higher than 1.96. Standardized regression weights do not exceed the absolute value of 1. The unidimensionality requirement is achieved through the described procedure and tests.

Goodness of fit refers to the level of the fitness of the proposed model to the actual data. Multiple studies report absolute fit indices of chi-square statistics ($\chi 2$), normed chi-square, goodness-of-fit index (GFI), root mean square error approximation (RMSEA), standardized root mean square residual (SRMR); incremental fit indices of comparative fit index (CFI), Tucker Lewis Index (TLI), normed fit index (NFI); and parsimony fit indices of adjusted goodness-of-fit index (AGFI) and parsimony normed fit index (PNFI). Threshold values of indices to determine goodness of fit depend on the

sample size and the number of observed variables (Hair et al., 2010; Hu & Bentler, 1999).

Measurement model we obtained for our data is significant in terms of absolute fit indices as illustrated in Table 4. Given our sample size is larger than 500 and number of observed variables in our model exceeds 44, a normed $\chi 2$ value of 2.544 ($\chi 2/df$ = 2157.505/848 = 2.544) indicates a very good fit. Root Mean Square Error of Approximation (RMSEA) is less than 0.06 (RMSEA = 0.044) with a pclose value of 1.000. Standardized root mean square residual (SRMR) is less than 0.08 (SRMR = 0.055). Comparative fit index (CFI), Tucker Lewis Index (TLI), and normed fit index (NFI) are higher than 0.90 (CFI = 0.958, TLI = 0.953, NFI = 0.932), which indicates high incremental fitness of the model. Parsimony fit indices are expected to be higher and closer to 1. Adjusted goodness-of-fit index (AGFI) and parsimony normed fit index (PNFI) are higher (AGFI = 0.863; PNFI = 0.836) and represent a good fit.

Table 4. Summary of CFA Model Fit Indices

INDEX	Value	Threshold
CMIN	2157.505	
DF	848	
CMIN/DF	2.544	< 3
RMSEA	0.044	< 0.06
PCLOSE	1.000	> 0.05
SRMR	0.055	< 0.08
CFI	0.958	> 0.90
TLI	0.953	> 0.90
NFI	0.932	> 0.90
AGFI	0.863	Higher, better
PNFI	0.836	Higher, better

Construct validity of the measurement model is verified through two major components of convergent and discriminant validity. To assess convergent validity of the measurement model, we follow Fornell and Larcker's (1981) criteria. All item loadings are above 0.50, positive, and significant. As we measure experience, attachment, engagement as second-order factors, composite reliabilities (CR) and average variance extracted (AVE) values were calculated for both first-order constructs and second-order factors. In both instances, composite reliabilities (CR) are all above 0.70 and average variance extracted (AVE) are all above 0.50, indicating satisfactory levels of convergent validity.

Discriminant validity is confirmed through two criteria. First, in the correlation matrix of the second-order and first-order factors, the square root of the AVE in the diagonal are compared to the correlations in the matrix. Second, calculated AVEs are expected to be higher than maximum shared variance (MSV) (Hair et al., 2010; Hu & Bentler, 1999). As indicated in Appendix H; nearly all second-order constructs are inflicted with a discriminant validity issue. However, in order to correctly confirm discriminant validity of second-order constructs, it is required to assess the convergent and discriminant validity of the first-order constructs that are reflective indicators of the second-order constructs, as suggested by Mackenzie, Podsakoff, and Podsakoff (2011). In this regard, Appendix H exhibits the examination of discriminant validity of all first-order constructs and the measurement model is demonstrated to have an acceptable level of discriminant validity except WOM, future visit intention, and cognitive engagement constructs whose square root of the AVE is less than the correlations in the matrix.

Multigroup moderation – measurement model invariance

An invariance test on the measurement model is required during CFA if a multigroup moderation is validated on a structural model. As we hypothesize the moderator effects of two personality traits of OSL and ACI in our study, invariance tests are necessary to demonstrate that the factor structure in our model is equivalent across high- and low-ranking groups of multigroup moderators OSL and ACI.

To measure configural variance, we ran our model with high and low OSL and ACI groups estimated freely without constraining any paths and examined goodness of fit indices. We achieve satisfactory model fit and conclude that both groups of OSL and ACI are equivalent groups in terms of the factor structure and we have configural invariance.

In order to measure metric variance, initially all constraints are removed from paths except first-order factors of second-order constructs and were placed in latent factors and paths. Regression weights are constrained to be equal across groups and the model is ran. The new chi-square obtained is tested for difference against the unconstrained model. Chi-square tests for both moderators are significant, which suggests metric variance is not supported for both groups. The results of configural invariance tests are summarized in Table 5 below.

As the difference of groups are confirmed at model level, we resort to critical ratios for group differences at path level as another approach to test metric invariance. The unconstrained measurement model was run on AMOS to produce critical ratios matrix and z-scores for differences between group estimates were examined. Minimum one indicator is required for each factor that is not significantly different between

groups. The examination of ACI and OSL groups indicates that only tipping intention does not satisfy metric invariance across two groups for both moderators, as shown in the critical ratios tables for both moderators in Appendix I.

Table 5. Results of Configural Invariance Tests

		χ2	df	χ2/df	CFI	PCFI	pclose	RMSEA	χ2 Δ test	Result
OSL high=382, low=408	Unconstrained Model	3213.127	1696	1.895	.944	.846	1.000	.034		Configural variance supported
	Constrained Model	3600.521	1740	2.069					P=.000	Metric variance not supported
ACI high=382, low=408	Unconstrained Model	3175.564	1696	1.872	.943	.845	1.000	.034		Configural variance supported
	Constrained Model	3498.348	1740	2.011					P=.000	Metric variance not supported

Hair et al. (2010) consider that configural variance is mandatory but a case of partial metric invariance allows for subsequent structural model comparison between groups. Our model invariance tests indicate that configural invariance condition is fully achieved and critical ratios test provide further evidence for an acceptable level of metric invariance. Hence, we continue to conduct structural model to test multigroup moderation hypotheses.

4.2.4.2 Structural model and hypotheses testing

CFA is a validation procedure for the measurement model. As we provide statistical evidence for the reliability and validity of our measurement model and for the fitness of the model to the dataset, we proceed to test the hypotheses through the structural model, also called as path analysis.

The multivariate assumptions of normality, linearity, multicollinearity required for path analysis are reviewed in the data screening section above. The endogenous constructs in our model are experience, attachment, and engagement, all of which are second-order constructs. The purposes of using second-order constructs are first to gain a holistic understanding of their effects on consumers and secondly to achieve model parsimony. Hair et al. (2010) recommends using second-order constructs with constructs at the same level of abstraction and forming them with at least three first-order constructs in order to ensure identification and good measurement. In accordance, experience is comprised of intellectual, sensory, and affective dimensions. Attachment is comprised of place affect, identity, and dependence. Engagement is comprised of social connection, conscious attention, affective, cognitive, and interactive engagement. The exogenous constructs are WOM, eWOM, future visit, and tipping intention, all of which are first-order constructs. The moderator variables are OSL and ACI, which are measured in continuous items originally and, then, transformed to median-split two groups similar in size.

Although our application SEM has confirmatory modeling strategy, i.e., to validate our proposed model, several versions of our structural model were run iteratively to test alternative relationships between the constructs including mediation

effects. As engagement and attachment are highly similar constructs that affect each other in various ways, a possibility of reciprocal relationships between constructs is eliminated via alternating the directions of the effects and examining the goodness of fit, standardized regression weights, and significance. Although not formally hypothesized, a mediation relationship that predicts attachment's mediator role between experience and engagement is tested but not supported. Similarly, the role of engagement as a mediator between attachment and dependent variables is not supported.

The initial structural model is significant in terms of absolute fit indices beginning with normed $\chi 2$ value of 2.890 ($\chi 2/df = 2491.159/862 = 2.890$) that indicates a very good fit. Root Mean Square Error of Approximation (RMSEA) is less than 0.06 (RMSEA=0.049) with a pclose value of 0.778. Standardized root mean square residual (SRMR) is less than 0.08 (SRMR = 0.066). Comparative fit index (CFI), Tucker Lewis Index (TLI), and normed fit index (NFI) are higher than 0.90 (CFI = 0.947, TLI = 0.942, NFI = 0.922), which indicates high incremental fitness of the structural model. Parsimony fit indices are expected to be higher and closer to 1. Adjusted goodness-of-fit index (AGFI) and parsimony normed fit index (PNFI) are higher (AGFI = 0.839; PNFI = 0.840) and represent a good fit. Hence, we conclude the structural model has satisfactory fit and a summary of the goodness of fit indices for the structural model are presented in Table 6 below.

All our hypotheses are accepted except H2, which predicts the impact of place experience on engagement. Due to the standardized regression weight for the relationship between attachment and engagement exceeded 1 (PA→CE = 1.002) and H2 is not supported, the path between experience and engagement is removed and the

structural model was run again. The subsequent model yielded slightly better goodness of fit indices as shown in Table 6 but substantially improved the standardized regression weight for the relationship between attachment and engagement (PA→CE = 0.968).

Table 6. Summary of Structural Model Fit Indices

INDEX	Value	Value	Threshold
	1st Run	2nd Run	
CMIN	2491.159	2491.438	
DF	862	863	
CMIN/DF	2.890	2.887	< 3
RMSEA	0.049	0.049	< 0.06
PCLOSE	0.778	0.787	> 0.05
SRMR	0.066	0.066	< 0.08
CFI	0.947	0.947	> 0.90
TLI	0.942	0.942	> 0.90
NFI	0.922	0.922	> 0.90
AGFI	0.839	0.839	Higher, better
PNFI	0.840	0.841	Higher, better

The hypothesis results and unstandardized and standardized path estimates of hypothesized relationships are presented in Table 7 below.

In order to test moderation hypotheses, a two-step procedure is followed. First step involves AMOS multi group analysis, whereby unconstrained and model with structural weights are compared via a chi-square test, as shown in Table 8 below. For both moderators, the chi-square difference is significant, and we conclude that the structural models are different for high and low groups of OSL and ACI at the overall model level.

Table 7. Path Estimates of Hypothesized Relationships

Hypotheses				Unstandardized	Standardized	C.R.	P
H1	PA	<---	PX	0.617	0.880	17.415	***
H2	CE	<---	PX	-0.027	-0.037	-0.522	0.601
H3	CE	<---	PA	1.015	0.968	19.274	***
H4	WOM	<---	CE	1.206	0.982	21.581	***
H5	eWOM	<---	CE	1.007	0.509	13.507	***
H6	fvi	<---	CE	1.137	0.910	20.620	***
H7	tip	<---	CE	1.109	0.502	13.971	***
	xin	<---	PX	1	0.756		
	xaf	<---	PX	0.963	0.901	19.752	***
	xse	<---	PX	0.696	0.777	16.290	***
	Aff	<---	PA	1	0.877		
	Iden	<---	PA	1.210	0.877	21.870	***
	Soc	<---	PA	1.141	0.852	20.464	***
	CA	<---	CE	1	0.863		
	SC	<---	CE	0.935	0.766	18.235	***
	Int	<---	CE	1.153	0.689	16.816	***
	Cog	<---	CE	1.155	0.898	20.227	***
	Pff	<---	CE	0.930	0.762	18.748	***

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10

Table 8. Chi-square Test for Model Comparison

	Model	DF	CMIN	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
OSL	Structural weights	43	296.131	.000	.010	.011	.008	.008
ACI	Structural weights	43	225.151	.000	.008	.009	.005	.006

In order to assess the single paths in our model, which constitutes our hypotheses, we used a critical ratio for differences approach similar to the approach we adopted during the CFA stage. AMOS provides pairwise comparison matrix, a matrix of all possible parameters in our model compared across both groups with a z-score value for the difference. The disadvantage of using critical ratios is a susceptibility for Type 1 errors, which could be avoided by adopting high significance level such as p-value < 0.01. An examination of the z-scores and their significance for both moderators, as presented in Table 9 below, indicates that moderation hypotheses H8a, H8b, H9b (p-value < 0.10), H13a, H13b are not supported.

Figure 3 below depicts the structural model with all path results and all the results of hypotheses testing are summarized in Table 10 below. 14 hypotheses were supported while five hypotheses are rejected, totaling 19 hypotheses.

In order to verify that true variation in the dependent variables is only due to the effects of independent variables, control variables of age group, education, gender, and visit frequency were added the model. The model has satisfactory model fit and the effects of the control variables were majorly insignificant on the dependent variables. A limited number of variables, though significant, account for a small amount of the variance in the dependent variables. Hence, we conclude that the variation in the dependent variables are mainly due to the effects of independent variables.

Table 9. Path Comparison for Moderator Hypotheses

OSL				High		Low		
Hypotheses				Estimate	P	Estimate	P	z-score
H8a	PA	<---	PX	0.488	0.000	0.578	0.000	1.343
H9a	CE	<---	PA	1.216	0.000	0.941	0.000	-2.025**
H10a	WOM	<---	CE	0.637	0.000	1.548	0.000	6.94***
h11a	eWOM	<---	CE	0.728	0.000	1.442	0.000	3.774***
H12a	fvi	<---	CE	0.544	0.000	1.400	0.000	6.851***
H13a	tip	<---	CE	1.395	0.000	1.412	0.000	0.087

ACI				High		Low		
Hypotheses				Estimate	P	Estimate	P	z-score
H8b	PA	<---	PX	0.503	0.000	0.587	0.000	1.153
H9b	CE	<---	PA	1.265	0.000	0.990	0.000	-1.924*
H10b	WOM	<---	CE	0.710	0.000	1.338	0.000	5.259***
h11b	eWOM	<---	CE	0.698	0.000	1.317	0.000	3.404***
H12b	fvi	<---	CE	0.573	0.000	1.290	0.000	6.16***
H13b	tip	<---	CE	1.405	0.000	1.179	0.000	-1.178

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10

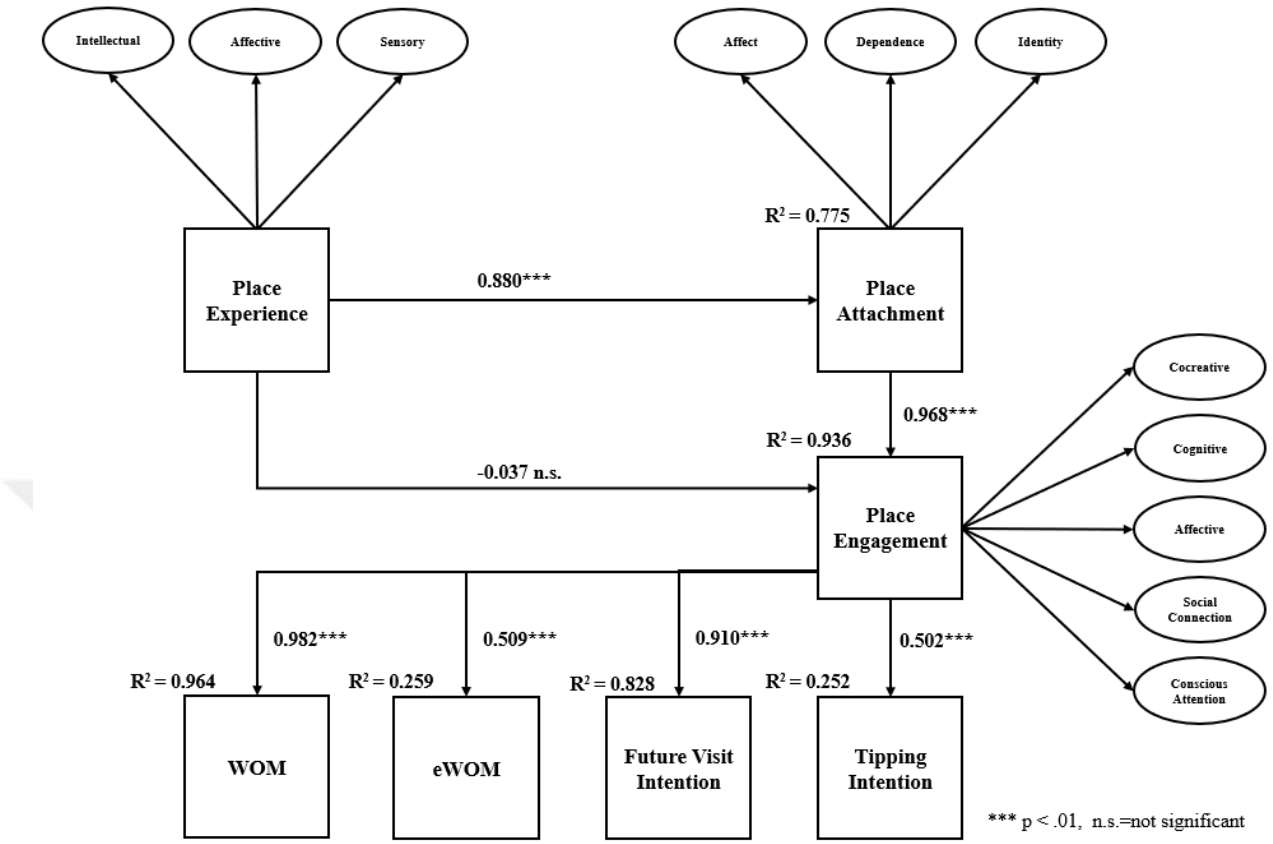

Figure 3 Structural model

Table 10. Summary of Hypotheses Testing Results

Nr	Hypotheses	Results
H1	Place experience has a positive effect on place attachment.	Supported
H2	Place experience has a positive effect on place engagement.	Not supported
H3	Place attachment has a positive effect on place engagement.	Supported
H4	Place engagement has a positive effect on WOM.	Supported
H5	Place engagement has a positive effect on eWOM.	Supported
H6	Place engagement has a positive effect on future visit intentions.	Supported
H7	Place engagement has a positive effect on tipping intentions	Supported
H8a	The impact of experience on attachment is moderated by consumers' optimum stimulation levels.	Not supported
H8b	The impact of experience on attachment is moderated by consumers' ACI levels.	Not supported
H9a	The impact of attachment on engagement is moderated by consumers' optimum stimulation levels.	Supported
H9b	The impact of attachment on engagement is moderated by consumers' ACI levels.	Not supported
H10a	The impact of engagement on WOM is moderated by consumers' optimum stimulation levels	Supported
H10b	The impact of engagement on WOM is moderated by consumers' ACI levels.	Supported
H11a	The impact of engagement on eWOM is moderated by consumers' optimum stimulation levels	Supported
H11b	The impact of engagement on eWOM is moderated by consumers' ACI levels.	Supported
H12a	The impact of engagement on future visit intention is moderated by consumers' optimum stimulation levels	Supported
H12b	The impact of engagement on future visit intention is moderated by consumers' ACI levels.	Supported
H13a	The impact of engagement on tipping intention is moderated by consumers' optimum stimulation levels	Not supported
H13b	The impact of engagement on tipping intention is moderated by consumers' ACI levels.	Not supported

CHAPTER 5

DISCUSSION OF RESULTS

The results of our study provide an empirical understanding of how engagement develops in place settings. According to our results, attachment is a primary driver of engagement while experiences do not succeed in creating engagement alone. However, they are influential in increasing the attachment. Highly powerful bonds between customers and places are formed at attachment stage and it transforms into engagement, a higher order of already strong bonds that form during the attachment. Engagement, in turn, proves highly effective in increasing customers' WOM and future visit intentions. It has an impact also on eWOM and tipping intention, but the magnitude of this impact is lesser in comparison to its effect on WOM and future visit intention.

This study's context are mainly cafes and restaurants as spatial service settings that substantially stimulate customers to articulate the impressions of the place on their five senses, to evaluate the emotions and feelings the place evokes, and finally to think actively about their experience, attachment, and engagement related to the place in terms of place's cognitive stimuli. Our thesis confirms the earlier findings of extant literature that provides evidence that cafes and restaurants induce strong engagement in customers.

We measured customers' experiential perceptions regarding the commercial service places with which they established a certain level of long term relationship. While each underlying dimension of the three main variables in our model can be studied independently to assess the formation of these processes at a more detailed level,

our aim in this study is to understand the integrative effects of these dimensions. Hence, our treatment of experience is holistic and represents the combined effects of sensory, affective, and intellectual dimensions in a second-order construct. Similarly, attachment is measured as a second-order construct to capture affective attachment, place dependence, and place identity dimensions in a holistic manner. While some places such as museums are more prone to evoke cognitive attachment, or airports to fulfill place dependence, service settings such as cafes are likely to induce all three dimensions of the attachment. Finally, engagement is also measured as a second-order factor which reflects affective, cognitive, interactive dimensions in addition to social connection and enthused participation aspects. We specifically added interactive dimension to engagement while previous operationalization of the concept did not integrate it to the construct explicitly.

One out of seven main hypotheses of our study is not supported. The rejected hypothesis (H2) concerns the effects of experience on engagement. five out of the 14 moderation hypotheses are not supported. Personality factors of OSL and ACI does not moderate the relationship between experience and attachment (H8a, H8b), and between engagement and tipping (H13a, H13b). ACI does not moderate the relationship between attachment and engagement (H9b) while the OSL's moderator role is confirmed to influence this path.

In the next section, the experience and its relationship with attachment and engagement will be detailed, followed by a discussion on the attachment's impact on engagement. We finally discuss the consequences of engagement in the last section of this chapter.

5.1 Discussion on experience, attachment, and engagement

Customer experiences in places are ritualistic, highly repetitive, and constitute an important part of individuals' everyday routines. Therefore, place experiences relate to many aspects of service research, retail contexts, consumer behavior, and marketing strategy. As a perspective inclusive of all these aspects, customer journey posits the apt question of what happens in the aftermath of positive experiences. McColl-Kennedy et al. (2015) propose that how customer experience develops over time needs a more detailed grasp. The same research question concerns Lemon and Verhoef (2016) who urge further research into long term consequences of experience.

Two empirical studies in previous literature provided answers to these proposals albeit not exhaustively. Debenedetti et al. (2014) found that when certain experiential settings were provided, a strong level of attachment is attained in customers of cafes and restaurants. Rosenbaum et al. (2007) demonstrated that customers who experienced life changing events developed attachment to third places. In line with these studies, the results of the hypotheses testing indicate that the customers' perceptions of their experiences in similar contexts (cafes and restaurants) has a very strong and significant influence on place attachment ($H1 = 0.880$, $p < 0.001$). We use squared multiple correlation (R^2) as the coefficient of determination. R^2 for place attachment is a strong value of .775 and, thus, experience directly predicting attachment accounted for 77.5% of the variation in the attachment. Our validation that positive experiences lead to attachment is empirically substantiating the findings of earlier studies, which were generally conducted through qualitative methods or were conceptual studies.

In terms of the moderating effects of OSL and ACI, our hypotheses H8a and H8b, that predict the impact of moderators on the relationship between experience and attachment, are rejected on the path level as determined by critical ratios. We expected OSL and ACI to motivate customers in different ways of seeking and living experiences, which will subsequently alter their attachment levels. However, the rejection of the hypotheses suggests that customers' experiences lead to attachment equally across both groups. The respondents in our study initially selected a place that they find themselves connected to. Therefore, the power of the two personality factors to lead customers to the particular instances of the experiences has already been expended, which subsequently did not result in differential attachment levels.

Our next hypothesis regarding the experience construct is Hypothesis H2 that predicts the effects of experiences on engagement. H2 was rejected as the relationship is insignificant, the direction of the relationship is negative, the effect is rather limited (H2 = -0.027, p = 0.601). We postulated engagement is a higher and stronger form of attachment, which is initially established by satisfactory experiences. The rejection of the hypothesis confirms experiences conform to this postulation and establish the preliminary step in forming strong relationships. In addition, our finding explains that experiences alone cannot form engagement, but, multiple instances of experiences could combine to result in engagement as suggested by Malthouse and Calder (2011). Secondly, Malthouse and Calder state that experiences that form into engagement should be immersive and carry a fundamental quality of amounting to a change in customers' lives. Harmeling et al. (2017) similarly find that experiential engagement initiatives have indirect effects on engagement mediated by self-transformation. We

think the experiences measured in this study fail to represent such immersive and life changing events, but rather service encounters customers would ordinarily expect in places around their daily routines such as occasionally visiting a restaurant. Indeed, the 96.8% of our sample visit their focal places at least once in a month or more times, while 60.8% of the sample visit minimum once or more times in a week. Therefore, we attribute the rejection of this relationship to a lack of transformative quality of experience.

5.2 Discussion on attachment and engagement

The extant literature does not shed much light on the relationship between attachment and engagement regardless of the type of attachment and engagement. While van Doorn et al. (2010) suggest brand attachment could be an attitudinal antecedent of customer engagement behavior, Brodie et al. (2011) propose customers' emotional brand attachment is among the relational consequences of engagement. On the other hand, there are recent studies that explicitly and directly include context-specific attachment as a driver of engagement. For example, Kunz et al. (2017) suggest that attachment could be used to segment customer typologies, which will form a basis to predict engagement. They point to the role of attachment as a future research opportunity and more formally state "Which types/personalities of customers and with what attachment styles are more prone to get engaged?" (p. 169). Pansari and Kumar's (2017) customer engagement matrix include a 'passion' dimension that refers to maintaining and benefiting from customers' high emotional attachment to drive customers' engagement.

Studies conducted in place settings explicitly indicate attachment leads to engagement. Jaakkola and Alexander (2014) identify that attachment to a train station act as a driver of customer engagement. Debenedetti et al. (2014) recognize in a café setting that customers acting as ambassadors go beyond typical attachment to what they term "extreme form of engagement" (p. 920), and that attached customers demonstrate a sense of commitment and "engagement that go beyond exchange norms" (p. 909) to the focal places.

Our findings regarding the relationship between attachment and engagement in the similar contexts (cafes and restaurants) constitutes the first empirical evidence, to our knowledge, that demonstrates attachment leads to engagement in a nomological network. Experience has a very strong and significant influence on place attachment (H3 = 0.968, $p < 0.001$). R^2 for engagement is a strong value of .941 and, thus, attachment accounted for 94.1% of the variation in the engagement. Our validation that high attachment levels lead to engagement is empirically corroborating the findings of earlier conceptual and qualitative studies.

The moderation hypotheses regarding the path between attachment and engagement are H9a for OSL and H9b for ACI. While OSL's role as moderator of this relationship is confirmed (H9a), ACI's effect to moderate the attachment-engagement relationship was rejected (H9b). The median-based split of OSL is comprised of two groups of high and low OSL customers. High OSL customers is significantly different than low OSL customers for attachment to result in engagement (p value < 0.05). While attachment's effect on engagement is 1.216 (unstandardized) and 0.986 (standardized) in high OSL, it is .941 (unstandardized) and 0.948 (standardized) in low OSL ranking

customers. It turns out that high OSL customers' attachment is more influential in forming engagement than low OSL customers' attachment. High OSL customers are keen on seeking new experiences and expect novelty in their daily routines. These new experiences and ideas provide them with more innovative perspectives of service encounters, which render a heightened readiness for interacting and co-creating with the focal place they developed attachment to. Secondly, high OSL customers potentially rank higher in self-awareness, which result in more aware and informed level of attachment, i.e. active attachment (Lewicka, 2013). This awareness sharpens the cognitive dimension of attachment and transforms it into engagement, whose co-creativity requires a certain level of innovative inclination in customers. Our finding is also coherent with Marbach et al.'s (2016) proposal that need for arousal and need for activity will be positively associated with engagement, although their proposal concerns online engagement behavior.

Our hypothesis H9b which predicts that the attachment's influence on engagement will be different for high and low ACI groups is confirmed at a significance level of p value < 0.10. However, as critical ratios method to measure path difference across two groups of ACI is sensitive to Type 1 error, we adopted a conservative significance threshold of p value < 0.05. Hence, we consider H9b is rejected. Attachment's influence to form engagement is not different for high and low groups of ACI. When attachment is present, its transformation to engagement is equally predicted across high and low groups of ACI.

5.3 Discussion on the consequences of engagement

When customers' attachment is transformed to engagement through interacting and co-creating with the place, two main courses of action is further originated from engagement. The first course of action involves engaged customers' referral and influencer behaviors (Beckers et al., 2017; Kumar et al., 2010) which could also be termed as ambassadorship roles (Debenedetti et al., 2014) or as nonpurchase behaviors of substantive interest (Malthouse & Calder, 2011). The second course involves purchase related outcomes of future visit intention and tipping intention.

5.3.1 The effects of engagement on WOM and eWOM

We find support for the hypotheses in our study that predict the engagement's role to create WOM (H4) and eWOM (H5). Engagement has a strong positive effect on WOM (.982) and the total variance in WOM explained by engagement is high as indicated by the WOM's R^2 of 96.4%. Engagement's impact on eWOM is significant and positive (0.509), however not as strong as its impact on WOM. Engagement explains 25.9% of the variance in eWOM, which is also lower compared to the explained variance in WOM. The support we find for both hypotheses constitutes an empirical evidence for the earlier studies which conceptually proposed WOM and eWOM as the consequence of engagement (Brodie et al., 2011; Kumar et al., 2010; van Doorn et al., 2010) and provides additional proof for studies which empirically tested this relationship (Hollebeek & Chen, 2014; Vivek et al., 2014). The reason engagement does not create the same effect on eWOM as it does on WOM lies in the fact that eWOM construct in

our study is measured by customers' willingness to share their locations with marketers and with the apps on their mobile phones, which may induce privacy concerns in the respondents. Second, some segments of our sample may not be social media savvy due to the variation in their age and education. Finally, Debenedetti et al. (2014) differentiates ambassadorship roles from regular transmission. Ambassadorship roles involve engaged customers selectively spreading the WOM and ensuring the selected receivers visit the focal place. While WOM provides affordances for such a dedicated role for engaged customers, eWOM is devoid of such nature, which explains the difference between two effects.

The effect of engagement on WOM and eWOM is significantly different across both OSL and ACI groups. The impact on WOM is 0.893 for high OSL while it is 0.999 in low OSL (H10a). The impact on eWOM is 0.264 for high OSL while it is 0.808 in low OSL (H11a). Similarly, the impact on WOM is 0.947 for high ACI while it is 0.971 in low ACI (H10b). The impact on eWOM is 0.260 for high ACI while it is 0.727 in low ACI (H11b).

These results indicate that when engaged customers rank high in OSL and ACI, their propensity to create eWOM is exceedingly small compared to engaged customers low in these two traits. Yavuz and Toker (2014) found out that social enhancement value was a major motive behind customers' check-in at places on social media. Since engaged customers who rank high in OSL and ACI possibly have less need for social enhancement regarding their focal places (since they tend to visit more places), the low groups need to create the most out of their focal places in terms of impressions on social media.

5.3.2 The effects of engagement on future visit and tipping intention

The first of the two hypotheses regarding purchase related outcomes of engagement are future visit intention (H6). Engagement has a strong positive effect on future visit intention (.910) and the total variance in future visit intention explained by engagement is high as indicated by the WOM's R^2 of 82.8%. Our study empirically confirms the influence of engagement on future visit intention. Engaged customers likelihood to visit their focal places are high and engagement creates loyalty behaviors. This result is in line with Vivek et al.'s (2014) finding that the dimensions of engagement are significantly correlated with future patronage intent in a retail context.

The effect of engagement on future visit intention is significantly different across both OSL and ACI groups. The impact on future visit intention is 0.689 for high OSL while it is 0.921 in low OSL (H12a). The impact on future visit intention is 0.718 for high ACI while it is 0.907 in low ACI (H12b). We find evidence that the personality factors will affect engaged customers' future visit intentions. Customer who rank low in OSL and ACI are more prone to exhibit loyalty to their focal places in terms of repeat visit as expected from their personality traits.

High OSL and ACI customers are less likely to return to their focal places although they develop engagement with the place. We name this situation a 'bounded exploration' whereby customers develop attachment and engagement with focal places, but this engagement does not suppress their personality characteristics to lead them to repeat visits to the places they are engaged to.

The next and the last hypothesis regarding purchase related outcomes of engagement is tipping intention(H7). Engagement has a positive effect on tipping

intention (0.502) and explains 25.2% of the variance in tipping intention, which is lower compared to explained variance in future visit intention. While we find a significant and positive effect of engagement on tipping intention, the relatively lower explained variance suggests that other potential and stronger drivers of tipping intention exist in comparison to engagement. Secondly, place engagement is a strong bond that develops over time and involves social connection and interaction with the service personnel in the service encounters. Such connections form a sort of close acquaintance or friendship, which may affect tipping negatively. Third, tipping is a voluntary act and is not required by social norms in the cultural context where this study is conducted. Hence, it is foreseeable that the impact of the engagement on the tipping could be smaller. Finally, the types of places in this study are diverse ranging from high end restaurants where tipping would be typical to cafes or low-end restaurants where tipping is unusual. Thus, place type will decrease the explained variance in the tipping by engagement.

Initial CFA analysis indicated a lack of metric invariance for tipping intention for both OSL and ACI groups. In line, the hypotheses which predicts the engagement's impact on tipping for high and low OSL and ACI groups are rejected at path level (H13a, H13b). Tipping intentions of engaged customers will be equivalent across high and low OSL and ACI groups. We contented that high OSL and especially high ACI customers will be less committed to tip when engaged with a place as their repeat visits will be limited in number. This contention is not proven statistically. These customers are potentially encultured to tip as they are exposed to more places and experiences in places. Secondly, cultural and contextual factors possibly suppress these two personality factors in tipping behavior whether customers are engaged or not.

CHAPTER 6

CONCLUSION AND IMPLICATIONS

6.1 Summary and conclusions

Places and place elements are such strong attachment objects that they create engagement and drive the co-creative behaviors of consumers. As the first contribution of this work, we emphasize and prompt the due importance of place as a focal object of customer engagement. This way, we add place as a new engagement object alongside brand engagement. We also contribute to the attachment literature by defining a transformed state of people-place bond through the perspective of engagement literature. We position that our exploitation of attachment and subsequent development of place engagement assumes a relationship marketing perspective (Grönroos, 1997). This position rests on the premise of relationship management that long-term customer engagement is more crucial in comparison to short-term transactional objectives of marketing. Secondly, while marketing mix management, particularly place and physical evidence, is critical to the development of engagement; relationship marketing focuses on identifying, establishing, and managing meaningful relationships with customers in service settings (Grönroos, 1997; Vargo & Lusch, 2004).

The place engagement concept rests on the assumption that people have strong relationships/bonds with places, which are leveraged in terms of these individuals' engagement with those focal places. Hence, it is related but different from some emergent current marketing practices involving place such as location-based services or proximity services that are based on a premise of consumer transition from one place to

another, rather than ‘sticking around’ in a particular location. These emerging practices are reminiscent of exploratory behaviors and focus on a more instrumental and transactional view of place relationship as opposed to emotion-laden engagement.

Given this context whereby a new focal object is gained in the literature, we empirically tested highly correlated constructs of experiences, attachment, and engagement in a service setting. We found evidence that positive perceptions of experiences are highly instrumental in creating attachment, which subsequently leads to customers’ interaction and co-creation with their focal places. This empirical validation of the mentioned relationships is the first attempt in the literature to our knowledge. In addition, we found strong support that engagement has a positive effect on transmission behaviors (WOM and eWOM) and purchase related outcomes of future visit and tipping intentions.

Another contribution of this study is a formal integration and measurement of co-creation dimension under engagement construct. Previous studies of engagement treated co-creation as an inherent part of the engagement but did not dimensionalize it and did not develop any scales for its measurement. Our study fills this gap by developing a scale and empirically validating it.

Finally, the impact of relevant personality factors on customer engagement has not been empirically validated in extant literature. Our study closes this gap by examining and statistically verifying the impact of OSL and ACI, two personality characteristics directly and inherently influential in engagement. We find support that these two characteristics are capable of moderating relationships between attachment, engagement, and related consequential behaviors.

6.2 Managerial implications

The place engagement provides useful insights for marketing practitioners and managers. One of the most important is that salient place characteristics are critical to establishing experience and attachments. When such experiences and attachment are created and maintained through place elements to form engagement, customers become co-creators of the place and actively contribute to the businesses and brands. This contribution in turn lead to reduced advertising expenditures and increased effectiveness of alternative communication channels through WOM and eWOM, and increased returns from consumers beyond revenue through repeat visits and tipping the service employees.

Firms need to understand first how to develop long lasting bonds with their customers and, second, how to segment their attached and engaged customers in order to nurture the existing relationships with their customer bases. The perspectives into personality factors' impact on engagement this study generated serves as a segmentation guide and better customer understanding opportunities for practitioners.

Engagement need not be limited to commercial places. Cities, events, nonprofit organizations will benefit from engagement if they are able to influence customers' attachment and engagement by establishing memorable experiences.

Engaged customers also trust and allow businesses and organization to reach them via media (such as location-based services) that may be perceived intrusive and a threat to privacy otherwise, which presents a major handicap for innovative marketing practices to proliferate.

6.3 Limitations and suggestions for future research

This research has certain limitations. We focused on experiences and place attachment as antecedents of place engagement as the determinants. More constructs are needed to identify what leads to experience, attachment, and place engagement. The constructs of attachment, engagement, WOM and future visit intention variables in our model exhibit a high level of multicollinearity, which reduces the fit and significance of our SEM model. The high correlation between attachment and engagement reveal the need to further distinguish both constructs and further validate the differences between them.

Griffiths and Gilly (2012) suggest that consumers are involved in the co-creation of third places to ensure territorial control of the focal place (e.g. customer efforts to secure an isolated area in a café to study or work), often in an opposition of the intended use case of service providers, which they term co-destruction, as an antithesis of co-creation. They also mention place attachment is highly interrelated with territorial behaviors in the sense that, first, attached customers display an ownership of the place and, second, conversely, ensuring territorial control leads to place attachment. Further research should enlighten the interplay between customers' territorial behaviors and engagement, how engagement regulates territorial behaviors, and vice versa. Co-destruction should be further delineated to identify the boundaries of co-creation and to better understand engagement.

Places are essential for survival and this study explains place attachment and engagement have an evident function in the lives of consumers. Further research is needed why people have a natural tendency to be attached and engaged to places and whether this tendency has any adaptive functions. More personality traits concerning

this research gap should be studied in addition to OSL and ACI. Furthermore, the role of OSL and ACI should be studied as antecedents of place experiences, attachment, and engagement in addition to a moderation analysis since such a research may point out to the intrinsic role of these personality characteristics for different levels of experiences, attachment, and engagement.

We utilized existing measures of experience, engagement and attachment. Newer and native scales should be developed to measure these constructs. The formation of place engagement in other specific place contexts should be further researched in addition to the context of cafes and restaurants.

Finally, as noted in previous studies of customer engagement and place attachment, the issues of temporality and life cycle of engagement should be further explored through longitudinal studies.

APPENDIX A

SURVEY ITEMS

Construct	Dimension	Source	Scale Item	Abbr.
Place experience	Sensory	Brakus et al. 2009	This place makes a strong impression on my visual sense or other senses.	BF_1
			I find this place interesting in a sensory way.	BF_2
			This place appeals to my senses.	BF_3
	Affective	Brakus et al. 2009	This place induces feelings and sentiments.	BF_4
			I have strong emotions for this place.	BF_5
			This place is an emotional place.	BF_6
	Behavioral	Brakus et al. 2009	I engage in physical actions and behaviors when I visit/appear at this place.	BF_7
			This place results in bodily experiences.	BF_8
			This place is action oriented.	BF_9
	Intellectual	Brakus et al. 2009	I engage in a lot of thinking when I encounter/visit this place.	BF_10
			This place makes me think.	BF_11
			This place stimulates my curiosity and problem solving.	BF_12
Place attachment	Place affect	Kyle et al. 2005	I have a lot of fond memories about this place.	BG_1
		Ramkissoon et al. 2013	This place means a lot to me.	BG_2
		Tsai 2012, Ramkissoon et al. 2013	I am emotionally attached to this place.	BG_4
		Tsai 2012	I miss this place a lot when I am away from it.	BG_3
			I am passionate about visiting this place.	BG_5
	Place identity	Ramkissoon et al. 2013, Tsai 2012	I identify strongly with this place.	BG_6
			I feel this place is part of me.	BG_7
			This place reflects who I am or who I wish to become.	BG_9
		Tsai 2012	Visiting this place enriches the meaning of my life.	BG_8
			The image of this place fits my preferred lifestyle.	BG_10
		Ramkissoon et al. 2013	I feel a strong sense of belonging to this place.	BG_11
	Place dependence	Tsai 2012, Ramkissoon et al. 2013	The settings and facilities provided by this place are the best.	BG_12
		Tsai 2012	This place provides high-quality settings and facilities.	BG_13
			The settings and facilities in this place cater to my needs.	BG_14
	Place social bonding	Ramkissoon et al. 2013	Many of my friends/family prefer this place over many other places.	BG_15
			If I were to stop visiting this place, I would lose contact with a number of friends.	BG_16
			My friends/family would be disappointed if I were to start visiting other settings and facilities.	BG_17
		Kyle et al. 2005	I feel a special connection to the people who visit this place.	BG_18
Place Engagement	Conscious Attention	Vivek et al. 2014	Anything related to this place grabs my attention.	BH_1
			I like to learn more about this place.	BH_2
			I pay a lot of attention to anything about this place.	BH_3
	Social Connection	Vivek et al. 2014	I love this place with my friends.	BH_8
			I enjoy this place more when I am with others.	BH_9
			This place is more fun when other people around me visit/appear there too.	BH_10

Construct	Dimension	Source	Scale Item	Abbr.
Place Engagement	Cocreative engagement	Self-developed	I feel I am able to intervene into the operation/management of this place.	BI_1
			I share my ideas on how to develop this place with the managers of this place.	BI_2
			I share good ideas and cases I see in other places with this place.	BI_3
			I often find myself thinking on how to improve this place further.	BI_4
	Cognitive engagement	Self-developed	If I were to open a place, I would open a place like here.	BI_5
			I really care that this place keeps its existence.	BI_6
	Affective engagement	Self-developed	My feelings and emotions for this place are more than simple attachment.	BI_7
			I sometimes worry that this place will close down.	BI_8
		Hollebeek et al. 2014	I feel very positive when I visit this place.	BI_9
			I feel good when I visit this place.	BI_10
WOM		Goyette et al. 2010	I recommend this place.	BJ_12
			I am proud to say to others that I am a visitor of this place.	BJ_13
			I speak favorably of this place to others.	BJ_14
			I speak of this place much more frequently than about any other similar places.	BJ_15
			I speak of this place much more frequently than about places of any other type.	BJ_16
			I speak of this place to many individuals.	BJ_17
eWOM		Zhao et al. 2012	Regarding this place, I intend to disclose my location-related information on social networks.	BJ_1
		Self-developed	Regarding my activities in this place, if any app on my mobile phone requires an access to my location, I permit it.	BJ_2
			If this place asks for my consent to send location-based marketing communications, I accept it.	BJ_3
		Cheung and Lee 2012	When I visit this place, I share my experiences in this place on social media.	BJ_4
		Self-developed	When I visit this place, I check in this place on social media.	BJ_5
			When I visit this place, I leave a recommendation on social media.	BJ_6
Future visit intention		Mathwick et al. 2002	In the future, this place is one of the first I will look when I need to visit this kind of a place.	BJ_18
		Teng et al. 2015	I will make an effort to visit this place.	BJ_19
		Kim and Moon 2009	I would like to revisit this place in the near future.	BJ_20
Tipping intention		Self-developed	I always tip in this place.	BJ_21
			I leave more tips in this place than I left elsewhere.	BJ_22
			I leave at least twice the tip I left elsewhere in this place.	BJ_23
			I believe that the tip I left in this place is completely deserved.	BJ_24
OSL		Sharma et al. 2010	I like to experience novelty and change in daily routine	BE_1
			I am continually seeking new ideas and experiences	BE_2
			I like continually changing activities	BE_3
			When things get boring, I like to try something different	BE_4
ACI		Roehrich 2004	When I see a new or different place opens, I often visit there just to see what it is like	BE_5
			A new store or restaurant is something I would be eager to find out about	BE_6
			I am very eager in exploring/trying new/different places	BE_7
			I would rather try a new store or restaurant myself than wait for others to try it	BE_8
			Spending time for investigating/exploring new places or areas is worthwhile.	BE_9

APPENDIX B

SAMPLE CHARACTERISTICS

		Frequency	Percent	Valid Percent	Cumulative Percent
City	İstanbul	253	32,0	32,0	32,0
	Ankara	111	14,1	14,1	46,1
	İzmir	96	12,2	12,2	58,2
	Samsun	116	14,7	14,7	72,9
	Malatya	54	6,8	6,8	79,7
	Tekirdağ	56	7,1	7,1	86,8
	Van	41	5,2	5,2	92,0
	Trabzon	37	4,7	4,7	96,7
	Erzurum	26	3,3	3,3	100,0
	Total	790	100,0	100,0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	412	52,2	52,2	52,2
	Female	378	47,8	47,8	100,0
	Total	790	100,0	100,0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Age Group	25-29	181	22,9	22,9	22,9
	30-34	189	23,9	23,9	46,8
	35-39	176	22,3	22,3	69,1
	40-44	138	17,5	17,5	86,6
	45-49	106	13,4	13,4	100,0
	Total	790	100,0	100,0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Income	900 TL and less	30	3,8	3,8	3,8
	901 - 1.000 TL	10	1,3	1,3	5,1
	1.001 - 1.300 TL	30	3,8	3,8	8,9
	1.301 - 1.600 TL	83	10,5	10,5	19,4
	1.601 - 2.000 TL	150	19,0	19,0	38,4
	2.001 - 3.000 TL	191	24,2	24,2	62,5
	3.001 - 5.000 TL	162	20,5	20,5	83,0
	5.001 TL and more	38	4,8	4,8	87,8
	No response	96	12,2	12,2	100,0
	Total	790	100,0	100,0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Education	Primary School	62	7,8	7,8	7,8
	Secondary School	82	10,4	10,4	18,2
	High School	268	33,9	33,9	52,2
	Vocational High School	62	7,8	7,8	60,0
	College (2 years)	44	5,6	5,6	65,6
	University (Open Education)	16	2,0	2,0	67,6
	University	252	31,9	31,9	99,5
	Graduate	4	0,5	0,5	100,0
	Total	790	100,0	100,0	

		Frequency	Percent	Valid Percent	Cumulative Percent
SES	A	85	10,8	10,8	10,8
	B	219	27,7	27,7	38,5
	C	292	37,0	37,0	75,4
	D	160	20,3	20,3	95,7
	D	33	4,2	4,2	99,9
	E	1	0,1	0,1	100,0
	Total	790	100,0	100,0	

		Frequency	Percent	Valid Percent	Cumulative Percent
SOCIAL MEDIA USAGE	More than few hours a day	265	33,5	33,5	33,5
	Few hours a day	262	33,2	33,2	66,7
	1 hour a day	188	23,8	23,8	90,5
	Few hours in a week	46	5,8	5,8	96,3
	1 hour a week	11	1,4	1,4	97,7
	Few hours in a month	7	0,9	0,9	98,6
	1 hour a month	11	1,4	1,4	100,0
	Total	790	100,0	100,0	

APPENDIX C

NORMALITY TESTS

	N (valid)	N (missing)	Mean	Median	Mode	Std. Deviation	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis	Minimum	Maximum	Calculated z statistics for skewness	Calculated z statistics for kurtosis	Exceed z score
BE_1	790	0	5,69	6,00	6	1,133	-0,794	0,087	0,182	0,174	2	7	-9,1	1,0	-
BE_2	790	0	5,61	6,00	6	1,134	-0,597	0,087	-0,160	0,174	2	7	-6,8	-0,9	-
BE_3	790	0	5,66	6,00	6	1,120	-0,544	0,087	-0,413	0,174	2	7	-6,2	-2,4	yes
BE_4	790	0	5,72	6,00	6	1,102	-0,598	0,087	-0,338	0,174	2	7	-6,9	-1,9	-
BE_5	790	0	5,63	6,00	6	1,110	-0,653	0,087	0,093	0,174	2	7	-7,5	0,5	-
BE_6	790	0	5,63	6,00	6	1,121	-0,632	0,087	-0,152	0,174	2	7	-7,3	-0,9	-
BE_7	790	0	5,66	6,00	6	1,110	-0,554	0,087	-0,334	0,174	2	7	-6,4	-1,9	-
BE_8	790	0	5,64	6,00	6	1,159	-0,637	0,087	-0,008	0,174	2	7	-7,3	0,0	-
BE_9	790	0	5,63	6,00	6	1,177	-0,630	0,087	-0,350	0,174	2	7	-7,2	-2,0	yes
BF_1	790	0	5,57	6,00	6	1,189	-0,880	0,087	0,472	0,174	2	7	-10,1	2,7	yes
BF_2	790	0	5,48	6,00	6	1,188	-0,591	0,087	-0,018	0,174	2	7	-6,8	-0,1	-
BF_3	790	0	5,54	6,00	6	1,194	-0,720	0,087	0,264	0,174	2	7	-8,3	1,5	-
BF_4	790	0	5,42	6,00	6	1,259	-0,603	0,087	-0,116	0,174	1	7	-6,9	-0,7	-
BF_5	790	0	5,38	6,00	6	1,321	-0,748	0,087	0,269	0,174	1	7	-8,6	1,5	-
BF_6	790	0	5,25	5,00	6	1,425	-0,770	0,087	0,211	0,174	1	7	-8,8	1,2	-
BF_7	790	0	4,40	5,00	6	2,124	-0,437	0,087	-1,189	0,174	1	7	-5,0	-6,8	yes
BF_8	790	0	4,26	5,00	1	2,172	-0,353	0,087	-1,306	0,174	1	7	-4,1	-7,5	yes
BF_9	790	0	4,40	5,00	7	2,104	-0,413	0,087	-1,169	0,174	1	7	-4,7	-6,7	yes
BF_10	790	0	5,05	5,00	5	1,495	-0,650	0,087	-0,153	0,174	1	7	-7,5	-0,9	-
BF_11	790	0	5,13	5,00	6	1,524	-0,712	0,087	-0,200	0,174	1	7	-8,2	-1,1	-
BF_12	790	0	5,20	5,00	7	1,580	-0,737	0,087	-0,188	0,174	1	7	-8,5	-1,1	-
BG_1	790	0	5,72	6,00	6	1,077	-0,855	0,087	0,511	0,174	2	7	-9,8	2,9	yes
BG_2	790	0	5,63	6,00	6	1,094	-0,575	0,087	0,078	0,174	2	7	-6,6	0,4	-
BG_3	790	0	5,33	5,00	5	1,309	-0,544	0,087	-0,218	0,174	1	7	-6,2	-1,3	-
BG_4	790	0	5,30	5,00	6	1,371	-0,852	0,087	0,688	0,174	1	7	-9,8	3,9	yes
BG_5	790	0	5,73	6,00	6	1,132	-0,894	0,087	0,422	0,174	2	7	-10,3	2,4	yes
BG_6	790	0	5,55	6,00	6	1,166	-0,602	0,087	-0,097	0,174	2	7	-6,9	-0,6	-
BG_7	790	0	5,48	6,00	6	1,241	-0,773	0,087	0,542	0,174	1	7	-8,9	3,1	yes
BG_8	790	0	5,48	6,00	6	1,233	-0,809	0,087	0,535	0,174	1	7	-9,3	3,1	yes
BG_9	790	0	5,40	6,00	6	1,308	-0,663	0,087	0,037	0,174	1	7	-7,6	0,2	-
BG_10	790	0	5,57	6,00	6	1,207	-0,626	0,087	-0,183	0,174	2	7	-7,2	-1,0	-
BG_11	790	0	5,36	6,00	6	1,356	-0,697	0,087	0,089	0,174	1	7	-8,0	0,5	-
BG_12	790	0	5,61	6,00	6	1,226	-0,742	0,087	-0,038	0,174	2	7	-8,5	-0,2	-
BG_13	790	0	5,58	6,00	6	1,233	-0,756	0,087	-0,003	0,174	2	7	-8,7	0,0	-
BG_14	790	0	5,54	6,00	6	1,225	-0,741	0,087	0,141	0,174	2	7	-8,5	0,8	-
BG_15	790	0	5,56	6,00	6	1,243	-0,711	0,087	-0,036	0,174	2	7	-8,2	-0,2	-
BG_16	790	0	4,91	5,00	5[a]	1,827	-0,764	0,087	-0,346	0,174	1	7	-8,8	-2,0	yes

	N (valid)	N (missing)	Mean	Median	Mode	Std. Deviation	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis	Minimum	Maximum	Calculated z statistics for skewness	Calculated z statistics for kurtosis	Exceed z score
BG_17	790	0	4,87	5,00	6	1,868	-0,728	0,087	-0,484	0,174	1	7	-8,4	-2,8	yes
BG_18	790	0	5,24	6,00	7	1,567	-0,765	0,087	-0,075	0,174	1	7	-8,8	-0,4	-
BH_1	790	0	5,66	6,00	6	1,040	-0,778	0,087	0,556	0,174	2	7	-8,9	3,2	yes
BH_2	790	0	5,48	5,00	5	1,148	-0,616	0,087	0,470	0,174	1	7	-7,1	2,7	yes
BH_3	790	0	5,54	6,00	6	1,164	-0,652	0,087	0,145	0,174	1	7	-7,5	0,8	-
BH_8	790	0	5,76	6,00	7	1,184	-0,782	0,087	-0,067	0,174	2	7	-9,0	-0,4	-
BH_9	790	0	5,82	6,00	6	1,127	-0,870	0,087	0,327	0,174	2	7	-10,0	1,9	-
BH_10	790	0	5,92	6,00	7	1,196	-1,015	0,087	0,379	0,174	2	7	-11,6	2,2	yes
BI_1	790	0	5,09	5,00	6	1,561	-0,893	0,087	0,168	0,174	1	7	-10,2	1,0	-
BI_2	790	0	5,17	5,00	6	1,537	-0,891	0,087	0,328	0,174	1	7	-10,2	1,9	-
BI_3	790	0	5,24	6,00	6	1,480	-0,953	0,087	0,558	0,174	1	7	-10,9	3,2	yes
BI_4	790	0	5,13	5,00	6	1,568	-0,910	0,087	0,258	0,174	1	7	-10,4	1,5	-
BI_5	790	0	5,58	6,00	7	1,302	-0,760	0,087	-0,028	0,174	2	7	-8,7	-0,2	-
BI_6	790	0	5,51	6,00	6	1,228	-0,785	0,087	0,179	0,174	2	7	-9,0	1,0	-
BI_7	790	0	5,21	5,00	6	1,410	-0,756	0,087	0,250	0,174	1	7	-8,7	1,4	-
BI_8	790	0	5,23	6,00	6	1,485	-0,779	0,087	0,040	0,174	1	7	-8,9	0,2	-
BI_9	790	0	5,85	6,00	7	1,138	-0,817	0,087	-0,061	0,174	2	7	-9,4	-0,4	-
BI_10	790	0	5,91	6,00	7	1,158	-0,921	0,087	0,179	0,174	2	7	-10,6	1,0	-
BJ_1	790	0	5,11	6,00	6	1,774	-1,023	0,087	0,157	0,174	1	7	-11,7	0,9	-
BJ_2	790	0	5,04	5,00	6	1,760	-0,943	0,087	0,082	0,174	1	7	-10,8	0,5	-
BJ_3	790	0	5,00	5,00	5	1,746	-0,865	0,087	-0,069	0,174	1	7	-9,9	-0,4	-
BJ_4	790	0	5,10	6,00	7	1,805	-0,947	0,087	0,006	0,174	1	7	-10,9	0,0	-
BJ_5	790	0	5,14	6,00	6	1,809	-1,040	0,087	0,119	0,174	1	7	-11,9	0,7	-
BJ_6	790	0	5,14	6,00	6	1,744	-0,988	0,087	0,137	0,174	1	7	-11,3	0,8	-
BJ_12	790	0	5,71	6,00	7	1,226	-0,819	0,087	0,054	0,174	2	7	-9,4	0,3	-
BJ_13	790	0	5,54	6,00	6	1,275	-0,742	0,087	-0,022	0,174	1	7	-8,5	-0,1	-
BJ_14	790	0	5,59	6,00	6	1,281	-0,789	0,087	-0,014	0,174	1	7	-9,1	-0,1	-
BJ_15	790	0	5,53	6,00	6	1,312	-0,724	0,087	-0,189	0,174	1	7	-8,3	-1,1	-
BJ_16	790	0	5,46	6,00	6	1,297	-0,688	0,087	-0,116	0,174	1	7	-7,9	-0,7	-
BJ_17	790	0	5,46	6,00	6	1,362	-0,694	0,087	-0,267	0,174	1	7	-8,0	-1,5	-
BJ_18	790	0	5,70	6,00	7	1,269	-0,853	0,087	0,017	0,174	2	7	-9,8	0,1	-
BJ_19	790	0	5,53	6,00	6	1,238	-0,779	0,087	0,117	0,174	2	7	-8,9	0,7	-
BJ_20	790	0	5,75	6,00	7	1,212	-0,735	0,087	-0,262	0,174	2	7	-8,4	-1,5	-
BJ_21	790	0	5,15	5,00	7	1,728	-0,957	0,087	0,160	0,174	1	7	-11,0	0,9	-
BJ_22	790	0	4,91	5,00	5	1,800	-0,754	0,087	-0,341	0,174	1	7	-8,6	-2,0	-
BJ_23	790	0	4,62	5,00	6	1,868	-0,548	0,087	-0,751	0,174	1	7	-6,3	-4,3	yes
BJ_24	790	0	5,42	6,00	7	1,502	-0,951	0,087	0,399	0,174	1	7	-10,9	2,3	yes

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
BE_1	0,245	790	0,000	0,873	790	0,000
BE_2	0,217	790	0,000	0,890	790	0,000
BE_3	0,214	790	0,000	0,886	790	0,000
BE_4	0,219	790	0,000	0,879	790	0,000
BE_5	0,225	790	0,000	0,886	790	0,000
BE_6	0,231	790	0,000	0,886	790	0,000
BE_7	0,213	790	0,000	0,887	790	0,000
BE_8	0,192	790	0,000	0,884	790	0,000
BE_9	0,224	790	0,000	0,882	790	0,000
BF_1	0,246	790	0,000	0,875	790	0,000
BF_2	0,192	790	0,000	0,899	790	0,000
BF_3	0,198	790	0,000	0,889	790	0,000
BF_4	0,191	790	0,000	0,903	790	0,000
BF_5	0,204	790	0,000	0,899	790	0,000
BF_6	0,196	790	0,000	0,901	790	0,000
BF_7	0,188	790	0,000	0,873	790	0,000
BF_8	0,187	790	0,000	0,870	790	0,000
BF_9	0,179	790	0,000	0,881	790	0,000
BF_10	0,177	790	0,000	0,913	790	0,000
BF_11	0,195	790	0,000	0,902	790	0,000
BF_12	0,186	790	0,000	0,894	790	0,000
BG_1	0,261	790	0,000	0,867	790	0,000
BG_2	0,196	790	0,000	0,889	790	0,000
BG_3	0,176	790	0,000	0,909	790	0,000
BG_4	0,189	790	0,000	0,895	790	0,000
BG_5	0,256	790	0,000	0,863	790	0,000
BG_6	0,207	790	0,000	0,895	790	0,000
BG_7	0,195	790	0,000	0,892	790	0,000
BG_8	0,202	790	0,000	0,890	790	0,000
BG_9	0,189	790	0,000	0,901	790	0,000
BG_10	0,205	790	0,000	0,890	790	0,000
BG_11	0,186	790	0,000	0,901	790	0,000
BG_12	0,220	790	0,000	0,880	790	0,000
BG_13	0,228	790	0,000	0,881	790	0,000
BG_14	0,212	790	0,000	0,887	790	0,000
BG_15	0,205	790	0,000	0,886	790	0,000

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
BG_16	0,186	790	0,000	0,882	790	0,000
BG_17	0,182	790	0,000	0,882	790	0,000
BG_18	0,190	790	0,000	0,892	790	0,000
BH_1	0,255	790	0,000	0,876	790	0,000
BH_2	0,180	790	0,000	0,895	790	0,000
BH_3	0,198	790	0,000	0,893	790	0,000
BH_8	0,220	790	0,000	0,862	790	0,000
BH_9	0,227	790	0,000	0,857	790	0,000
BH_10	0,237	790	0,000	0,822	790	0,000
BI_1	0,205	790	0,000	0,886	790	0,000
BI_2	0,187	790	0,000	0,889	790	0,000
BI_3	0,199	790	0,000	0,884	790	0,000
BI_4	0,198	790	0,000	0,885	790	0,000
BI_5	0,202	790	0,000	0,876	790	0,000
BI_6	0,228	790	0,000	0,885	790	0,000
BI_7	0,177	790	0,000	0,904	790	0,000
BI_8	0,201	790	0,000	0,897	790	0,000
BI_9	0,224	790	0,000	0,850	790	0,000
BI_10	0,232	790	0,000	0,833	790	0,000
BJ_1	0,223	790	0,000	0,849	790	0,000
BJ_2	0,210	790	0,000	0,865	790	0,000
BJ_3	0,210	790	0,000	0,876	790	0,000
BJ_4	0,195	790	0,000	0,857	790	0,000
BJ_5	0,234	790	0,000	0,840	790	0,000
BJ_6	0,214	790	0,000	0,858	790	0,000
BJ_12	0,218	790	0,000	0,865	790	0,000
BJ_13	0,217	790	0,000	0,885	790	0,000
BJ_14	0,225	790	0,000	0,877	790	0,000
BJ_15	0,212	790	0,000	0,882	790	0,000
BJ_16	0,211	790	0,000	0,894	790	0,000
BJ_17	0,217	790	0,000	0,887	790	0,000
BJ_18	0,223	790	0,000	0,859	790	0,000
BJ_19	0,226	790	0,000	0,884	790	0,000
BJ_20	0,208	790	0,000	0,861	790	0,000
BJ_21	0,196	790	0,000	0,864	790	0,000
BJ_22	0,191	790	0,000	0,887	790	0,000
BJ_23	0,169	790	0,000	0,904	790	0,000
BJ_24	0,213	790	0,000	0,870	790	0,000

APPENDIX D

HOMOSCEDASTICITY TESTS

	Gender					Age Groups					
	Levene Statistic	df1	df2	Sig.	1= below 0,05		Levene Statistic	df1	df2	Sig.	1= below 0,05
BE_1	7,611	1	788	0,006	1	BE_1	7,058	4	785	0,000	1
BE_2	3,799	1	788	0,052	0	BE_2	1,772	4	785	0,132	0
BE_3	1,263	1	788	0,261	0	BE_3	2,420	4	785	0,047	1
BE_4	10,178	1	788	0,001	1	BE_4	2,752	4	785	0,027	1
BE_5	0,102	1	788	0,750	0	BE_5	1,322	4	785	0,260	0
BE_6	4,107	1	788	0,043	1	BE_6	0,508	4	785	0,730	0
BE_7	0,437	1	788	0,509	0	BE_7	0,575	4	785	0,681	0
BE_8	0,151	1	788	0,697	0	BE_8	1,945	4	785	0,101	0
BE_9	2,345	1	788	0,126	0	BE_9	0,676	4	785	0,609	0
BF_1	2,285	1	788	0,131	0	BF_1	3,103	4	785	0,015	1
BF_2	0,256	1	788	0,613	0	BF_2	3,009	4	785	0,018	1
BF_3	0,215	1	788	0,643	0	BF_3	3,846	4	785	0,004	1
BF_4	0,062	1	788	0,804	0	BF_4	2,270	4	785	0,060	0
BF_5	0,121	1	788	0,728	0	BF_5	1,639	4	785	0,162	0
BF_6	1,466	1	788	0,226	0	BF_6	2,063	4	785	0,084	0
BF_7	6,318	1	788	0,012	1	BF_7	1,092	4	785	0,359	0
BF_8	2,795	1	788	0,095	0	BF_8	0,564	4	785	0,689	0
BF_9	2,839	1	788	0,092	0	BF_9	0,646	4	785	0,630	0
BF_10	2,037	1	788	0,154	0	BF_10	4,685	4	785	0,001	1
BF_11	2,014	1	788	0,156	0	BF_11	4,601	4	785	0,001	1
BF_12	0,388	1	788	0,534	0	BF_12	1,797	4	785	0,127	0
BG_1	2,319	1	788	0,128	0	BG_1	11,310	4	785	0,000	1
BG_2	0,001	1	788	0,980	0	BG_2	3,495	4	785	0,008	1
BG_3	2,394	1	788	0,122	0	BG_3	1,006	4	785	0,404	0
BG_4	1,112	1	788	0,292	0	BG_4	1,454	4	785	0,214	0
BG_5	2,140	1	788	0,144	0	BG_5	2,653	4	785	0,032	1
BG_6	0,176	1	788	0,675	0	BG_6	1,732	4	785	0,141	0
BG_7	0,043	1	788	0,836	0	BG_7	0,260	4	785	0,903	0
BG_8	0,515	1	788	0,473	0	BG_8	2,561	4	785	0,037	1
BG_9	1,073	1	788	0,301	0	BG_9	1,627	4	785	0,165	0
BG_10	0,067	1	788	0,797	0	BG_10	2,402	4	785	0,048	1
BG_11	0,227	1	788	0,634	0	BG_11	1,272	4	785	0,279	0
BG_12	0,032	1	788	0,859	0	BG_12	4,997	4	785	0,001	1
BG_13	0,363	1	788	0,547	0	BG_13	3,082	4	785	0,016	1
BG_14	0,194	1	788	0,660	0	BG_14	2,673	4	785	0,031	1
BG_15	0,968	1	788	0,326	0	BG_15	6,334	4	785	0,000	1
BG_16	4,762	1	788	0,029	1	BG_16	3,211	4	785	0,013	1
BG_17	2,052	1	788	0,152	0	BG_17	2,246	4	785	0,062	0
BG_18	1,229	1	788	0,268	0	BG_18	1,992	4	785	0,094	0
BH_1	4,668	1	788	0,031	1	BH_1	7,255	4	785	0,000	1
BH_2	0,504	1	788	0,478	0	BH_2	1,755	4	785	0,136	0
BH_3	0,412	1	788	0,521	0	BH_3	3,651	4	785	0,006	1
BH_8	0,890	1	788	0,346	0	BH_8	1,691	4	785	0,150	0
BH_9	0,014	1	788	0,907	0	BH_9	3,379	4	785	0,009	1
BH_10	1,220	1	788	0,270	0	BH_10	1,848	4	785	0,118	0

	Gender					Age Groups					
	Levene Statistic	df1	df2	Sig.	1= below 0,05		Levene Statistic	df1	df2	Sig.	1= below 0,05
BI_1	0,004	1	788	0,952	0	BI_1	2,920	4	785	0,021	1
BI_2	0,021	1	788	0,885	0	BI_2	0,708	4	785	0,587	0
BI_3	0,413	1	788	0,521	0	BI_3	0,528	4	785	0,715	0
BI_4	0,012	1	788	0,911	0	BI_4	1,907	4	785	0,107	0
BI_5	1,401	1	788	0,237	0	BI_5	0,468	4	785	0,759	0
BI_6	3,210	1	788	0,074	0	BI_6	3,917	4	785	0,004	1
BI_7	0,823	1	788	0,365	0	BI_7	0,963	4	785	0,427	0
BI_8	0,115	1	788	0,734	0	BI_8	0,764	4	785	0,549	0
BI_9	0,376	1	788	0,540	0	BI_9	2,935	4	785	0,020	1
BI_10	0,540	1	788	0,463	0	BI_10	1,475	4	785	0,208	0
BJ_1	3,310	1	788	0,069	0	BJ_1	8,698	4	785	0,000	1
BJ_2	4,026	1	788	0,045	1	BJ_2	7,386	4	785	0,000	1
BJ_3	2,789	1	788	0,095	0	BJ_3	4,019	4	785	0,003	1
BJ_4	0,709	1	788	0,400	0	BJ_4	11,217	4	785	0,000	1
BJ_5	2,344	1	788	0,126	0	BJ_5	10,167	4	785	0,000	1
BJ_6	4,922	1	788	0,027	1	BJ_6	9,623	4	785	0,000	1
BJ_12	0,408	1	788	0,523	0	BJ_12	2,586	4	785	0,036	1
BJ_13	3,345	1	788	0,068	0	BJ_13	2,118	4	785	0,077	0
BJ_14	4,118	1	788	0,043	1	BJ_14	1,203	4	785	0,308	0
BJ_15	3,760	1	788	0,053	0	BJ_15	1,346	4	785	0,251	0
BJ_16	5,057	1	788	0,025	1	BJ_16	3,629	4	785	0,006	1
BJ_17	5,031	1	788	0,025	1	BJ_17	4,280	4	785	0,002	1
BJ_18	0,029	1	788	0,864	0	BJ_18	3,824	4	785	0,004	1
BJ_19	0,273	1	788	0,601	0	BJ_19	2,303	4	785	0,057	0
BJ_20	0,041	1	788	0,840	0	BJ_20	1,619	4	785	0,168	0
BJ_21	2,347	1	788	0,126	0	BJ_21	1,380	4	785	0,239	0
BJ_22	12,324	1	788	0,000	1	BJ_22	3,727	4	785	0,005	1
BJ_23	14,335	1	788	0,000	1	BJ_23	2,752	4	785	0,027	1
BJ_24	0,346	1	788	0,556	0	BJ_24	1,750	4	785	0,137	0
Total					13	Total					36

APPENDIX E

MULTICOLLINEARITY TESTS

Collinearity Statistics					
	Tolerance	VIF	>4	>5	>10
BE_1	0,292	3,430	0	0	0
BE_2	0,342	2,926	0	0	0
BE_3	0,325	3,081	0	0	0
BE_4	0,328	3,051	0	0	0
BE_5	0,318	3,140	0	0	0
BE_6	0,292	3,423	0	0	0
BE_7	0,284	3,523	0	0	0
BE_8	0,335	2,981	0	0	0
BE_9	0,308	3,248	0	0	0
BF_1	0,216	4,637	1	0	0
BF_2	0,230	4,346	1	0	0
BF_3	0,283	3,536	0	0	0
BF_4	0,320	3,126	0	0	0
BF_5	0,258	3,881	0	0	0
BF_6	0,275	3,642	0	0	0
BF_7	0,119	8,390	1	1	0
BF_8	0,092	10,822	1	1	1
BF_9	0,132	7,585	1	1	0
BF_10	0,202	4,955	1	0	0
BF_11	0,153	6,515	1	1	0
BF_12	0,191	5,235	1	1	0
BG_1	0,277	3,610	0	0	0
BG_2	0,318	3,141	0	0	0
BG_3	0,297	3,370	0	0	0
BG_4	0,252	3,967	0	0	0
BG_5	0,319	3,138	0	0	0
BG_6	0,286	3,494	0	0	0
BG_7	0,276	3,627	0	0	0
BG_8	0,272	3,676	0	0	0
BG_9	0,285	3,507	0	0	0
BG_10	0,261	3,838	0	0	0
BG_11	0,255	3,924	0	0	0
BG_12	0,301	3,325	0	0	0
BG_13	0,259	3,856	0	0	0
BG_14	0,307	3,257	0	0	0
BG_15	0,355	2,815	0	0	0

Collinearity Statistics					
	Tolerance	VIF	>4	>5	>10
BG_16	0,155	6,435	1	1	0
BG_17	0,134	7,488	1	1	0
BG_18	0,190	5,263	1	1	0
BH_1	0,262	3,817	0	0	0
BH_2	0,279	3,588	0	0	0
BH_3	0,296	3,374	0	0	0
BH_8	0,271	3,689	0	0	0
BH_9	0,261	3,839	0	0	0
BH_10	0,256	3,908	0	0	0
BI_1	0,206	4,851	1	0	0
BI_2	0,171	5,832	1	1	0
BI_3	0,204	4,893	1	0	0
BI_4	0,232	4,315	1	0	0
BI_5	0,309	3,238	0	0	0
BI_6	0,290	3,450	0	0	0
BI_7	0,216	4,621	1	0	0
BI_8	0,279	3,585	0	0	0
BI_9	0,244	4,092	1	0	0
BI_10	0,261	3,833	0	0	0
BJ_1	0,129	7,764	1	1	0
BJ_2	0,197	5,075	1	1	0
BJ_3	0,236	4,244	1	0	0
BJ_4	0,124	8,089	1	1	0
BJ_5	0,126	7,945	1	1	0
BJ_6	0,166	6,031	1	1	0
BJ_12	0,291	3,441	0	0	0
BJ_13	0,271	3,690	0	0	0
BJ_14	0,238	4,195	1	0	0
BJ_15	0,237	4,211	1	0	0
BJ_16	0,234	4,268	1	0	0
BJ_17	0,245	4,086	1	0	0
BJ_18	0,302	3,309	0	0	0
BJ_19	0,281	3,560	0	0	0
BJ_20	0,324	3,082	0	0	0
BJ_21	0,205	4,870	1	0	0
BJ_22	0,178	5,624	1	1	0
BJ_23	0,189	5,290	1	1	0
BJ_24	0,265	3,778	0	0	0
Total			30	16	1

APPENDIX F

EXPLORATORY FACTOR ANALYSIS RESULTS

Construct	Dimensions	Item	EFA Loading	Cronbach's Alpha	KMO	Total Variance explained (%)	Omitted Items during EFA
Place Experience	Sensory	BF_1	,869	,898	,887	86,206	
		BF_3	,867				
		BF_2	,855				
	Affective	BF_5	,800	,866			
		BF_6	,764				
		BF_4	,691				
	Behavioral	BF_8	,928	,962			
		BF_7	,916				
		BF_9	,898				
	Intellectual	BF_11	,877	,933			
		BF_12	,850				
		BF_10	,819				
Place Attachment	Place affect	BG_1	,825	,796	,894	82,806	BG3, BG4, BG5
		BG_2	,784				
	Place identity	BG_9	,855	,869			BG6, BG7, BG11
		BG_10	,734				
		BG_8	,671				
	Place dependence	BG_13	,853	,872			
		BG_12	,799				
		BG_14	,754				
	Place social bonding	BG_17	,928	,895			BG15
		BG_16	,925				
		BG_18	,774				
Customer Engagement	Conscious Attention	BH_3	,796	,849	,873	80,264	
		BH_2	,794				
		BH_1	,633				
	Social Connection	BH_9	,877	,907			
		BH_8	,875				
		BH_10	,852				
	Interactive	BI_2	,891	,925	,859	84,630	
		BI_1	,881				
		BI_3	,875				
		BI_4	,794				
	Cognitive	BI_6	,818	,815			
		BI_5	,791				
	Affective	BI_10	,903	,882			BI7, BI8
		BI_9	,897				
DEPENDENT VARIABLES	eWOM	BJ_4	,940	,959	,926	83,138	
		BJ_5	,938				
		BJ_1	,933				
		BJ_6	,899				
		BJ_2	,897				
		BJ_3	,862				
	WOM	BJ_15	,874	,917	,881	70,669	
		BJ_14	,870				
		BJ_13	,856				
		BJ_16	,845				
		BJ_17	,834				
		BJ_12	,759				
	Future visit intention	BJ_18	,882	,850	,732	76,993	
		BJ_19	,881				
		BJ_20	,869				
	Tipping intention	BJ_22	,954	,903	,693	83,854	BJ24
		BJ_21	,897				
		BJ_23	,895				
MORATOR VARIABLES	OSL	BE_2	,829	,845	,908	75,164	BE4
		BE_1	,825				
		BE_3	,747				
	ACI	BE_6	,836	,882			BE9
		BE_5	,823				
		BE_7	,747				
		BE_8	,723				

APPENDIX G

COMMON METHOD BIAS TEST

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	20,107	45,697	45,697	20,107	45,697	45,697
2	4,362	9,915	55,612			
3	2,634	5,987	61,599			
4	1,452	3,301	64,900			
5	1,158	2,632	67,532			
6	0,969	2,203	69,735			
7	0,892	2,026	71,761			
8	0,873	1,985	73,745			
9	0,780	1,772	75,517			
10	0,711	1,615	77,132			
11	0,670	1,522	78,654			
12	0,646	1,468	80,122			
13	0,587	1,335	81,457			
14	0,504	1,147	82,603			
15	0,489	1,111	83,714			
16	0,452	1,027	84,741			
17	0,420	0,955	85,696			
18	0,385	0,875	86,572			
19	0,366	0,832	87,404			
20	0,346	0,787	88,191			
21	0,333	0,757	88,948			
22	0,327	0,742	89,690			
23	0,318	0,722	90,412			
24	0,305	0,693	91,105			
25	0,300	0,681	91,786			
26	0,287	0,653	92,439			
27	0,269	0,611	93,050			
28	0,250	0,568	93,618			
29	0,240	0,546	94,164			
30	0,234	0,531	94,695			
31	0,225	0,511	95,206			
32	0,217	0,493	95,699			
33	0,207	0,470	96,170			
34	0,207	0,470	96,639			
35	0,198	0,449	97,088			
36	0,191	0,433	97,521			
37	0,168	0,381	97,902			
38	0,164	0,372	98,274			
39	0,153	0,348	98,622			
40	0,145	0,330	98,952			
41	0,133	0,303	99,255			
42	0,116	0,263	99,518			
43	0,112	0,254	99,772			
44	0,100	0,228	100,000			

Extraction Method: Principal Component Analysis.

APPENDIX H

DISCRIMINANT VALIDITY TESTS

	CR	AVE	MSV	MaxR(H)	xaf	Aff	Iden	Soc	CA	SC	Int	Cog	Pff	eWOM	WOM	fvi	tip	xse	xin
xaf	0,882	0,714	0,531	0,885	**0,845**														
Aff	0,796	0,662	0,661	0,920	0,686	**0,814**													
Iden	0,894	0,738	0,663	0,954	0,729	0,770	**0,859**												
Soc	0,891	0,731	0,692	0,967	0,649	0,749	0,745	**0,855**											
CA	0,822	0,697	0,687	0,971	0,699	0,753	0,777	0,713	**0,835**										
SC	0,903	0,757	0,608	0,977	0,489	0,729	0,647	0,639	0,636	**0,870**									
Int	0,925	0,804	0,480	0,982	0,693	0,567	0,610	0,485	0,652	0,399	**0,897**								
Cog	0,816	0,689	0,787	0,984	0,686	0,710	0,734	0,783	0,779	0,669	0,659	**0,830**							
Pff	0,882	0,789	0,605	0,985	0,488	0,723	0,640	0,667	0,626	0,778	0,404	0,701	**0,889**						
eWOM	0,959	0,797	0,388	0,990	0,452	0,426	0,395	0,391	0,402	0,299	0,507	0,479	0,297	**0,893**					
WOM	0,875	0,636	0,922	0,990	0,728	0,813	0,814	0,832	0,829	0,750	0,617	0,887	0,743	0,492	**0,798**				
fvi	0,851	0,655	0,922	0,991	0,614	0,790	0,756	0,778	0,727	0,780	0,486	0,804	0,773	0,441	0,960	**0,810**			
tip	0,892	0,805	0,394	0,991	0,565	0,366	0,425	0,377	0,411	0,218	0,628	0,420	0,210	0,623	0,473	0,368	**0,897**		
xse	0,898	0,745	0,468	0,992	0,684	0,656	0,607	0,589	0,649	0,510	0,449	0,623	0,522	0,264	0,640	0,598	0,319	**0,863**	
xin	0,945	0,851	0,479	0,993	0,692	0,513	0,608	0,538	0,600	0,363	0,651	0,583	0,357	0,391	0,596	0,486	0,526	0,456	**0,922**

	CR	AVE	MSV	MaxR(H)	tip	PA	CE	eWOM	WOM	fvi	PX
tip	0,892	0,805	0,388	0,892	**0,897**						
PA	0,901	0,753	0,941	0,946	0,454	**0,868**					
CE	0,901	0,647	0,941	0,967	0,491	0,970	**0,804**				
eWOM	0,959	0,797	0,388	0,983	0,623	0,462	0,508	**0,893**			
WOM	0,874	0,634	0,924	0,984	0,474	0,944	0,956	0,492	**0,797**		
fvi	0,850	0,655	0,924	0,986	0,371	0,888	0,878	0,442	0,961	**0,809**	
PX	0,852	0,658	0,780	0,987	0,594	0,883	0,873	0,468	0,809	0,696	**0,811**

APPENDIX I

METRIC INVARIANCE - CRITICAL RATIOS TEST

OSL			High		Low		z-score
			Estimate	P	Estimate	P	
Iden	<---	PA	1,166	0,000	1,345	0,000	1,267
Soc	<---	PA	1,026	0,000	1,264	0,000	1,721*
CA	<---	CE	2,504	0,000	0,975	0,000	-3,822***
Int	<---	CE	4,040	0,000	1,180	0,000	-4,191***
Cog	<---	CE	1,804	0,000	1,454	0,000	-1,055
Pff	<---	CE	0,975	0,000	1,000	0,000	0,133
xaf	<---	PX	1,061	0,000	0,903	0,000	-1,614
xse	<---	PX	0,590	0,000	0,571	0,000	-0,241
BG_1	<---	Aff	0,714	0,000	0,991	0,000	2,887***
BG_9	<---	Iden	1,036	0,000	0,972	0,000	-0,699
BG_8	<---	Iden	1,021	0,000	0,984	0,000	-0,414
BG_13	<---	Soc	1,061	0,000	1,043	0,000	-0,187
BG_12	<---	Soc	0,983	0,000	1,028	0,000	0,465
BH_3	<---	CA	0,903	0,000	1,164	0,000	2,729***
BH_9	<---	SC	1,026	0,000	0,929	0,000	-0,829
BH_10	<---	SC	0,864	0,000	1,083	0,000	1,722*
BI_2	<---	Int	1,021	0,000	0,967	0,000	-0,747
BI_3	<---	Int	0,875	0,000	1,031	0,000	1,938*
BI_6	<---	Cog	1,247	0,000	0,915	0,000	-2,615***
BI_10	<---	Pff	1,035	0,000	1,059	0,000	0,211
BJ_2	<---	eWOM	0,891	0,000	0,950	0,000	1,146
BJ_3	<---	eWOM	0,816	0,000	1,051	0,000	3,905***
BJ_4	<---	eWOM	0,999	0,000	1,129	0,000	2,554**
BJ_5	<---	eWOM	0,980	0,000	1,146	0,000	3,153***
BJ_6	<---	eWOM	0,902	0,000	1,018	0,000	2,149**
BJ_14	<---	WOM	1,123	0,000	1,000	0,000	-1,074
BJ_15	<---	WOM	1,314	0,000	1,009	0,000	-2,08**
BJ_17	<---	WOM	1,635	0,000	0,950	0,000	-4,113***
BJ_19	<---	fvi	1,163	0,000	0,998	0,000	-1,307
BJ_20	<---	fvi	0,977	0,000	0,862	0,000	-0,980
BJ_22	<---	tip	0,859	0,000	1,039	0,000	2,742***
BF_2	<---	xse	1,106	0,000	0,953	0,000	-1,954*
BF_1	<---	xse	1,078	0,000	0,951	0,000	-1,621
BF_5	<---	xaf	0,878	0,000	0,975	0,000	1,467
BF_4	<---	xaf	0,753	0,000	0,858	0,000	1,497
BF_11	<---	xin	0,923	0,000	0,929	0,000	0,108
BF_10	<---	xin	0,921	0,000	0,896	0,000	-0,471
Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10							

ACI			High		Low		z-score
			Estimate	P	Estimate	P	
Iden	<---	PA	1,089	0,000	1,322	0,000	1,676*
Soc	<---	PA	0,972	0,000	1,180	0,000	1,527
CA	<---	CE	2,810	0,000	1,026	0,000	-3,445***
Int	<---	CE	4,499	0,000	1,163	0,000	-3,968***
Cog	<---	CE	1,975	0,000	1,242	0,000	-1,85*
Pff	<---	CE	1,194	0,000	0,933	0,000	-1,076
xaf	<---	PX	1,144	0,000	0,878	0,000	-2,408**
xse	<---	PX	0,587	0,000	0,611	0,000	0,272
BG_1	<---	Aff	0,778	0,000	1,021	0,000	2,406**
BG_9	<---	Iden	1,005	0,000	0,980	0,000	-0,254
BG_8	<---	Iden	1,029	0,000	1,025	0,000	-0,049
BG_13	<---	Soc	1,043	0,000	1,037	0,000	-0,051
BG_12	<---	Soc	0,942	0,000	1,022	0,000	0,770
BH_3	<---	CA	0,880	0,000	1,084	0,000	2,249**
BH_9	<---	SC	0,987	0,000	0,936	0,000	-0,351
BH_10	<---	SC	1,090	0,000	1,081	0,000	-0,051
BI_2	<---	Int	0,985	0,000	1,009	0,000	0,340
BI_3	<---	Int	0,846	0,000	1,035	0,000	2,359**
BI_6	<---	Cog	1,236	0,000	0,988	0,000	-1,896*
BI_10	<---	Pff	1,030	0,000	1,079	0,000	0,396
BJ_2	<---	eWOM	0,894	0,000	0,921	0,000	0,572
BJ_3	<---	eWOM	0,852	0,000	0,947	0,000	1,659*
BJ_4	<---	eWOM	1,021	0,000	1,032	0,000	0,233
BJ_5	<---	eWOM	0,994	0,000	1,073	0,000	1,630
BJ_6	<---	eWOM	0,933	0,000	0,936	0,000	0,050
BJ_14	<---	WOM	0,974	0,000	1,015	0,000	0,397
BJ_15	<---	WOM	1,098	0,000	1,003	0,000	-0,733
BJ_17	<---	WOM	1,384	0,000	0,952	0,000	-2,962***
BJ_19	<---	fvi	1,113	0,000	1,008	0,000	-0,832
BJ_20	<---	fvi	0,910	0,000	0,865	0,000	-0,384
BJ_22	<---	tip	0,855	0,000	0,984	0,000	1,958*
BF_2	<---	xse	1,098	0,000	0,969	0,000	-1,652*
BF_1	<---	xse	1,055	0,000	0,999	0,000	-0,711
BF_5	<---	xaf	0,873	0,000	0,987	0,000	1,604
BF_4	<---	xaf	0,753	0,000	0,865	0,000	1,520
BF_11	<---	xin	0,898	0,000	0,957	0,000	1,056
BF_10	<---	xin	0,959	0,000	0,858	0,000	-1,854*
Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10							

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