

The Analysis of a Causal Relationship of Traditional Korean Restaurant's Well-Bing Attribute Selection on Customers' Re-Visitation and Word-of-Mouth

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Abstract

This study analyzes what effects does restaurant's well-being attribute selection have on word-of-mouth intention. Based on the result, this study aims to provide basic data for establishing Korean restaurant's service strategy and marketing strategy. The researchers surveyed 350 customers who visited a Korean restaurant located in Kangbook, Seoul. We encoded gathered data and analyzed them using SPSS 17.0 statistics package program. Following are the analyzed results. First, under hypothesis 1 – Korean restaurant's well-being attribute selection will have a positive influence on re-visitation intention – it is shown that sufficiency, healthiness, and steadiness have similar influence on re-visitation intention. Second, under hypothesis 2 – Korean restaurant's well-being attribute selection will have a positive influence on word-of-mouth intention – it is shown that sufficiency, healthiness, environment, and steadiness have similar influence on word-of-mouth intention. Third, under hypothesis 3 – Korean restaurant's re-visitation intention will have a positive influence on word-of-mouth intention – it is considered that eliciting customer's re-visitation intention also has influence on word-of-mouth intention. We will be necessary to consult how to derive customer's re-visitation intention or word-of-mouth intention by considering factors which customers of traditional Korean restaurant value.

Keywords: Korean Restaurant, Well-Being, Attribute Selection, Re-Visitation Intention, Word-Or-Mouth Intention.

1. Introduction

Modern society is going through maturation from management centered on production to information-oriented and digital society centered on knowledge and technology; and shortened economy cycle is bringing about society's rapid changes (Jung, 2009). Due to this, it is observable that people tend to pursue not only quantitative satisfaction, but also qualitative and emotional satisfaction. Well-being market is rapidly growing in numerous countries, as well as developed countries. This well-being trend results in higher overall standard of living.

Among well-being food categories, some major burgeoning fields are nature product and organic product. The convincing interpretation is that fear related to food and increased concern regarding environment are the major factors that brought about the rapid growth of organic area. The word well-being has been extended to numerous products, and as a result, well-being migrated from niche market to mainstream market (Moosa, 2002).

Many people refer 21st century as era of food war and as a consequence of the Korean wave and increased attention on well-being, people's attention on Korean food is getting higher. We can observe active expansions of food service industry having their centers on Korean food. WHO stated that Korean food is scientifically harmonious food between vegetable and meats, food that is similar to nature, and exemplary food with balanced nutrition (WHO, 2004). Features of Korean food, such as healthy, well-being, and slow food, is being recognized globally as people's interests in well-being and slow food have been increased (Kim, 2011).

Especially, pastes –such as Kimchi and Korean bean paste – which are the bases of Korean food are slow food which require time and elaborative work, and they are imprinting well-being trend. Also, with unique tastes, nutrition, health functionality, variability of ingredients will derive a huge competitiveness (Lee, 2010).

As customers' intention to pursue Korean things as increased, the growth rate of Korean restaurant also has been heightened although Korean restaurants have weak marketing and service strategies compared to Western restaurants.

There have been numerous advanced researches about Korean restaurants in terms of well-being (Jun, 2004; Gong, 2005; Kang, 2007; Kim, 2011; Goo&· Yoo, 2011; Lee, 2012, Lee & Yang, 2012; Park, 2012; Jung, 2012). The current study investigates traditional Korean restaurant's customers in their well-being attribute selection. Also, it analyzes what effects restaurant's well-being attribute selection has on word-of-mouth intention. Based on the result, this study aims to provide basic data for establishing Korean restaurant's service strategy and marketing strategy.

2. Theoretical Background

2.1. Definition of Korean Restaurant

Dietary life started as a method of survival and has been changed into various forms as today's society requires not only family but also experience of society outside of family. The Ministry for Food, Agriculture, Forestry and Fisheries defined Korean food as Korean culture and limited to traditional food which has representativeness and significance of Korean food culture and which can be commercialized. Although the definition of Korean food includes palace food and local food, Korean food is expressed in various ways such as traditional Korean food, traditional food, and local food (Park, 2012). Additionally, features of food that is Korean are also defined as Korean food, permitting variety changes but conserving qualitative feature of ingredients and recipe (Lee, 2010). Korean restaurant, according to standard industrial classification, is Korean restaurant targeting general people (Yang, 2011). The percentage that Korean restaurant owns in food service industry is more than 50%. Korean restaurants are general restaurants serving traditional foods such as Korean table d'hote, soups, meats, and broils. Especially in case of Korean table d'hote, they are the restaurants serving Korean table d'hote with individual rooms.

2.2. Korean Restaurants Attribute Selection

The essential part in understanding customers is to know what kind of decisions they make, and this is the starting point and basis of retail marketing. Studies on customer behavior was emphasized in 1960s and rapidly developed into studies about customer desire and decision making. Later, studies on customer behavior was recognized as essential problem of modern companies (Kwak, 2001).

Customers purchase product to satisfy unfilled desire and know that they build relationship with restaurants that they think are important. Customer's purchase behavior can be divided according to existence of plan before purchases: planned purchase and un-planned purchase. Relating this to decision on purchases, in case of planned purchases, customers follow complicated decision making when choosing a restaurant; and in case of un-planned purchase, customers follow relatively simple decision making.

Schroeder (1985) analyzed 9 factors: quality of food, quality of service, price, variability of menu, cleanness, ambience, nutrition and quantity of food, and exterior of the building. Swinyard & Struman (1986) analyzed customer's restaurant attribute selection on variability of menu, quality of food, friendly service, quantity of the

meal, accessibility of restaurant. Engel & Blackwell (1986) suggested that customers go through theoretical processes and they choose restaurants by acknowledging and comparing restaurant's image and evaluation standard. Puzo (1997) analyzed with quality of food, ambience of restaurant, cleanness, value of pricing, level of service, variability of menu, and accessibility of restaurant. Domestic scholar Jun (2005) analyzed factors which customers consider when choosing Korean restaurants. Factors were divided into health concern factor, choice of ingredient factor, recipe factor, and eating habit factor. Yong & Jo (2006) analyzed waiter friendliness, vegetarian menu, environment-friendly ingredients, explanation of menu and adequacy of price, environment-friendly container, low-caloric menu, temperature menu, and balance of nutrients using well-being menu evaluation. Lee (2009) analyzed attractiveness and cooking functionality as factors of well-being menu tendency, and Jo (2009) emphasized when customers choose well-being and LOHAS menu and analyzed freshness, whether they used agricultural pesticides, preference, price, and origin of product.

2.3. Re-Visitation Intention

Re-visitation intention refers to the status in which it is highly probable that people would voluntarily recommend excellence of the product, and intention refers to individual's planned behavior and is a probability that belief and attitude would be transferred to behavior (Park, 2002; Oh, 2008, Kwon, 2009, Kang, 2013). Re-visitation intention is an important factor which generates company's profit and results in a long term and is recognized as the most essential concept in terms of marketing in response to maintaining customers and responses to re-visitation.

Customer's re-visitation intention refers to probability of re-visit for particular product or a status with a high probability of them voluntarily recommending the excellence of the product (Park, 2010). Customers make efforts to evaluate their desire, choose proper product attribute, gather information, and make decision by comparing and contrasting various products.

Re-visitation intention depends on whether or not customer's recognition towards service is good or bad. Among studies on intention, the factor that has the most influence is consumer's satisfaction.

2.4. Word-of-Mouth Intention

Word-of-mouth is the process of unofficial communication in which trading of information of customer's explicit or implicit experience or service, regardless of their commercial profit (Jang, 2010). Also, the word word-of-mouth was started to be used in Whyte's marketing study in Fortune, and word-of-mouth effect influence customer's behavior (Oh, 2008). In studies of customer behavior, it has been studied as word of mouth phenomenon, and unlike satisfaction in overall evaluation of experience, word-of-mouth is an unofficial mean of communication of implicit or explicit memory about their positive or negative information (Kim, 2007).

Word-of-mouth communication as greater influences than other means. By comparing means of communication influencing customers' changes of trademarks, it was found that word-of-mouth had influences by twice of radio commercial, 4 times of personal selling, and 7 times the newspaper and magazines (Katzk, 1955). Also, word-of-mouth effect on service is the factor which influences the most on the probability of future purchase. As the evaluation of service becomes conceptualized by experience, it can be said that people tend to rely on social group's word-of-mouth as a way of avoiding the danger of service purchase. (Bitner, 1990).

2.5. Preceding Researches on Re-Visitation Intention and Word-of-Mouth Intention

Labarbera & Mazursky (1993) suggested cognitive model about formation of preference which influences sequential purchase and claimed that sequential purchase is influenced by all steps of tendency and switching behavior is influenced by preference. Zeithamal et al. (1996) suggested that re-visitation intention is behavioral factor which determines the result of relation marketing as measuring customer's future behavior intention is useful in evaluating potential of customer's intention to maintain the relationship.

Klotler (1997) stated that satisfied customer not only carry positive communication to other potential customers but also re-visit. Mittal (1998) said that the relationship of customer's overall satisfaction and re-visitation intention is very important to administrator and have temporal symmetrical structure.

Jang (2008) studied about the influential relationship which service quality have on customer satisfaction, re-visitation intention, and word-of-mouth effects in Korean chain restaurant in Busan; and as a result, service quality

have the most influence in terms of corporality on re-visitation intention and word-of-mouth effect. Park (2010) studied about effects of relationship quality and re-visitation intention using customers of coffee shops; as a result, as brand image of coffee shop was bigger customer satisfaction was high, as customer satisfaction was higher customer reliability was higher, as customer satisfaction was higher re-visitation intention was higher, and as reliability was higher re-visitation intention was higher.

Chun (2011) claimed that reliability has effects, in order to increase re-visitation intention, it is necessary to increase confidence of service quality and reliability in his study on the effect of Korean restaurant's service quality factor on customer satisfaction and re-visitation intention.

3. Research Model and Design

3.1. Research Model

Based on preceding researches, this study attempts to design a research model about relationship of Korean restaurant's well-being attribute selection with re-visitation intention and word-of-mouth intention and deduce hypothesis. Model was based on the studies by Lee (2012) and Hong (2006), and Figure 1 shows correct schematization for the current study.

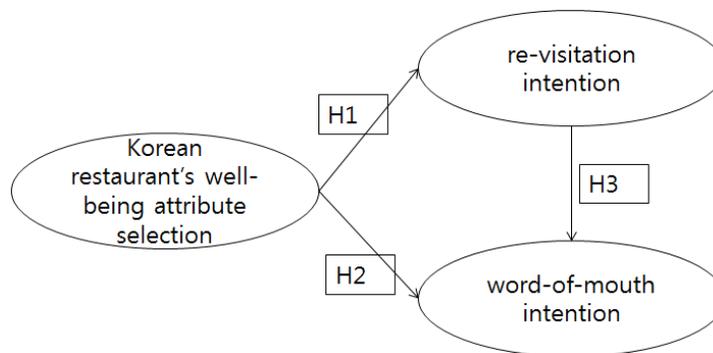


Figure 1: Research Model

3.2. Hypothesis Setting

This study attempted to discover if Korean restaurant's well-being attribute selection influences word-of-mouth intention after investigation re-visitation intention, and set the following research hypothesis

3.2.1. Re-Visitation Intention Depending on Korean Restaurant's Well-Being Attribute Selection

Lee (2008) claimed that among five-star hotel Korean restaurant's attribute selection, quality of food, convenience, and interior suggestion have definition effect on re-visitation intention respectively. Jung (2010) studied on the effects of restaurant attribute selection on brand loyalty and re-visitation, and among attribution selection, environmental factor affects re-visitation. According to above preceding researches, this study set the following hypothesis.

Hypothesis 1: Korean restaurant's well-being attribute selection will have positive influence on re-visitation

intention.

3.2.2. Word-of-Mouth Depending on Korean Restaurant's Well-Being Attribute Selection

Park (2009) studied about Korean restaurant's satisfaction factors – well-being food, personal service, convenience, quality of food, interior, price, and experience – influence on word-of-mouth intention. Jun (2010) studied about influence of restaurant's physical environment on customer satisfaction, word-of-mouth, and re-visitation intention and claimed that among physical environmental factor, cleanness, esthetics, and convenience have similar impacts. According to above preceding researches, this study set the following hypothesis.

Hypothesis 2: Korean restaurant's well-being attribute selection will have positive influence on word-of-mouth intention.

3.2.3. Word-of-Mouth Intention Depending on Korean Restaurant Re-Visitation Intention

Ahn (2011) studied on effects of Japanese restaurant's physical environment on re-visitation intention and word-of-mouth and found that re-visitation intention has positive influence on word-of-mouth intention. Hypothesis 3: Korean restaurant's re-visitation intention will have positive influence on word-of-mouth intention.

3.3. Organization of Survey and Analyzation Methods

In the design of research model, the independent variables include four key components such as innovativeness, pro-activeness, risk-taking, and social responsibility. The depending variables correspond to behavioral trait, recognized desirability, and recognized feasibility in the intention of start-up. Herein, the recognition of start-up was used as a mediating variable. Operative definition of variables is three big constituent concepts including entrepreneurship, recognition of start-up, and intention of start-up. Entrepreneurship as an operative definition is the subjective property which includes innovativeness, pro-activeness, risk-taking, and social responsibility. The survey of entrepreneurship consists of six parts with a total of 24 questions. Recognition of start-up is to improve the knowledge of foundation, in which the recognition of foundation includes the factors to affect individuals, organizations and nation. This can be mediating variable to depends on the intention of start-up. Measurement items are about social environment and national economy trait, including 6 questions. Finally the intention of start-up is reflected by the individual intension trait acting on the establishment of new organization, of which intention of start-up corresponds to behavioral property, recognized desirability, and recognized feasibility, including 4 questions in survey.

3.3.1. Organization of Survey

This study organized the survey by apprehending list of measurement which can verify the research hypotheses. Use of generalized survey can enhance compare probability of results. Survey questions about Korean restaurant's well-being attribute selection used measurements, invented by Lee (2012) on her study about well-being restaurant's attribution selection, as evaluation questions of Korean restaurant's attribute. Also, through studies by King (2007), Jang (2008), Jang (2010), Hong (2006), Chun (2011), Kang (2013), and Lee (2013), we organized questions about re-visitation intention and word-of-mouth intention. In other words, there were 40 questions: 6 about satisfaction, 7 about healthiness, 4 about sociality, 5 about environment, 3 about steadiness, 4 about re-visitation intention, 5 about word-of-mouth intention, and 6 about general demographic. This study used Likert scale out of 5, excluding demographic general questions. The organization of survey used is as described in <Table 1>.

Table 1: Organization of Survey

Contents		Number of Questions	Source
Korean	Satisfaction	5 (5 Likert scale)	

Restaurant's Well-Being Attribute Selection	Healthiness	7 (5 Likert scale)	Lee (2012)
	Sociality	4 (5 Likert scale)	
	Environment	5 (5 Likert scale)	
	Steadiness	3 (5 Likert scale)	
Re-Visitation Intention		4 (5 Likert scale)	Kim (2007), Jang (2008), Jang (2010), Hong (2006)
Word-of-Mouth Intention		5 (5 Likert scale)	Jang (2008), Jang (2010)
Demographic Variable		6 (nominal scale)	Kang (2013), Lee (2013)

3.3.2. Data Collection and Analyzation Method

For the analysis of actual proof, survey used the method of self-report, and surveyed 350 customers used a restaurant located in KangBook, Seoul. The population's regulation and sample survey are described in <Table 2>.

Table 2: Regulation on Participants and Research Sampling

Participants	Customers used a restaurant located in KangBook, Seoul
Duration	From November 24, 2015 to January 24, 2016 (about 2 months)
Sampling Method	Convenient Survey Sampling
Analysis	Distribution of 350 surveys

This study encoded the collected data and analyzed using SPSS 17.0 statistical package program. In order to check general features of collected data, we performed frequency analysis, and to verify reliability and validity we performed reliability analysis and factor analysis. Also, in order to understand the relationship between factors, we performed correlation analysis and regression analysis, and investigated re-visitation intention and word-of-mouth intention depending on Korean restaurant's well-being attribute selection.

4. Analysis of Actual Proof

4.1. General Features of Participants

To investigate general features of the participants, we performed frequency analysis on 341 valid samples, and results are described in <Table 3>.

Table 3: General Features of Participants

Criteria		Frequency	Ratio	Criteria		Frequency	Ratio
Gender	Male	222	65.1	Jobs	Service/Sales	130	38.1
	Female	119	34.9		Professional	67	19.6
Civil Servant					19	5.6	
Education	15	4.4					
Administration	48	14.1					
Etc.	62	18.2					
Age	20-30	71	20.8	Working Hour	5 days / week	185	54.3
	31-40	59	17.3		6 days / week	58	17.0
	41-50	77	22.6		Biweekly	31	9.1
	51-60	98	28.7		Etc.	67	19.7
	Above 60	36	10.6				
Education	Blow HS	118	34.6	Monthly	Less than 2 million	90	26.4
	2-year college	92	27.0		2.01-4 million	148	43.4
	4-year	88	25.8		4.01-6 million	61	17.9

	college Masters	24	7.0	Income	More than 6 million Etc.	32	9.4
	Ph.D	4	1.2			10	2.9
	Etc.	15	4.4				
	Total	341	100.0	Total	Total	341	100.0

4.2. Verification of Variability and Reliability of Variables

In this study, in order to find out if measurement using survey correctly reflect concepts of attributes before hypothesis test, we looked through validity and reliability of measurement method of variable used in hypothesis test. Validity refers to extent to which measurement tool accurately reflects concepts and attributes to be measures. To measure construct validity, we performed factor analysis. The method of factor analysis was principal component analysis. For factor rotation factor method, we used varimax method which assumes independence between factors. Varimax method looks for exploratory factors and reduces the amount of variable which leads to high results from only one factor, and it makes interpretation of factors simple. Using SPSS 17.0, this study performed factor analysis of principal component analysis, rotation according to varimax, and characteristic value of 1.0. For factor loading value, which indicates correlation between variables, we considered 0.4 similar and 0.5 or greater as significant. Factor analysis assumes high correlation between variables within the same factors, and if this assumption is not valid, factor analysis becomes meaningless. Therefore, in order to verify this assumption, this study used KMO for standard validity and Barlett's sphericity verification. First of all, KMO is a measure of sample's validity by comparing simple correlation coefficient and complex correlation coefficient. KMO ranges from 0 to 1, and as the value is closer to 1, it is more desirable and any value higher than 0.5 is considered to be suitable for factor analysis. Reliability refers to obtaining consistent results if the same concept was repeatedly measured using similar or the same methods. In other words, reliability can be otherwise expressed as stability, consistency, predictability, accuracy, and dependability. Reliability is significant in a sense that it ensures that research results are accidentally discovered from inaccurate measurement data. This study used Cronbach's α which verifies internal consistency in order to verify reliability.

4.2.1. Verification of Validity and Reliability of Korean Restaurant's Well-Being Attribute Selection

The results of verification of Korean restaurant's well-being attribute selection's validity and reliability are as described in <Table 4>. Under the factor analysis performed to verify validity and reliability between factors, we removed 24 variables extracted from preceding researches, and during the first removal of variables, we excluded 2 factors with explanation power less than 0.4 and a total of 22 factors are used in factor regression.

As a result of verification of adaptability to factor regression, measurement of KMO standard variability was 0.891, and Barlett's sphericity verification result was 4185.787, and similarity was 0.000; therefore, it was shown to be suitable for factor analyzation. As a result of factor extraction of Korean restaurant's well-being attribute selection, 5 factors were deduced, and total variance explanation power was found to be 66.806%. Each factor was named as satisfaction, healthiness, sociality, and stability according to their features.

As a result of reliability of each factors, generally for social science, if reliability value is higher than 0.6 it is standard, if it is higher than 0.7 it is considered to be high, and if it is higher than 0.8 it is considered to be very high. In turn, overall reliability of each features used in this study was analyzed to be very high.

Table 4: Analyzation of Validity and Reliability of Korean Restaurant's Well-Being Attribute Selection Influencing Factors

Factors	Items	Useful Load Factors	Manfred Eigen Value	Variance Explanation Power	Reliability
Satisfaction	Selected since menu was variable	0.703	2.467	11.215	0.764
	Selected since food was tasty	0.814			
	Selected due to luxurious image	0.750			
	Selected environmentally friendly design	0.588			

Healthiness	Selected place which used healthy ingredients	0.710	4.345	19.752	0.878
	Selected place which used healthy recipe	0.730			
	Selected place which uses organic ingredients	0.780			
	Selected place which considered food for diet	0.691			
	Selected place with nutritional value	0.738			
	Selected for health of family	0.648			
Sociality	Selected place with environment friendly sympathy	0.742	2.237	10.169	0.817
	Selected place which attempts to reduce carbon emission	0.691			
	Selected place which helps agricultural economy	0.832			
	Selected place which can spread excellence of Korean food	0.749			
Environment	Selected place with clean surrounding environment	0.847	3.536	16.075	0.878
	Selected place which have strict administration on cooking area	0.846			
	Selected place which uses clean recipe	0.869			
	Selected place which has non-smoking area	0.734			
	Thought to be necessary for well-being population	0.496			
Stability	Selected place which accurately marks origin	0.748	2.111	9.595	0.801
	Selected place which keep expiration date	0.751			
Cumulative variance explanation power(%)=66.806 KMO=0.891 Barlett sphericity verification X ² =4185.787 Sig=0.000					

4.2.2. Verification of Validity and Reliability of Re-Visitation Intention Factor

The result of verification of validity and reliability of re-visitation intention is shown in the <Table 5>. For factor analysis used to verify validity and reliability between re-visitation intention factor and other factors, we applied 4 variables extracted from preceding researches.

As a result of probability of being applied to factor analysis, standard validity KMO was 0.76, Barlett sphericity verification value was 670.830, and similarity was 0.000; thus, it was shown to be adequate for factor analysis. Total variance explanation power turned out to be 71.884%. As a result of reliability analysis for each factor, reliability of satisfaction turned out to be 0.867, which indicated that overall reliability of each factor is high.

Table 5: Analysis of validity and reliability for re-visitation intention

Factors	Items	Useful Load Factors	Manfred Eigen Value	Variance Explanation Power	Reliability
Re-visitation	Will visit well-being Korean restaurant	.820	2.785	71.884	.867
	Will re-visit well-being Korean restaurant visited already	.853			
	Will consider visited restaurant first	.852			

intention	Will constantly visit	.866			
Cumulative variance explanation power(%)=71.884 KMO=0.786 Barlett sphericity verification X2=678.830 Sig=0.008670					

4.2.3. Verification of Validity and Reliability of Word-of-Mouth Intention Factor

The result of verification of validity and reliability of word-of-mouth intention is shown in the <Table 6>. For factor analysis used to verify validity and reliability between word-of-mouth intention factor and other factors, we applied 5 variables extracted from preceding researches.

As a result of probability of being applied to factor analysis, standard validity KMO was 0.847, Barlett sphericity verification value was 859.681, and similarity was 0.000; thus, it was shown to be adequate for factor analysis. Total variance explanation power turned out to be 67.497%. As a result of reliability analysis for each factor, reliability of satisfaction turned out to be 0.876, which indicated that overall reliability of each factor is high.

Table 6: Analysis of validity and reliability for word-of-mouth intention

Factors	Items	Useful Load Factors	Manfred Eigen Value	Variance Explanation Power	Reliability
Word-of-mouth intention	Will recommend to others	.802	3.375	67.497	.876
	Will talk to others positively	.819			
	Will evaluate visited restaurant to others	.833			
	Will recommend product service of visited restaurant	.825			
	Will answer questions about visited restaurant	.828			
Cumulative variance explanation power(%)=67.497 KMO=0.847 Barlett sphericity verification X2=859.681 Sig=0.000					

4.3. Correlation Analysis

In order to measure correlation between each factor, we performed correlation analysis and the results are shown in the <Table 7>.

Table : Results of correlation analysis

Factors	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Satisfaction	1						
Healthiness	0.498**	1					
Sociality	0.368**	0.544**	1				
Environment	0.231**	0.431**	0.413**	1			
Steadines	0.313**	0.572**	0.491**	0.589**	1		
Re-visitatation intention	0.549**	0.562**	0.415**	0.362**	0.455**	1	
Word-of-mouth intention	0.491**	0.539**	0.388**	0.425**	0.453**	0.739**	1

*p<0.05, **p<0.01

4.4. Hypothesis test

4.4.1. Analysis of Influence of Korean Restaurant's Well-Being Attribute Selection on Re-Visitation Intention Factor

The result of regression analysis to find out the influence of Korean restaurant’s well-being attribute selection on re-visitation intention factor is shown in <Table 8>.

As a result of regression analysis, R2 value, which is explanation power of regression, was 43.9, and regression model was found to be similar (F=52.375, P<0.001). Among Korean restaurant attribute selection according to well-being, satisfaction, healthiness, and steadiness were found to be statistically similar. Thus, satisfaction, healthiness, and steadiness were shown to influence re-visitation intention, resulting in partially verifying hypothesis 1.

Table 8: Analysis of Influence of Korean Restaurant’s Well-Being Attribute Selection on Re-Visitation Intention Factor

Factors	Non-standardized coefficient		Standardized coefficient	t	p
	B	S.E.	β		
(constant)	.610	.214	-	2.850	.005
Satisfaction	.329	.046	.344	7.223**	.000
Healthiness	.266	.059	.260	4.524**	.000
Sociality	.054	.047	.059	1.139	.255
Environment	.083	.054	.080	1.541	.124
Steadiness	.125	0.063	.113	1.980*	.049
R ² =.439 Adj R ² =.430 F=52.375 p=.000					

*p<0.05, **p<0.01

4.4.2. Analysis of Influence of Korean Restaurant’s Well-Being Attribute Selection on Word-of-Mouth Intention

The result of regression analysis to find out the influence of Korean restaurant’s well-being attribute selection on word-of-mouth intention is shown in <Table 9>.

As a result of regression analysis, R2 value, which is explanation power of regression, was 40.6%, and regression model was found to be similar (F=45.884, P<0.001). Among Korean restaurant attribute selection according to well-being, satisfaction, healthiness, and environment were found to be statistically similar. Thus, Korean restaurant’s well-being attribute selection was shown to influence word-of-mouth intention, resulting in partially verifying hypothesis 2.

Table 9 : Analysis of Influence of Korean Restaurant’s Well-Being Attribute Selection on Word-of-Mouth Intention

Factors	Non-standardized coefficient		Standardized coefficient	t	p
	B	S.E.	β		
(constant)	.683	.211	-	3.245	.001
Satisfaction	.261	.045	.285	5.811**	.000
Healthiness	.242	.058	.247	4.173**	.000
Sociality	.020	.046	.023	.433	.665
Environment	.181	.053	.182	3.422*	.001
Steadiness	.111	.062	.105	1.785	.075
R ² =.406 Adj R ² =0.398 F=45.884 p=.000					

*p<0.05, **p<0.01

4.4.3. Influence of Re-Visitation Intention on Word-of-Mouth Intention

The result of regression analysis to find out the influence of re-visitation intention on word-of-mouth intention is shown in <Table 10>. As a result of regression analysis, R2 value, which is explanation power of regression, was 54.6%, and regression model was found to be similar (F=407,953, P<0.001). Hypothesis 3 was proved as re-visitation intention is higher, word-of-mouth intention is also higher.

Table 10: Analysis of Influence of Re-Visitation Intention on Word-of-Mouth Intention

Factors	Non-standardized coefficient		Standardized coefficient	t	p
	B	S.E.	β		
(constant)	1.066	.132	-	8.049	.000
Re-visitation intention	.707	.035	.739	20.198**	.000
R ² =.546 Adj R ² =.545 F=407.953 p=.000					

*p<0.05, **p<0.01

5. Conclusion and Future Studies

5.1. Summary of the Research Results and Implications

Following are the analyzed results. First, under hypothesis 1 – Korean restaurant’s well-being attribute selection will have a positive influence on re-visitation intention – it was shown that sufficiency, healthiness, and steadiness had similar influence on re-visitation intention, although sociality and environment did not have similar influence. This leads to a statement that as Korean food has variety menu, is delicious, and has luxurious image, it influences re-visitation intention. Also, Korean food has influence on customers in terms of healthiness and environment, and it also affects re-visitation intention.

Second, under hypothesis 2 – Korean restaurant’s well-being attribute selection will have a positive influence on word-of-mouth intention – it was shown that sufficiency, healthiness, environment, and steadiness had similar influence on word-of-mouth intention although sociality did not have similar influence. This leads to a conclusion that satisfaction, healthiness, environment, and steadiness influence on word-of-mouth intention in the same way they do on re-visitation intention.

Third, under hypothesis 3 – Korean restaurant’s re-visitation intention will have a positive influence on word-of-mouth intention – it is considered that eliciting customer’s re-visitation intention also has influence on word-of-mouth intention. If there is an influence on re-visitation intention, it would be spread to other customers as a result of word-of-mouth effect.

Following are implications of this study. First, Korean restaurants are insufficient in terms of environmental friendly sympathy, sociality related to carbon emission reduction campaign and spreading excellences of Korean food, and environment such as cooking area and clean recipe. Therefore, it is necessary to emphasize well-being image, invent numerous healthy and well-being menu using eco-friendly and domestic ingredients, and provide information about ingredients used in the restaurant so that customers can be relieved about what they eat.

Also, by spreading the excellence of Korean food and implanting good images of Korean restaurants, they need to make effort to influence re-visitation intention and word-of-mouth intention.

Second, having a high re-visitation intention can be seen as satisfaction and trust towards the Korean restaurant which people visited. Therefore, re-visitation intention can have a great influence on word-of-mouth intention. In turn, it is necessary to be considerate towards customers for their satisfaction.

As a results, they have to consider about the ways to elicit re-visitation intention or word-of-mouth intention from Korean restaurant customers by thinking about things which customers value.

5.2. Limitation of the Study and Future Research Projects

This study’s results suggest that the number of customers concerned about their health has been increased and Korean food is something which has closest relationship with well-being. I believe that this will be basic data for Korean restaurants’ development.

As we sampled centering a restaurant in Seoul, there is a limitation for the result to be generalized. Therefore, later, it is necessary to widen the sampling area targeting customers visited Korean restaurants in other areas, and study Korean restaurants’ national problems and importance.

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