

The Effect of Service Quality of Convenience Stores on Customer Loyalty Through the Emotional Response of Customers - Focusing on GS Convenience Stores-

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Abstract

Currently, convenience stores, which are naturally located within a 1-minute walk, are easily accessible, so customers can easily purchase the items they need, and now they are indispensable places for people. In line with modern society that focuses on buying and selling goods quickly and easily, such as 'convenience' and 'quickness', convenience stores also have been changing by marketing such as home-delivery service and storage of fresh products, not just simply selling goods. In addition, by utilizing application software, we can use everything with one smartphone that we use a lot, in order to provide reservation delivery, pickup, and subscription services.

In this study, we conducted experiments focusing on the factors of convenience store service quality and users using convenience stores, and examined how these experiments affect behavioral intentions of customers through their emotional responses. As a result, it was confirmed that empathy had a positive (+) effect on the pleasure of customers, and reliability had a negative (-) effect on arousal. In addition, it was found that empathy had a positive (+) effect on arousal, and responsiveness and empathy had a positive (+) effect on dominance.

Finally, it was found that pleasure and dominance had a positive (+) effect on the loyalty of customers. In this study, we intend to provide basic data on existing or future convenience stores.

Keywords: *Service Quality, Convenience Stores, Customer Loyalty, Emotional Response, Customers*

1. Introduction

The industry of convenience stores in Korea started with 7-Eleven in 1989 and has achieved huge growth with a market worth 19.9 trillion won in 2020. As a form of distributions, convenience stores sell groceries, beverages, and various household items, and since the revision of the Pharmaceutical Affairs Act in 2012, they have also been selling safety and emergency medicines. In particular, unlike large supermarkets in other forms, convenience stores that are closely located deep into the residential area are currently deeply established in our lives. Comparing the convenience stores to the supermarkets of the past, they are selling almost everything, even gold. In particular, convenience stores are selling gold bars ranging from 300,000 won to 3 million won.

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Contrary to the expectation that gold would not be purchased, gold is so popular that 380 million won has been sold in a month [1]. In other words, convenience stores are now gradually evolving from a form of distribution company that simply sells daily necessities, foodstuffs, and beverages. In particular, in the situation of the Corona 19 Endemic, which is being carefully discussed in Korean society of today where nuclear families and single-person households are increasing, the rising trend of convenience stores compared to large supermarkets can be seen as a social phenomenon worth fully analyzing. As such, it is judged that it is necessary to study convenience stores that have been constantly changing compared to the past stores. Through this study, we intend to provide a framework for discussing the future and development direction of the convenience store industry. In the case of existing studies on convenience stores, studies on location factors of convenience stores [2-4] studies on convenience store PB(private brand) products [5, 6], studies on dietary lifestyle [7], and studies on convenience foods at convenience stores [8] have been mainly performed. Compared to the growth rate of the convenience stores industry, unlike other types of retail business, researches by literature have not been sufficiently performed. It can be seen that research on consumer attitudes and behavior toward convenience store services is even more insufficient. Furthermore, the post-COVID-19 situation and social phenomena were not reflected in the study of convenience stores. Furthermore, in the case of convenience store characteristics, only the past situation is reflected, so it seems that it will not be following the changes in current trend. Accordingly, in this study, at the present situation when corona Endemic is being carefully discussed, the effect of service quality by convenience stores on emotional response of customer is to be determined. In addition, we would like to understand how changes in the emotions of users who use convenience stores affect the loyalty of consumers to the convenience stores. We intend to perform research focusing on GS convenience stores, which compete for first or second top place in the industry among various convenience stores.

2. Theoretical Background

1) Service Quality of Convenience Stores

Convenience stores have the greatest advantage in that they provide convenience for consumers to purchase desired products at a nearby location, and in that they give the greatest advantage to the users by saving time and making purchases at the desired time. And the general characteristics of convenience stores are as follows [9-11].

First, the convenience stores provide access convenience so that customers can easily reach the store on foot. Second, the convenience stores provide the speed with which customers can quickly purchase the products they want. Third, the convenience stores are operating 24 hours a day, 7 days a week, so consumers can purchase products at any time they want, taking advantage of all-day-long business hours. Fourth, the convenience stores provide the food and the non-food items about 3,000 to 4,000 kinds with a high turnover rate of purchase (this may vary depending on the size of the convenience store). Although limited, the types of products are very diverse.

The concept of service quality is interpreted in different ways depending on the perspectives and approaches. It is variously defined by scholars, such as consumers' overall impression of the relative inferiority or superiority of organizations and services, customers' evaluation of the superiority or inferiority of services, and consumers' evaluation through comparison of customers' perceptions and expectations of actual service performance provided from products. Due to the characteristics that are difficult to measure objectively, the service quality is defined and measured as the concept of user's subjective quality or perceived quality [12-15].

In this study, we consider the judgments of consumers regarding the overall excellence or superiority of particular quality of service by Parasuraman et al. (1988), in order to follow the definitions of scholars who

have classified them around a form of attitude that is different from objective quality [16-18].

A tool for evaluating and measuring service quality is the SERVQUAL model developed based on the model of expectation-performance disconfirmation by Oliver's (1980), which is a representative tool used to measure service quality across various fields [19]. In this study, we have measured service quality in five aspects: tangibility, reliability, responsiveness, assurance, and empathy. And each definition is as follows.

First, tangibility is about the physical form, such as the state of the exterior and interior of the convenience stores, whether the overall facilities or display of goods are neat and clean, and reliability refers to the service provided by the convenience store. Responsiveness refers to the extent to which convenience store staff actively respond to the customers, and assurance refers to the trust and confirmation customers feel about the service provided by staff of convenience stores. Finally, empathy refers to the degree how engaged the staff of convenience stores is with customers, how they treat the customers person-to-person, and what kind of service they provide to the customers.

2) Emotional Responses of Customers

Concepts such as emotion, mood, feeling, and affect are used for analyzing the behaviors of consumers, and each definition is mixed or interpreted in different ways by each researcher [20].

Likewise, emotional responses are also defined in various concepts depending on the research subjects or research content. In previous studies, emotional responses were defined as the subjective feelings of consumers induced by customer evaluation [21], positive or negative evaluation of consumption experiences by of customers [22], or all emotional and psychological states experienced by consumers rather than conscious or perceptual information processing at a specific store such as convenience stores [23].

The PAD model of Mehrabian and Russell (1974) is the model developed in the field of psychology and consumer behaviors in order to measure consumer emotions based on the theory of S(Stimulus)-O(Organism, Organism)-R(Response), and it is a model that has been receiving the most interest in the academic world among the scales for measuring the emotions of consumers, and has been receiving empirical supports through current various studies [17, 24, 25].

Among the three emotional aspects such as pleasure, arousal, and dominance; pleasure refers to the degree to which a stimulus is felt pleasant, and this emotion of pleasure is related to happiness, satisfaction, and hope. Arousal refers to the degree of feeling ranging from drowsiness to enthusiasm for some certain stimuli, and is related to the excitement and enthusiasm.

Also, dominance was defined as the degree to which an individual feels through an environment where there are no constraints or freedom to act [26].

3) Customer Loyalty

The loyalty of customers can be defined as the emotional state of attachment and affection that a company has for its customers, products it makes, and services it provide to customers [27]. Auh and Johnson (2005) presented customer loyalty as a behavioral approach, an attitude approach, and an integrated approach in their research on customer loyalty [28]. From the aspect of behavior, customer loyalty dealt with the frequency or purchase ratio according to repeated purchases of products and services. In a recent example, let's you look at the "WONSOJU", which has been created by an artist Jay Park and has been sold exclusively in the market, the situation of Pokemon bread manufactured and being sold only for certain 'limited edition' and 'constant quantity' items, and the actions of customers who are continuously visiting and purchasing one convenience store brand. These aspects can be seen as a behavioral point of view [29, 30]. From the aspect of attitude, customer loyalty considers store preference or psychological commitment, and deals with the favorable attitude

and purchasing possibility of a specific service provider. As the market turns into a stagnant and mature situation, it is becoming a major concern for companies depending on how long they can maintain loyal consumers [31]. Finally, in order to properly measure the customer loyalty from an integrated perspective, two concepts of behavioral approaches, such as repeated purchases by consumers and favorable attitudes toward stores or brands, must be considered at the same time [32].

3. Research Method

1) Sample Design and Measurement Tools

In this study, we have performed a survey from customers who have used convenience stores at least once, in order to identify the correlation between the effect of service quality provided by convenience stores on customer loyalty through emotional responses of customers. During the period from September 1 to September 30, 2022, the we the researcher explained the purpose and contents of the study to the study subjects through an online questionnaire, obtained consent, and received the 240 questionnaire from the users who have been visiting convenience stores. The final 240 questionnaires were collected, but we used a total of 238 questionnaires for the final analysis, excluding the 2 questionnaires that shows missing records or showed a prominent centralization tendency as they were judged to have no statistical value. As reviewed earlier, in this study, we organized the measurement items based on previous studies related to convenience store service quality, customer's emotional response, and customer loyalty. In order to meet the purpose of the study, the evaluation items were constructed by modifying the items presented in the previous studies according to the situation, and the items using a 5-point Likert scale were constructed as follows.

Table 1. List of measurements

Variables	Measurement Items	References
Tangibility	<ol style="list-style-type: none"> 1. The convenience store I use is located in an easy-to-reach place. 2. The convenience store I use is clean inside. 3. The convenience store I use is well displayed on shelves so that I can easily find the items I want. 	[9-11]
Reliability	<ol style="list-style-type: none"> 1. The convenience store I use shows a sincere interest in solving problems when I encounter a service problem. 2. The convenience store I use tends to organize prices and product displays well. 3. The convenience store I use has a good exchange, return, and refund system. 	[9-11]
Responsiveness	<ol style="list-style-type: none"> 1. The staff at the convenience store I use tends to respond to my needs even when they are busy. 2. The staff at the convenience store I use tends to greet me kindly first. 3. The employee at the convenience store I use tends to respond immediately to my questions voluntarily. 	[9-11]
Assurance	<ol style="list-style-type: none"> 1. The business hours of the convenience store I use are convenient for me. 2. I can feel safe when dealing with the staff at the convenience store I use. 3. The staff at the convenience store I use tend to understand my specific needs and needs. 	[9-11]
Empathy	<ol style="list-style-type: none"> 1. The clerk at the convenience store I use tends to give me individual attention. 2. The employee at the convenience store I use tends to take care of my interests as if they were his own. (Event-related and 1+1 events in advance, etc.) 3. The staff at the convenience store I use is always on the side of helping me 	[9-11]

	wholeheartedly.	
Pleasure	1. I feel good while using the convenience store I use. 2. I tend to be happy while using the convenience store I use. 3. While using the convenience store I use, I tend to enjoy it.	[26, 33]
Arousal	1. I tend to feel energetic while using the convenience store I use. 2. I am excited while using the convenience store I am using. 3. I tend to feel full of energy while using the convenience store I use.	[26, 33]
Dominance	1. While using the convenience store I use, I felt confident. 2. While using the convenience store I use, I felt superior because I looked the way I wanted. 3. While using the convenience store I was using, I felt strongly that I would be better than others.	[26, 33]
Loyalty	1. I will recommend the convenience store I use to others. 2. I will continue to use the convenience store I use. 3. I have no intention of switching the convenience store I use to another convenience store.	[27, 31]

2) Analysis Method

In order to analyze the causal relationship between the variables we have presented in this study, we used a covariance structure analysis designed in order to analyze complex causal relationships, instead of individually verifying each hypothesis. We used SPSS and AMOS as tools for our analysis.

3) Hypotheses Establishment

3.1 Relationship Between the Convenience Store Service Quality and Pleasure

Pleasure is related to the feelings of happiness, satisfaction, and hope, and refers to the degree to which a person feels pleasure and happiness in response to a particular stimulus. Consumers want to get positive emotions such as pleasure while exploring products and purchasing activities at convenience stores they visit. The act of shopping can be said to be one of the ways of life in modern society [34]. Studies on the shopping industry have been conducted from two perspectives, functional shopping and pleasure shopping, largely divided. Among the two perspectives, hedonic shopping pursues the emotional value that can be obtained through shopping and emphasizes the pleasure realized by shopping activities [35, 36]. These positive emotions, such as pleasure, are some of the ultimate purposes pursued by leisure activities and become important antecedent factors that affect consumer behavior [37]. When there is a purpose of pursuing pleasure as such, if the service quality experienced at a convenience store is degraded or damaged by the consumers at the convenience stores, the pleasure that consumers can feel in shopping will decrease.

Based on the discussions above, we have established the following hypotheses.

Hypothesis 1: The service quality of convenience stores will have a significant positive (+) effect on the pleasure of users visiting the convenience stores.

Hypothesis 1-1: The tangibility of convenience stores will have a significant positive (+) effect on the pleasure of users.

Hypothesis 1-2: The reliability of convenience stores will have a significant positive (+) effect on the pleasure of users.

Hypothesis 1-3: The reactivity of convenience stores will have a significant positive (+) effect on the pleasure of users.

Hypothesis 1-4: The confidence in convenience stores will have a significant positive (+) effect on the pleasure of users.

Hypothesis 1-5: The empathy of convenience store will have a significant positive (+) effect on the pleasure of users.

3.2 Relationship between Service Quality of Convenience Store and arousal

Arousal refers to the degree of drowsiness to enthusiasm in response to certain stimuli, such as excitement or enthusiasm. This means that customers who use convenience stores feel immersed, excited, stimulated, and enthusiastic about shopping. Consumers pursue social interaction while shopping [38], and also call attention to themselves through meetings with others. Wakefield and Baker (1998) suggested that sensory stimuli such as store design or atmosphere affect the satisfaction of consumers [39]. This means that the emotions felt by experiencing a physically new environment can lead to a willingness to revisit a convenience stores, escaping from the existing loose and sleepy home-like space [40]. However, if a convenience store does not have a good service quality that consumers are looking for, or if requirements are limited for other facility reasons, they will face a situation where excitement will cool down and calm down due to the interruption of consumer immersion. Based on the discussions above, we have established the following hypotheses.

Hypothesis 2: The service quality of convenience stores will have a significant positive (+) effect on the arousal of users.

Hypothesis 2-1: The tangibility of convenience stores will have a significant positive (+) effect on the arousal of users.

Hypothesis 2-2: The reliability of convenience stores will have a significant positive (+) effect on the arousal of users.

Hypothesis 2-3: The responsiveness of convenience stores will have a significant positive (+) effect on the arousal of users.

Hypothesis 2-4: The assurance in convenience stores will have a significant positive (+) effect on the arousal of users.

Hypothesis 2-5: The empathy of convenience store will have a significant positive (+) effect on the arousal of users.

3.3 Relationship Between Service Quality of Convenience Stores and the Dominance of Consumers

Dominance is the degree to which a consumer feels free in the environment of convenience stores, and refers to the feeling that there are no restrictions on their behavior or that they are in control of the situation. Consumers may want to control the behavior of other shoppers through social interaction while shopping at convenience stores [41], and Arnold and Reynolds (2003) found that interpersonal factors with other shoppers or store employees are also related to the activities of visitors after the purchase [42]. In other words, the kindness of the staff working at the convenience store and their response to consumers can influence the purchase intention of consumer and lead to positive shopping experience emotions [43]. With the excellent quality of services provided by convenience stores and the various support provided by store staff, consumers will perceive that they are in high-perceived control. In other words, if more options and services are given because the quality of service provided by convenience stores is excellent, it can be expected that consumers

will believe that they have the ability or superiority to dominate the situation or environment they are in. Based on the discussions above, we have established the following hypotheses.

Hypothesis 3: The service quality of convenience stores will have a significant positive (+) effect on the dominance of users.

Hypothesis 3-1: The tangibility of convenience stores will have a significant positive (+) effect on the dominance of users.

Hypothesis 3-2: The reliability of convenience stores will have a significant positive (+) effect on the dominance of users.

Hypothesis 3-3: The responsiveness of convenience stores will have a significant positive (+) effect on the dominance of users.

Hypothesis 3-4: The assurance of convenience stores will have a significant positive (+) effect on the dominance of users.

Hypothesis 3-5: The empathy of convenience store will have a significant positive (+) effect on the dominance of users.

3.4 Relationship Between Emotional Response and User Loyalty of Convenience Store

From previous studies in the past, emotional factors have been continuously discussed as one of the important determinants of the satisfaction of customers [33, 44, 45]. Positive emotions are very important for consumers to feel satisfaction, and the more positive the emotion is, the higher the satisfaction the consumer feels [46, 47]. This phenomenon can provide a theoretical basis that emotions experienced by consumers based on mood effects, and can form an attitude toward stores [48, 49]. Mood effect refers to the generalization of attitudes or evaluations toward convenience stores based on the experienced emotions when consumers have a specific emotional experience due to environmental factors such as convenience stores. Donovan & Rossiter (1982) suggested that the pleasure experienced by consumers in the environment and atmosphere of convenience stores affects the amount of shopping, shopping time, and intention to revisit the store [50]. Dawson, Blotch & Ridgway (1990) suggested that temporary emotions experienced by consumers at convenience stores affect their satisfaction and subsequent shopping intentions, and Swinyard (1993) suggested that the quality of feelings and shopping experiences by consumers at convenience stores affects shopping intentions [51, 52]. As such, it can be seen that the emotions experienced by consumers at convenience stores are closely related to the loyalty and the purchase intention of consumers [53]. Basically, the emotional response obtained from the background of the experience in the convenience store will lead to the desire to continue the good experience due to the positive attitude of the convenience store. It can be expected that this desire of consumer will induce the motivation of the consumer to continue using the convenience store and brand, which will eventually have a significant positive (+) effect on loyalty of consumers.

Based on the discussions above, we have established the following hypotheses.

Hypothesis 4: The emotional response of convenience store users will have a significant positive (+) effect on the loyalty of users.

Hypothesis 4-1: The pleasure of convenience store users will have a significant positive (+) effect on the loyalty of users.

Hypothesis 4-2: The arousal of convenience store users will have a significant positive (+) effect on the loyalty of users.

Hypothesis 4-3: The dominance of convenience store users will have a significant positive (+) effect on the loyalty of users.

4. Analysis Results

1) Sample Characteristics

The demographic characteristics of the samples used for the analysis in this study are as follows. First of all, in terms of gender, 95 males (39.9%) and 143 females (60.1%) were investigated, and in terms of age, 22 people (9.2%) were under 19 years old, 43 people (18.1%) were under 20-24 years old, 44 people (18.5%) were under 24-28 years old, 88 people (37.0%) were under 28-32 years old, and 41 people (17.2%) were over 32 years old. In terms of educational background, we have investigated 5 people (2.1%) who graduated from high schools, 110 people (46.2%) who were attending or have graduated from junior colleges, 106 people (44.5%) who were attending or have graduated from a four-year universities, and 17 people (7.1%) who graduated from graduate schools or higher. And, as for the number of visits to a convenience store during a week, 56 people (23.5%) visited convenience stores less than once, 82 people (34.5%) visited less than two to five times, 41 people (17.2%) visited less than five to 10 times, 55 people (23.1%) visited less than 10 to 20 times, and 4 people (1.7%) visited more than 20 times. In addition, in terms of cost spending at convenience stores per month, 50 people (21.0%) spent less than 50,000 won, 55 people (23.1%) spent less than 50,000 won to 100,000 won, 34 people (14.3%) spent less than 100,000 won to 150,000 won, 27 people (11.3%) spent less than 150,000 won to 200,000 won, and 72 people (30.3%) spent more than 200,000 won. Finally, in terms of income or pocket money for a month, 40 people (16.8%) had less than 1 million to 2 million won, 110 people (46.2%) had less than 2 million to 3 million won, 83 people (34.9%) had less than 3 million to 4 million won, and 5 people (2.1%) had less than 4 million won.

2) Reliability and Validity of the Measurement Items

We have performed a validation test of the measurement model by using the data (n=238), finally collected. Tests commonly used to verify the validity of a measurement model include a reliability test and a validity test of measurement items. Among them, the validity of the measurement items was tested using convergent validity and discriminant validity. For reliability verification, Cronbach's α coefficient (0.7 or higher), which is most commonly used in social science research, was used [54]. In addition, among the results of confirmatory factor analysis using AMOS, the factor loading value was used for intensive validity verification, and in general, it is considered significant if the factor loading is ± 0.4 or higher [55]. Discriminant validity is used to verify the degree to which two similar concepts are clearly distinguished, and for this purpose, the average variance extracted (AVE) proposed by Fornell and Larcker (1981) and Pearson correlation analysis methods were used. In each constituent concept, if the square root value of AVE exceeds the correlation coefficient value between the constituent concept and other constituent concepts, discriminant validity is considered to exist [56, 57]. <Table 2> shows the results of the reliability and validity tests of the variables used in this study. As a result of measuring reliability, there were no items that hinder reliability, and the Cronbach's α value used for reliability verification was distributed from 0.734 to 0.912 and was above the recommended value (0.7 or more), so it was judged that the reliability of the measurement item was secured. In addition, the factor loading value that verifies the validity was also found to be more than the standard value suggested in previous studies, so there was no problem in the validity of the measurement items. Finally, it is judged that the validity of discrimination using the average variance extraction value was secured because it appeared that there was no problem [55]. These results statistically prove the internal consistency and validity

of the survey questions. <Table 2> shows the results of verifying the reliability and the validity of the measurement model. In addition, as shown in <Table 3>, the square root value of the variance extraction value indicated on the diagonal line was larger than the correlation coefficient of each factor. As a result, the discriminant validity between construct concepts was secured.

Table 2. Confirmatory factor analysis and reliability result

Variables	Measurement Items	Factor Loadings	Measurement Errors	Cronbach's α	C.R	AVE
Tangibility	Tangibles3	0.668	0.595	0.788	0.794	0.567
	Tangibles2	0.897	0.245			
	Tangibles1	0.681	0.472			
Reliability	Reliability3	0.654	0.684	0.822	0.821	0.610
	Reliability2	0.928	0.169			
	Reliability1	0.797	0.379			
Responsiveness	Responsiveness3	0.931	0.136	0.912	0.925	0.804
	Responsiveness2	0.874	0.196			
	Responsiveness1	0.839	0.236			
Assurance	Assurance3	0.841	0.395	0.878	0.856	0.664
	Assurance2	0.83	0.395			
	Assurance1	0.855	0.287			
Empathy	Empatanding3	0.747	0.302	0.849	0.895	0.741
	Empatanding2	0.904	0.143			
	Empatanding1	0.785	0.25			
Pleasure	Pleasure3	0.745	0.275	0.771	0.863	0.678
	Pleasure2	0.736	0.205			
	Pleasure1	0.711	0.282			
Arousal	Arousal3	0.81	0.293	0.734	0.760	0.517
	Arousal2	0.704	0.339			
	Arousal1	0.608	0.788			
Dominance	Dominance3	0.799	0.229	0.890	0.933	0.822
	Dominance2	0.907	0.107			
	Dominance1	0.862	0.14			
Loyalty	Loyalty3	0.76	0.42	0.791	0.810	0.587
	Loyalty2	0.761	0.344			
	Loyalty1	0.729	0.424			

3) Verification of Goodness-of-Fit of Measurement Model

After verifying the reliability and the validity of the measurement model, a goodness-of-fit test was conducted using AMOS in order to verify whether the collected data fit the research model. A total of 27 measurement items were used to verify the goodness-of-fit of the initial measurement model. In order to verify

the goodness-of-fit for the values commonly used in previous studies, values for GFI (Goodness-of-fit Index) 0.9 or higher, NFI (Normed Fit Index) 0.9 or higher, RMR (Root Mean Square Residual) 0.05 or lower, and CFI (Comparative Fit Index) 0.9 or higher were used. According to the result of verifying the goodness-of-fit of the measurement model, the goodness-of-fit was $\chi^2=520.249$ (df=288), $p=0.000$, $\chi^2/df=1.806$, GFI = 0.871, NFI = 0.863, CFI = 0.933, RMR = 0.05, and all indices were above the recommended values, so there were no problems with the goodness-of-fit. This result can be interpreted that the data collected to verify this research model is suitable for the research model [54].

Table 3. Correlations among constructs

Variables	Correlation coefficients between variables								
	1	2	3	4	5	6	7	8	9
(1) Tangibility	0.753								
(2) Reliability	0.448**	0.781							
(3) Responsiveness	0.299**	0.372**	0.897						
(4) Assurance	0.232**	0.441**	0.391**	0.815					
(5) Empathy	0.365**	0.405**	0.434**	0.214**	0.861				
(6) Pleasure	0.191**	0.152*	0.164*	0.067	0.315**	0.823			
(7) Arousal	-0.142*	-0.164*	0.060	-0.052	0.040	0.244**	0.719		
(8) Dominance	0.299**	0.289**	0.394**	0.154*	0.429**	0.436**	0.112	0.907	
(9) Loyalty	0.335**	0.380**	0.664**	0.462**	0.387**	0.246**	0.026	0.399**	0.766
Average	2.908	3.031	3.874	2.875	3.871	4.409	3.552	4.165	3.852
Standard Deviation	0.869	0.923	0.869	0.996	0.738	0.612	0.779	0.699	0.800

* $p<.01$, * $p<.05$, number at the diagonal line is average variance extracted (AVE).

4) Verification Results of Research Hypotheses

After verifying the validity of the measurement model using a total of 238 data, a structural equation model (SEM) was conducted using AMOS in order to verify the effect between the variables presented in the research model. By conducting structural equation analysis, two important results can be derived. The first result is the degree of goodness-of-fit for the structural model. Looking at the goodness-of-fit for the research model, the values $\chi^2=697.162$ (df=296), $p=0.000$, CMIN/DF=2.355, RMR=0.096, NFI=0.817, CFI=0.884, GFI=0.832, AGFI=0.786, TLI=0.862, IFI(Delta2) =0.886 were found. Therefore, when examining the fitness indices centered on CFI, TLI, and RMR presented by Kim (2006) as model fitness indices, it was confirmed that the fitness of the research model was generally good.

The results of verifying the hypotheses are as follows.

First, when examining the effect of service quality provided by convenience stores on pleasure of customer among customer emotional responses, hypothesis 1-1 was rejected because tangibility did not have a significant effect on pleasure with $\beta=0.106$, and hypothesis 1-2 was rejected because reliability did not have a significant effect on pleasure with $\beta=-0.02$. And responsiveness did not have a significant effect on pleasure with $\beta=0.026$, so hypothesis 1-3 was rejected. The assurance did not have a significant effect on pleasure with $\beta=-0.02$, so hypothesis 1-4 was rejected. Since empathy was shown to have a positive (+) effect on pleasure with $\beta=0.285$, hypothesis 1-5 was supported. These results imply that the appearance of the convenience store, the reliability of the service quality provided, the immediate responsiveness of the store staff, and the assurance of the service provided by the convenience store or store staff are not related to the shopping pleasure of customers.

On the other hand, it can be seen that the social interaction between the staff and the customer, the staff dealing with the customer as a person to person, and the various benefits of the staff taking care of the customer's work as if it were their own work, all act as a pleasant experience for the customer. Second, when examining the effect of service quality provided by convenience stores on the arousal of customer among customer emotional responses, hypothesis 2-1 was rejected because tangibility did not have a significant effect on arousal with $\beta=-0.169$, and hypothesis 2-2 was rejected because reliability did not have a significant on arousal with $\beta=-0.267$. This analysis result can be seen as being due to the characteristics of reliability among service qualities. In other words, due to the reliability of the service provided by the store, customers using the store will feel stable and calm. The reason is that it is an emotion opposite to passionate or stimulating arousal, so it can be interpreted that the higher the reliability, the lower the arousal of consumers. And responsiveness did not have a significant effect on arousal with $\beta=0.102$, so hypothesis 2-3 was rejected. The assurance did not have a significant effect on arousal with $\beta=-0.001$, so hypothesis 2-4 was rejected. Since empathy was shown to have a positive (+) effect on arousal with $\beta=0.3$, hypothesis 2-5 was supported. This can be interpreted as a sense in which consumers are sensibly stimulated through meeting or interaction with store staff and call attention to individual consumers. Third, when examining the effect of service quality provided by convenience stores on the dominance of customer among the emotional responses of customers; first of all, hypothesis 3-1 was rejected because tangibility did not have a significant effect on the dominance of customers with $\beta=0.119$, hypothesis 3-2 was rejected because reliability did not have a significant on the dominance of customers with $\beta=0.001$, and hypotheses 3-3 was supported because responsiveness was shown to have a positive (+) effect on the dominance of customers with $\beta=0.188$. Next, hypothesis 3-4 was rejected because assurance did not have a significant effect on the dominance of customers with $\beta=-0.029$, and hypothesis 3-5 was supported because dominance was not shown to have a positive (+) effect on the dominance of customers with $\beta=0.342$. These analysis results suggest that responsiveness as service quality and empathy as service quality that consumers perceive due to store clerks have a close positive (+) relationship with the dominance of consumers. In other words, due to the immediate and active interaction and support of the clerk, consumers believe that they have the ability or superiority to control the situation or environment. Finally, when examining the effect of service quality provided by convenience stores on the loyalty of customers among customer emotional responses, hypotheses 4-1 was supported because pleasure was shown to have a positive (+) effect on the loyalty of customers with $\beta=0.203$, hypothesis 4-2 was rejected because arousal did not have a significant effect on the loyalty of customers with $\beta=-0.042$, hypothesis 4-3 was supported because dominance did have a positive (+) effect on the loyalty of customers with $\beta=0.454$.

In other words, dominance, which is a feeling of being able to control pleasant emotions and purchasing situations, can be a motivation to continue visiting the corresponding convenience store or brand and continue the same experience. However, it turns out that stimulating, passionate, and excited emotions have nothing to do with loyalty, as you get used to them over time and quickly regain your composure. Rather, excitement and stimulating emotions will be the factors that make customers want to find a new store. Unlike large shopping malls, which have the advantage of being highly stimulating, convenience stores are close to the residence of customers, so the purpose of making the visit convenient and easy for customers is great, and the advantage is that they are familiar and comfortable with customers. This is an interpretation in line with the fact that the reliability and the arousal show a negative (-) relationship by hypothesis 2-2.

Table 4. The result of research model

Hypothesis	Path	Path coefficients	Results
H1-1	Tangibles -> Pleasure	0.106	Rejection
H1-2	Reliability -> Pleasure	-0.020	Rejection
H1-3	Responsiveness -> Pleasure	0.026	Rejection
H1-4	Assurance -> Pleasure	-0.020	Rejection
H1-5	Empathy -> Pleasure	0.285*	Adoption
H2-1	Tangibles -> Arousal	-0.169	Rejection
H2-2	Reliability -> Arousal	-0.267*	Adoption(-)
H2-3	Responsiveness -> Arousal	0.102	Rejection
H2-4	Assurance -> Arousal	-0.001	Rejection
H2-5	Empathy -> Arousal	0.300*	Adoption
H3-1	Tangibles -> Dominance	0.119	Rejection
H3-2	Reliability -> Dominance	0.001	Rejection
H3-3	Responsiveness -> Dominance	0.188*	Adoption
H3-4	Assurance -> Dominance	-0.029	Rejection
H3-5	Empathy -> Dominance	0.342*	Adoption
H4-1	Pleasure -> Loyalty	0.203*	Adoption
H4-2	Arousal -> Loyalty	-0.042	Rejection
H4-3	Dominance -> Loyalty	0.454*	Adoption

* p<0.05

5. Conclusion

In this study, with a recent issue we tried to classify the factors of service quality provided by GS convenience stores and investigate how service quality affects customer loyalty by using emotional responses of customers who use convenience stores. Among the various distribution industries, convenience stores continue to develop, and the size of the convenience stores is increasing, and although the need for research on convenience stores is increasing in the current Korean society, the number of single-person households is increasing and nuclear families are accelerating, sufficient preceding research has not been conducted compared to other distribution businesses. In particular, we reflected the social situation caused by COVID-19 that occurred at the time of the study, and we expanded the literature of consumer research on convenience stores in order to provide basic research data to existing convenience stores or institutions or companies that plan to open convenience stores in the future. The analysis results of this study are summarized as follows.

First, among the five aspects of service quality factors, it was confirmed that tangibility and assurance had no significant relationship with the emotional responses of customers. In other words, the physical characteristics, the location, the appearance and interior, the displayed forms of products in the convenience store, or the stability and confidence of the services provided by the store and the clerk, did not induce a pleasant, passionate, and superior feeling to the visitors of convenience store. In the case of reliability, which indicates the degree of belief in the service provided, reliability had no relationship to pleasure or dominance of users, but had a negative (-) effect on the emotional response of arousal of users. The reason is that the reliable service provided by convenience stores calms customers down and provides a sense of calm and a sense of stability, so it can be interpreted that the higher the reliability, the lower the arousal of customers. Responsiveness, which means the immediate response or response by the clerk, had nothing to do with pleasure and arousal, but had a positive (+) effect on dominance of customers. The reason is that the clerk at convenience

store, reacting and responding to the request of customers immediately, creates positive emotions of the consumers, and in particular, these active interactions make the users of convenience store feel that they have the ability to control the situation.

It was confirmed that empathy showed a significant positive (+) relationship with all three emotional responses. In other words, the convenience store clerk treats customers person-to-person, and responds sincerely like his or her own work is a pleasant experience for convenience store users, stimulating sensibly, and feeling placed in a situation of strong control. Finally, in the relationship between the emotional response and the loyalty of customers, it was confirmed that the arousal was not related to loyalty, but pleasure and dominance had a positive (+) effect on loyalty of customers. The reason is that the pleasure and the situation of strong control, felt by customers, can be factors that make customers continue to visit, but exciting and stimulating emotions can be seen as motivation to find new and different stores. The implications obtained from the results we analyzed in this study are presented as follows.

First, by conducting empirical studies on the service quality of convenience stores that were not fully considered in previous studies and what emotional responses the customer has from the service quality, we have expanded the literature on consumer behavior research on the market of convenience stores. From a practical point of view, it can be seen that empathy provided by employees can best induce positive emotional responses from the users of convenience store, and active and immediate responses by employees can also induce positive emotional responses from the users of convenience store. Since these positive emotional responses can lead to the loyalty of customers, we suggest that personnel managers who operates the convenience store brands should pay particular attention to employee training.

In particular, customer loyalty is a very important factor for GS convenience stores, which recently have lost their number one position to CU. In addition, when 7-Eleven, which acquired Ministop, completes the store conversion process, it will rapidly emerge as a strong competitor striving for the number one position in the convenience store industry. In this situation, GS convenience stores should clearly recognize the importance and necessity of factors that can induce loyalty from customers, and seek to establish specific strategies to increase switching costs by having customers revisit GS convenience stores as much as possible.

Despite the above implications, there are several limitations in this study. First of all, since the age group of the selected sample is skewed in the 20s and 30s, it will be somewhat difficult to generalize the results of this study due to these characteristics. Of course, compared to consumers who use general hypermarkets or shopping malls, the age of these user groups is relatively young because the proportion of self-employed and single-person households is high due to the characteristics of the main users of convenience stores.

However, in order to generalize the study universally, it is necessary to conduct analyzes targeting various age groups in future studies.

In addition, the emotional response variables in this study are the immediate, short-term, and temporary psychological and emotional states of customers. In this study, we selected consumers who had experience using convenience stores as the study subjects, and designed the consumers to respond to the questionnaire while recalling their past shopping experiences and emotions after feeling these emotions. In other words, in order to more clearly measure the immediate experience of convenience store users in the purchase situation, in future research it will be more interesting if we analyze the feelings of shoppers who have just finished shopping, based on a detailed research design that can directly measure how shoppers feel in the shopping process.

Finally, we discussed the offline aspects of convenience stores in this study. Today, there are various services using the online aspects of convenience stores, that is, applications, it is necessary to conduct a comparative analysis on the aspects of online services by convenience store as well.

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