EXPLORING KEY ANTECEDENTS OF POST-PURCHASE BEHAVIORS IN THE COFFEE CHAINS: THE INTEGRATION OF EMOTION AND DEDICATION-CONSTRAINT MODEL

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Abstract - Given the fierce competition among coffee chains, understanding consumer's post-purchase behaviors has become important for service managers. This study offers a theoretical lens for understanding the mechanisms leading to consumer's repurchase intention and willingness to pay in the coffee chain. Because consumer's emotions and the dedication-constraint model are the two main research streams to investigate consumer's post-purchase behaviors in the service industry, we develop the theoretical model by synthesizing emotion and the dedication-constraint model. This study examines the impacts of positive and negative emotions on consumer's post-purchase behaviors. Additionally, we identify an encompassing set of determinants of affective and calculative commitments in the coffee chain context. We test and analyze the research model vis PLS method. The analysis results show that positive emotion positively influences repurchase intention, while it is not significantly related to willingness to pay. Negative emotion has a significantly negative effect on repurchase intention, whereas it have no significant impact on willingness to pay. The analysis results confirm the exact role of affective and calculative commitment on consumer's post-purchase behaviors in the context of coffee chain.

Key Word - Emotion, Dedication-Constraint Model, Willingness to Pay, Post-Purchase Behavior