



Research on the Correlation Mechanism Between Hotel Service Scene Experience and Customer Behavior Based on a Structural Equation Model

Ziwen Geng¹(✉), Wei Le², Benhai Guo², and Hongjuan Yin²

¹ College of Air Transport and Engineering, Jincheng College, Nanjing University of Aeronautics and Astronautics, Nanjing, China

1529427377@qq.com

² College of Economics and Management, Jiliang University, Hangzhou, China

Abstract. In the service environment, establishing a good service space is a key link of enhancing competitiveness. This paper used the Stimulus-Organism-Response model as the research framework to construct a structural equation model of service scene perception, brand attachment, comfort feeling and behavior intention, and explored the influence mechanism between service scene perception and behavior intention. Using SmartPLS3.0 to conduct empirical analysis on 190 questionnaire data, the results showed that hotel service scene had a significant impact on mobilizing consumer comfort ($\beta = 0.621$, $T = 5.981$, $P < 0.001$) and promoting consumer brand attachment ($\beta = 0.420$, $T = 4.239$, $P < 0.001$). By enhancing consumers' comfort and brand attachment, consumers could increase their willingness to repurchase, purchase at a premium, and recommendation. Among the influences of consumers' perception of service space on behavioral intention, brand attachment and comfort perception played a part of mediating role.

Keywords: service scenario · brand attachment · behavioral intention · comfort

1 Introduction

In the transformation from the IT era to the DT era, scene marketing is no longer a marketing issue faced by certain types of hotels, but a major issue for the entire industry. More and more hotels put the design of service scenes to a more important position, so that consumers can get a perfect accommodation experience. How does the experience of the service scene affect the customer's perception, and how does it ultimately affect the consumer's behavioral intentions? This subject is of great significance to today's highly competitive hotel industry, and can effectively help it to carry out service scenario planning and enhance customer loyalty and hotel competitiveness.

Regarding the mechanism of interaction between service scene experience and customer behavior, current scholars mostly introduce perceived quality, satisfaction, and

emotional commitment as intermediary variables [1, 2]. In fact, the service scene often directly stimulates the senses of customers, and the cognitive judgment of customer comfort produces corresponding emotional changes, which in turn will form stereotypes through repeated consumption, thereby establishing the hotel brand image. Therefore, this article attempts to introduce comfort perception and brand attachment as intermediary variables to explore the mechanism of interaction between hotel service scene experience and customer behavior.

2 Literature Review, Theoretical Models and Research Hypotheses

2.1 The Establishment of Stimulus-Organism-Response (SOR Model) Theoretical Model

The term service scenario was first coined by Bitner. Service scenario refers to the physical environment in which the service company provides services to customers, including spatial layout and functions, symbols, and artifacts [3]. Later, this concept gradually became a general term. Kim defining it as an artificial and planned environment [4], stimulating consumers through sensory and psychological feelings was an important clue to the formation of consumers' first impressions and expectations [5]. Service scenarios included not only tangible facilities such as buildings and decorations, but also intangible factors such as temperature, color, smell and music, which would affect the service experience and the behavior of consumers and employees [6]. Therefore, some scholars divided service scenes into six categories: spatial layout, function, logo, symbol, art, and cleanliness [7]. Tombs believed that in defining the elements of service scenarios, in addition to tangible and intangible physical factors, consumers' cognition and emotions should also be considered. Therefore, he constructed a "social service scenario" model, which included: social density, buying scene, customer emotions, emotions of others, and customer cognition [8]. Jeong-Yeol Park's research showed that the service environment included not only a static physical environment, but also a dynamic communication service environment: how employees communicated with consumers and the cultural elements of consumer experience, both of which affected consumers' emotional responses and thus affected behavioral intentions. Therefore, he divided the service scenarios into substantive service scenarios and communicative service scenarios [9]. From the perspective of consumers, some scholars believed that consumers perceive the service environment through the four senses of vision (color, light, etc.), hearing (music type, sound level), touch (cleanliness) and smell (smell) [10]. In fact, in the hotel service experience, consumers not only wanted to enjoy a visual feast, but also wanted to taste a delicious breakfast. For example, many Hilton consumers would evaluate the breakfast provided by the hotel. The quality and taste of the breakfast would also affect consumer satisfaction and cognitive judgment. Any stimulus from the senses would affect consumers' psychological feelings, and psychological feelings would in turn affect the sensory experience. Perceptual experience and psychological feelings were equally important. Therefore, this article divided the service scene into two dimensions: perception (eyes, ears, nose, tongue, body) and psychology (psychology).

The current research on the mechanism of service scenarios on behavioral intentions mainly included the following two theoretical paths: one was based on the SOR

model, emphasizing the mediating role of consumer emotional emotions. The reference of the SOR model was of great significance to the study of service scenarios. Emotions also played a pivotal role in the process of influencing consumer behavior. However, due to the complexity of consumer experience, emotions alone cannot fully explain the relationship between service scenarios and consumer behavior intentions [3]. Taking into account the particularity of the hotel industry, consumers' perception of the environment was more of a comprehensive physical and psychological feelings, rather than just emotional changes. Consumers would have primary cognition and impression of service scenes and form comfortable feelings, and then would produce corresponding emotions, and emotions would affect consumers' comfort feelings. Emotion and comfort were inseparable. For example, people would feel pleasure and peace in a comfortable state [11]. Therefore, for hotel industry research, comfort could better reflect consumers' physical and psychological feelings. Another path introduced perceived value, perceived service quality etc. as intermediary variables, emphasizing that consumers' evaluation and cognition of service scenarios would affect their behavioral intentions. This path paid more attention to the results of cognition [12]. With the rise of hedonic consumption, hotel consumers paid more attention to psychological pleasure, social identity, self-satisfaction, self-enrichment and self-consistency in their stay experience [13]. Research by Park et al. showed that when a brand could satisfy the three needs of consumers: self-satisfaction, self-realization, and self-enrichment, consumers would have a strong attachment to the brand [14], trust and perceived quality would also promote the formation of brand attachment [15]. Therefore, on the basis of emotion and perceived quality, this article further explored the mediating role of comfort and brand attachment in consumer service scenes' perceived behavioral intention relationship.

The "Stimulus-Organism-Response" model proposed by Mehrabian Russell believed that external environmental stimuli would affect the individual's mental state, which in turn would cause the individual to show evasive or approaching behavioral responses. Based on the SOR model, there had been many studies on the influence of the physical environment on emotions and retail decision-making [16]. Based on the SOR model and existing research, this research proposed a model from service scenarios to the formation of behavioral intention mechanism (Fig. 1), which was used to verify the effect of consumers' perception of service scenes on their comfort, brand attachment and behavioral intentions. Based on this research, the service scene that stimulated consumers from perceptual (eyes, ears, nose, tongue, body) and psychological dimensions (psychology) were defined as the stimuli (S) that could induce physical and mental changes of the human body. Comfort and brand attachment were used to measure the user's body (O). Comfort was expressed in terms of physical comfort and psychological emotional feelings. Brand attachment included two aspects: brand-self-connection and brand salience. Behavioral intention was the user's behavioral response (R), which was measured from three aspects: repurchase willingness, premium purchase, and recommendation willingness.

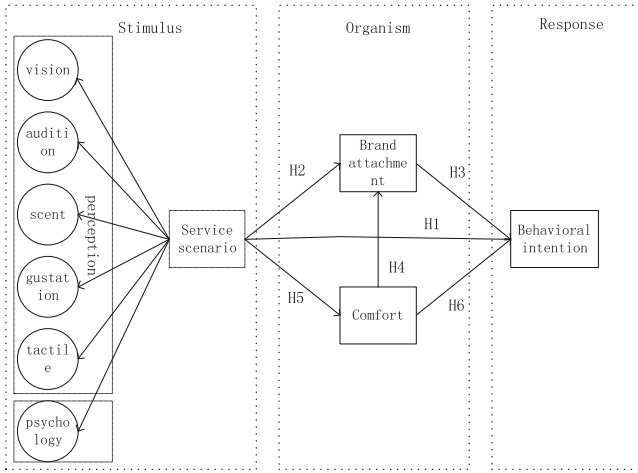


Fig. 1. Theoretical model

2.2 Service Scenarios and Behavior Intentions

Service provider all hoped that the design of service scenes could induce consumers to produce approaching behaviors. Related research had found that the happy mood induced by physical environmental factors was a key determinant of avoiding approaching behaviors in stores, such as the arousal and excitement caused by bright lights and cheerful music could increase consumers’ stay time and enhance their willingness to interact with sales staff [17]. Service scenarios would awaken consumer emotions, which helped consumers determine value. This value would motivate customers to repeatedly purchase goods [18], which meant that the service environment would affect consumers’ cognitive judgments, produce emotions and comfort feelings. This feeling would affect consumers’ behavioral intentions, such as whether they decided to stay at this hotel again, whether they were willing to praise and recommend to others, etc. Through observations in real life, it was found that if a restaurant had a warm atmosphere, reasonable spatial layout, and delicious food, consumers were very willing to spread it word of mouth and recommend it to friends, and the same was true for hotels. Therefore, this article proposes the following assumptions:

H1: Consumers’ perception of service scenarios has a positive impact on behavior intentions.

2.3 Service Scenarios, Brand Attachment and Behavior Intentions

In today’s competitive environment, if a hotel wanted to stand out from many hotel brands, it must provide an unforgettable sensory brand experience [1]. A strong and memorable brand experience would produce many advantages, including enhancing customer satisfaction, loyalty, brand customer relationships, and creating brand attachment [19]. Brand attachment was considered to be a powerful and significant structure in the

marketing field, which could predict favorable consumer behaviors, such as: purchase, premium payment, repurchase, recommend to others, and defend the brand. Marketers could use these strategies to trigger a long-term relationship between consumers and brands [15]. Behavioral intention was often used as a dependent variable in the field of consumer behavior. The definition of behavioral intention differs in different industries. In the tourism industry, it was defined as tourists subjective perception of the possibility of revisiting or recommending tourist destinations to relatives and friends [20]. In the hotel industry, it was defined as “the willingness of customers to stay again or recommend others to stay” [21]. In summary, the common denominator in various industries was repetitive behavior or recommendation behavior. Therefore, in this study, behavioral intentions are designed according to three aspects: willingness to repurchase, willingness to purchase at a premium, and willingness to recommend, that is, whether to stay in the hotel again, whether to stay at the hotel at an above-average price, whether to be willing to praise and recommend to others.

Consumers’ strong attachment to the brand was beneficial to the company, because this form of attachment could bring many beneficial results [22] and could even serve as a buffer for the company’s unethical behavior [23]. Therefore, understanding the factors that affect consumers’ brand attachment had become the key to business success. The service scene of the hotel would cause consumers to have different emotions and comfort feelings, which could lead to different degrees of brand attachment. Brand attachment would affect consumers’ behavior intentions whether they would be praised and shared on social media, staying again, and so on. Therefore, the following three hypotheses are proposed:

H2: Consumers’ perception of service scenarios has a positive impact on the formation of brand attachment.

H3: Brand attachment has a positive influence on behavior intention.

H4: Comfortability has a positive impact on the formation of brand attachment.

2.4 Service Scenarios, Comfort and Behavior Intentions

Comfort was a state in which people and the environment were relatively balanced psychologically, physically and physically. When the human body felt balance, it was called comfort. In a comfortable state, people would feel relaxed, happy and excited [11]. This article used physical comfort, psychological and emotional feelings to reflect comfort. The hotel environment determined the comfort and emotions of consumers. For example, Loureiro discussed the impact of service scenes on tourists’ emotions and perceived quality, and found that atmosphere and design constitute the most important service factors [24], while service scenes determine the image and quality of customers. Alfakhri et al. showed that hotel interior design elements could trigger consumer emotions (physical and mental relaxation and increased satisfaction), and emotions in turn affected behavior (time spent in the hotel, loyalty, price sensitivity, word-of-mouth, etc.) [25]. Emotional response and customer satisfaction were important factors that affect

consumers' purchasing decisions. Therefore, when carrying out marketing activities, it was very important to pay attention to the psychological state of consumers [4].

Due to the special nature of hotel industry services, consumers have to have a lot of physical contact with hotel facilities. However, many star-rated hotels cause consumers to feel uncomfortable due to unqualified hygiene such as bed sheets and towels, which greatly affects the hotel brand image. Conversely, if the hotel is located in a convenient location with a well-decorated lobby, professional and friendly service staff, clean and warm rooms, and a delicious breakfast, consumer satisfaction and comfort will definitely become the motivation for staying in the hotel again. Therefore, this article proposes the following two assumptions:

H5: Consumers' perception of service scenarios has a positive impact on comfort.

H6: Consumer comfort has a positive influence on behavior intention.

3 Data Analysis and Hypothesis Testing

3.1 Variable Measurement

In this study, ten questions were designed based on the six aspects of eyes, ears, nose, tongue, body, and psychology to measure the service scene. Brand attachment was based on the Park scale, and three items were obtained [26]. Behavior intention was designed based on the research of Tombs and Dedeogl, according to the three directions of repurchase willingness, premium purchase willingness and recommendation willingness, four items are obtained [26]. The comfort measurement was based on the research of scholars such as Ahmadpour, and three items are obtained through in-depth interviews and observations with hotel service personnel and consumers [29].

3.2 Data Sources and Sample Composition

The research objects were consumers with hotel staying experience. Consumers were mainly invited to fill out questionnaires online. A total of 213 questionnaires were collected and 190 valid questionnaires were collected. Among them, males accounted for 44.74%; most consumers who chose a hotel would only stay once or twice or stay more than five times, accounting for 37.27%; 67.37% of people decided whether to stay in a certain hotel through random searches on the Internet, and some people would get information from Xiaohongshu, Weibo, WeChat, etc. or recommended them from friends and family.

3.3 Reliability and Validity Test of Variables

The questions in this study were measured using the Likert scale of seven points, ranging from strongly disagree (1) to strongly agree (7). Table 1 shows that the Cronbach's α of all variables in this study is between 0.788 and 0.936 (greater than 0.7), indicating that the internal consistency of the variables is relatively high; composition reliability (CR)

Table 1. Plane Index and Factor Load

Structural plane			Item	AVE	SD	Loading	Cronbach's α	CR	AVE
Service scenario	perception	vision	P1	4.87	1.56	0.785	0.936	0.948	0.650
			P2	4.94	1.44	0.905			
			P3	4.86	1.50	0.833			
			P4	4.89	1.42	0.864			
			P5	5.04	1.41	0.872			
		audition	P6	4.40	1.74	0.717			
		scent	P7	4.69	1.55	0.894			
		gustation	P8	3.63	2.84	0.462			
		tactile	P9	5.00	1.36	0.880			
			P10	4.71	1.63	0.748			
	psychology	psychology	S1	5.07	1.32	0.911	0.914	0.939	0.795
			S2	4.92	1.49	0.891			
			S3	5.08	1.37	0.874			
			S4	5.13	1.41	0.890			
Brand attachment			B1	4.19	1.51	0.751	0.788	0.877	0.706
			B2	4.74	1.47	0.853			
			B3	4.76	1.35	0.909			
Comfort			M1	5.09	0.99	0.892	0.874	0.922	0.798
			M2	5.10	1.06	0.919			
			M3	4.95	1.22	0.869			
Behavioral intention			I1	4.30	1.50	0.829	0.878	0.916	0.732
			I2	4.87	1.40	0.840			
			I3	4.67	1.30	0.890			
			I4	4.40	1.40	0.860			

is between 0.877 and 0.948 (greater than 0.7), indicating reliability of the combination of variables is relatively high. The fitting index of the measurement model is: GFI = 0.838 (greater than 0.8), AGFI = 0.803 (greater than 0.8), IFI = 0.944 (greater than 0.9), CFI = 0.943 (greater than 0.9), all in line with the recommended value, indicating that each variable has a relatively high convergence validity. Except for the dimension of taste, the factor loads of other items are all greater than 0.7, indicating that the item design is reasonable and suitable for measuring corresponding variables.

The discriminant validity is tested by means of extraction of average variation (AVE), AVE is between 0.650 and 0.798 (greater than 0.5). Moreover, except for the correlation coefficient between psychological experience and perceptual experience, the square root

Table 2. Discriminant Validity Test

Structural plane	Behavioral intention	Brand attachment	Comfort	psychology	perception
Behavioral intention	0.855				
Brand attachment	0.628	0.840			
Comfort	0.583	0.524	0.894		
psychology	0.552	0.571	0.618	0.892	
perception	0.541	0.567	0.580	0.895	0.806

Note: The value on the diagonal is the square root of the AVE value of the variable

of all AVE values is greater than the correlation coefficient between the corresponding variables, indicating that the variables have good discriminative validity (see Table 2). Therefore, the data in this study has better reliability and validity.

3.4 Hypothesis Testing

This research model contains second-order dimensions, so SmartPLS3.0 is used to verify the hypothesis test model, as shown in Fig. 2: the results show that the explanatory power of perceptual experience for service scenes is 97.8%, $P < 0.001$. The explanatory power of psychological experience for service scenes is 90.5%, $P < 0.001$, indicating that it is reasonable to divide service scenes into two dimensions: perception and psychology. Decorations such as lighting and color will affect the consumer experience, which is a bit different from previous research: Ryu’s research believed that lighting would not affect consumer experience [30], and employees were one of the important factors affecting the image of the hotel from a psychological or visual point of view. Therefore, focusing on professional training and image enhancement of employees is a key link in establishing a hotel’s brand image.

Hypotheses 1, 5, and 6 examine the relationship between service scenarios, comfort and behavior intentions. Service scenarios ($\beta = 0.164$, $T = 1.066$, $P = 0.287$) have no significant impact on behavior intentions, but service scenarios ($\beta = 0.621$, $T = 5.981$, $P < 0.001$) has a positive effect on comfort, and comfort ($\beta = 0.279$, $T = 1.987$, $P < 0.001$) has a positive effect on behavioral intention, so the results of this study support Hypothesis 5 and 6, but does not support 1. Hypothesis 2 and 3 examine the relationship between service scenarios, brand attachment and behavioral intentions, service scenarios ($\beta = 0.420$, $T = 4.239$, $P < 0.001$) have a positive effect on brand attachment, brand attachment ($\beta = 0.386$, $T = 5.900$, $P < 0.001$) has a positive effect on behavioral intention, so the results of this study support Hypothesis 2 and 3. Hypothesis 4 tests the relationship between comfort and brand attachment, comfort ($\beta = 0.263$, $T = 2.615$, $P < 0.001$) has a positive effect on brand attachment, so the results of this study support Hypothesis 4.

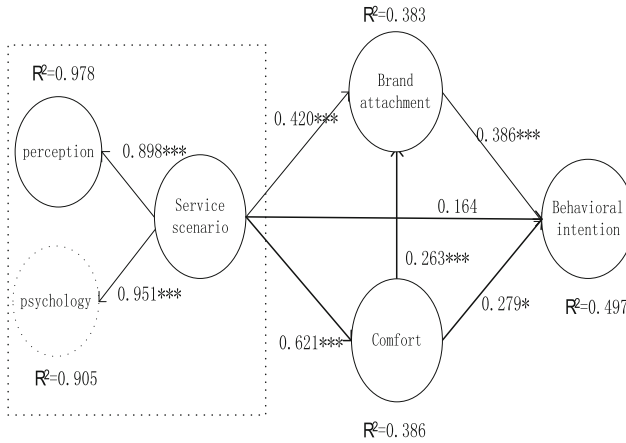


Fig. 2. Structural Equation Model

Consumers’ perception of service scenes has no significant direct influence on behavior intentions. The indirect influence of service scenes on behavior intentions is: $(0.420 \times 0.386) = 0.16212$. The direct influence of brand attachment on behavior intentions is significant, $VAF = (0.420 \times 0.386)/(0.420 \times 0.386 + 0.164) = 49.71\%$, $20\% < VAF < 80\%$ is part of the intermediary. Therefore, in the influence of consumers’ perception of service scenes on behavioral intentions, brand attachment plays a part of the mediating role. In the same way, it can be verified that comfort also plays a part of the mediating role.

The above results show that although the service scenario cannot directly affect consumer behavior intention, it can positively influence consumer behavior intention through the intermediary effect of brand attachment and comfort. This conclusion gives a more detailed description of consumers’ cognitive pathways stimulated by service scene elements, and explains that brand attachment and comfort triggered by service scenes are important factors that drive customer behavior, service scenarios can be used as a powerful marketing tool to trigger consumer loyalty behavior. And the current research results show that lighting, color, sound insulation, air quality, sanitary conditions, signage, room layout, door lock safety, and employee image will all affect the consumer experience. Therefore, hotel managers can be used as a reference to design a pleasant and comfortable service environment. After all, management atmosphere is one of the cheapest methods.

4 Conclusions and Enlightenment

4.1 Research Conclusion

From the above data analysis results, all hypotheses have been verified. Consumers’ perception of service scenarios will positively affect their later behavioral intentions through comfort and brand attachment, that is, repeated check-in, premium purchases, and recommendation to others.

1) Service scenes can be divided into two dimensions: perception and psychology. The dimensions of service scenes constructed in this study are different from those of traditional service scenes. At the same time, the physical and psychological feelings are considered and verified in the data test. The path coefficient of psychological experience ($\beta = 0.951$) is greater than perceptual experience ($\beta = 0.898$).

2) The service scene cannot directly affect the behavior intention of consumers. The possible reason for this result is that after the service scene brings the impact of the five senses and psychology to consumers, consumers make later cognitive judgments, which in turn produce a sense of comfort and brand attachment, and finally decide whether to stay again and give praise and recommend it to others. Therefore, the key to improving consumer loyalty lies in making them feel physically and psychologically comfortable, and gaining emotional connection is the long-term solution.

4.2 Management Enlightenment

This research has some enlightenment to the hotel management service environment. The online environment is mainly where consumers search for information, while the offline environment is the key to the formation of consumer comfort and brand attachment. This research is based on the hotel's creation of a comfortable service environment, which helps consumers to form a comfortable feeling and promotes the formation of hotel brand attachment, and then consumers choose to check in multiple times and recommend to others for analysis, which provides a reference plan for hotel managers to create a comfortable service environment. The management enlightenment provided by the conclusions of this study are as follows: 1) Pay attention to the systematic training of service personnel, so that they have professional ability and good image, and provide more humanized services. The building facilities of the hotel will bring great pleasure and comfort to consumers who visit for the first time, but with the increase in the number of stays, the pleasure brought by the environment will be diluted. The service environment consists of three modules: environment, system, and personnel. Whether in terms of visual impact or psychological perception, the words and deeds of service personnel will greatly affect the comfort of consumers. More importantly, the process of communicating with employees, it will determine whether consumers continue to maintain a good impression, or whether the feeling of pleasure and comfort is reduced. Therefore, the hotel must ensure that high-quality employees interact with consumers. 2) The hotel service scene should create a warm and comfortable feeling, which can cause perceptual impact from the lighting, color, sound insulation effect, air quality, and breakfast provided in the hotel, which in turn affects consumers' perception of service scenarios.

Acknowledgement. The major humanities and social sciences research project of Zhejiang colleges and universities "Study on the system coordination and performance evaluation of the 'made in Zhejiang' regional brand" (2018GH005).

References

1. Iglesias O, Markovic S, Rialp J (2019) How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *J Bus Res* 96:343–354
2. Xiaoyu Z, Zhongpeng C (2010) Study on the relationship between the scene elements of hedonic service and customer behavior intention. *Manag Sci* 23(4):48–57
3. Bitner MJ (1992) Service scapes: the impact of physical surroundings on customers and employees. *J Mark* 56(2):57–71
4. Kim SH, Choi SM, Kwon SM (2009) The effect of customer perception of the physical environments of hotel restaurants on emotional reaction, customer satisfaction, repurchase intention and recommendation intention. *Korea Acad Soc Tour Manag* 23(4):81–99
5. Rosenbaum MS, Montoya DY (2007) Am i welcome here? Exploring how ethnic consumers assess their place identity. *J Bus Res* 60(3):214
6. Hoffman KD, Turley LW (2002) Atmospherics, service encounters and consumer decision making: an integrative perspective. *J Mark Theory Pract* 10(3):33–47
7. Siu YM, Wan PYK, Dong P (2012) The impact of the servicescape on the desire to stay in convention and exhibition centers: the case of Macao. *Int J Hosp Manag* 31(1):246
8. Tombs AG, Mc Coll-Kennedy JR (2003) Social-service scape conceptual model. *Mark Theory* 3(4):37–65
9. Park J-Y, Back RM, Bufquin D, Shapoval V (2019) Servicescape, positive affect, satisfaction and behavioral intentions: the moderating role of familiarity. *Int J Hosp Manag* 78:102–111
10. Kotler P (1973) Atmospherics as a marketing tool. *J Retail* 49(4):48–64
11. Corlett EN, Bishop RP (1976) A technique for assessing postural discomfort. *Ergonomics* 19(2):175–182
12. Harris LC, Ezeh C (2008) Servicescape and loyalty intentions: an empirical investigation. *Eur J Mark* 42(3):390–422
13. Li M, Ma Q, Zhao X (2014) The relationship between social factors and customer behavior willingness in service scenarios. *Econ Manag* 36(02):76–87
14. Park CW, Macinnis DJ, Priester J (2006) Brand attachment: construct, consequences and causes. *Found Trends® Mark* 1(3):191–230
15. Japutra A, Ekinci Y, Simkin L (2014) Exploring brand attachment, its determinants and outcomes. *J Strateg Mark* 22(7):616–630
16. Mehrabian A, Russell JA (1974) *An Approach to Environmental Psychology*. The MIT Press
17. Robert D, John R (1982) Store atmosphere: an environmental psychology approach. *J Retail* 58(1):34–57
18. Babin BJ, Attaway JS (2000) Atmospheric affect as a tool for creating value and gaining share of customer. *J Bus Res* 49(2):91–99
19. Lin YH (2015) Innovative brand experience's influence on brand equity and brand satisfaction. *J Bus Res* 68(11):2254–2259
20. Chen CF, Tsai DC (2007) How destination image and evaluative factors affect behavioral intentions? *Tour Manag* 28(4):1115–1122
21. Zhou Q (2012) Research on the influence of boutique hotel brand association on customer behavior tendency. Zhejiang University, pp 1–121
22. Rossiter J, Bellman S (2012) Emotional branding pays off: how brands meet share of requirements through bonding, companionship, and love. *J Advert Res* 52(3):291–296
23. Schmalz S, Orth UR (2012) Brand attachment and consumer emotional response to unethical firm behavior. *Psychol Mark* 29(11):869–884
24. Loureiro SMC (2017) Medical tourists' emotional and cognitive response to credibility and Servicescape. *Curr Issue Tour* 20(15):1633–1652

25. Alfakhri D, Harness D, Nicholson J et al (2018) The role of aesthetics and design in hotelscape: a phenomenological investigation of cosmopolitan consumers. *J Bus Res* 85:523–531
26. Whan Park C, MacInnis DJ, Priester J et al (2010) Brand attachment and brand attitude strength: conceptual and empirical differentiation of two critical brand equity drivers. *J Mark* 74(6):1–17
27. Tombs A, McColl-Kennedy JR (2003) Social-servicescape conceptual model[J]. *Mark Theory* 3(4):447–475
28. Durna U, Dedeoglu BB, Balikçioğlu S (2015) The role of servicescape and image perceptions of customers on behavioral intentions in the hotel industry. *Int J Contemp Hosp Manag* 27(7):1728–1748
29. Ahmadpour N, Lindgaard G, Robert JM et al (2014) The thematic structure of passenger comfort experience and its relationship to the context features in the aircraft cabin. *Ergonomics* 57(6):801–815
30. Ryu K, Jang SCS (2007) The effect of environmental perceptions on behavioral intentions through emotions: the case of upscale restaurants. *J Hosp Tour Res* 31(1):56–72

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

