

A Study on the Effect of Retail Ready Packaging (RRP) in Discount Stores on Customer Satisfaction and Repurchase Intention

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Abstract The purpose of this study is to establish a new management strategy to meet customer needs of discount stores as customers demand higher and more diverse services in addition to low prices. An empirical analysis on consumers to explore the structural relationships between the quality, environmentally friendliness, consumer perception, service value, and emotional response of retail ready packaging (RRP) in discount stores in order to find out how they affect customer satisfaction and repurchase intention. First, it was confirmed that the RRP quality of discount stores that affects customer satisfaction is mediated by the emotional response. Second, it was found that RRP in discount stores should continue to devise strategies to improve service quality along with efforts to provide more benefits perceived by customers to increase customer satisfaction and repurchase intention. Third, it was confirmed that the RRP image of discount stores has a positive (+) effect on service value, emotional response, customer satisfaction, and repurchase intention.

Keywords RRP, Discount store, Environment friendly, Customer satisfaction, Repurchase

Introduction

Recently, as a new consumption trend is formed according to economic, cultural, and social factors, the distribution environment has entered an era of unlimited competition with no boundaries between channels due to the development of technology, entry into various channels, and changes in consumption patterns¹⁻²). The most important keyword for all corporations around the world has to be competitiveness reinforcement. Competitiveness reinforcement not only means expansions of corporations but has become the surviving strategy of corporations. When examining the data released by the National Statistical Office, the situation of department stores and discount stores. The term discount store changed from large-scale shops to discount stores during the enactment of the Distribution Industry Development Act of 1977 to be changed again with the revision in 2004. In terms of figures, discount stores recorded sales of 19.2 trillion KRW in 2003, which was 11.7% higher than 17.1 trillion KRW of department stores³). In addition, as of 2021, it continues to grow with PB (Private Brand) products and online sales strategies.

However, the discount stores of Korea are facing very difficult conditions where they have to take part in competition of business conditions but also fiercely compete with same business conditions within the saturated retail market. Like the innovation stage of the wheel of retailing⁴), the domestic discount stores began with the innovative concept of low prices and minimal service in the entry phase, they have strengthened with services, product assortments and high quality facilities with the growth phase to accomplish a unique business condition positioning that is 'Korean discount store' of 'semi-department store status.'

Such competition in enhancements between businesses caused 1st and 2nd generation discount stores that focused on basic functions to evolve under the concept of 3rd and 4th generation discount stores as lifestyle value stores combining professional tenants, cultural centers, and convenient facilities. Furthermore, establishing new business strategies are required for discount stores to meet the desires of customers in accordance with the demand of various services of higher quality as well as low prices. Despite such changes, there have not been sufficient amounts of empirical studies on Korea's typical retail channel that is discount stores. Over the past decade, the studies on service quality of retail stores were mainly focused on department stores to investigate the cause-and-effect relationship between few concepts such as service quality, customer satisfaction and preferences and the few studies on discount stores have also been limited to fragmentary studies

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investigating the cause-and-effect relationship between few concepts such as the relationships between service quality and satisfaction as well as store selection factor and preference. In short, majority of the study results concluded that service quality and customer satisfaction were closely related and that preferences were related to store selection factors. However, customer satisfaction achieved with good physical environment and human services won't always lead to repeated purchases and although low prices and strong preferences are important factors in store selection, they cannot be described as the only factors for repurchase intentions. It is particularly difficult to find studies analyzing the relationship between customer satisfaction and repurchase intentions by considering service quality, reputation, service value and emotional response as both theoretical and leading variables.

Hence, there are insufficient number of comprehensive studies on determining what the factors influential to user satisfaction and repurchase intentions are for discount store services. This study attempted an integrated study on the cognitive and emotional aspects of discount store retail ready packaging (RRP) customers according to the discount store Service Relationship related research results of Jung²⁾, and derived model and hypotheses of research on the relationship between each constituent concept and hypothesis testing. For this purpose, the sample was composed of customers and a survey was conducted. The purpose of this study was to explore the structural relationship between service quality, image, service value, and emotional response through RRP of large marts, and to empirically analyze how it affects customer satisfaction and repurchase intention. The two-factor solution method, that was suggested as the dependency problem among the 5 levels of SERVQUAL (a compound word of SERVQUAL + QUALITY), which has been widely used in service evaluation, was applied to classify RRP environmental factors and Quality factors to examine the influence that cognitive evaluation on service quality has on customer satisfaction and repurchase intentions through the customer's emotional responses.

Moreover, based on the precedent studies stating that service quality influences service value, customer satisfaction and repurchase intentions perceived by customers, the discount store RRP image was included in the leading variable since the basic properties of discount stores services possess properties close to experiential products, thus there exist high probability that consumers may determine purchases based on RRP image or word-of-mouth from their surroundings. The analysis to verify the reliability and validity of constructs was conducted and the structural equation modeling method was used to verify the proposed hypothesis. Furthermore, the reliability of variables was verified by using the Cronbach's α and squared multiple correlation (SMC) that exhibits internal consistency. The path analysis based on the structural equation modeling was also conducted.

Documents Research

Concept of discount stores and characteristics of Korean discount stores

Amidst technological development, changing consumption patterns, introduction of various channels, and increasing competition, retailers are a crucial part of the value chain⁵⁾. Discount stores are one of the most important kinds of retailers that distribute goods and services to the final consumer.⁶⁾ Kotler and Armstrong⁷⁾ defined it as "businesses that sell normal products at low prices with mass sales and low profit margins." In Korea, it has been described as "more popular than mass merchandisers to organize products practically and is an industry in the form of quick sales at small profits, self-service and price destruction⁸⁾. Discount stores are the large-scale retailers that charge low prices by mainly focus on durable consumer goods and are also called as discounters. In short, these are retailers that mainly sell durable consumer goods to consumers at prices below the listed price⁹⁾. Discount stores can be defined as stores conducting mass sales of standard products under self-service¹⁰⁾.

According to the 10 Years of Open Distribution, while the status of small scale shops have declined for 10 years since the complete opening of the domestic distribution market in 1996, new business conditions such as discount stores, convenient stores and non-store retailing have achieved rapid growth¹¹⁾. In such aspect, the shopping culture focusing on department stores and supermarkets have deteriorated and the discount stores with massive shopping spaces have come to lead the market. Meanwhile, according to the analytical report of Shinsegye's distribution research center (2007), the competitors commercial districts with competitors has reached 90% as displayed in Table 1 in the case of A, which is the representative business in the discount store market. Furthermore, it appears as though 63% of entire stores are operating in very competitive situations of above the average competition intensity to find that businesses need establishing differentiated strategies and competitive shops to survive. Another change is that the competitive aspect among the discount stores is being expanded from price competition to non-price competitions. In the early stages of discount stores, the 1st generation discount stores that imposed low prices with warehouse-type store structure as element of competition were common. However, low prices are no longer demonstrating strength as elements of competitive edge due to the change in needs and increase in income levels of customers.

According to the study of Della, Monroe and McGinnis¹²⁾, price discounts under 10% do not have significant impact on consumer behavior. Unlike the current discount store market appearing by imposing price destruction, the competition is being further accelerated due to the differentiation and enhancements of services by each business and such occurrences

Table 1. Competition intensity of discount store A

Competition Type	Competition Intensity	Relevant No. of Stores	Average no. of stores within core commercial area	Average no. of stores within strategic commercial area	Average no. of stores within wide area commercial districts
Intense	20~28	6	5	3	8
High	12~17	17	3	1	37
Mid	7~11	34	1	2	39
Low	1~6	33	0	1	26

Note: Shinsegye's Distribution Research Center (2007), "Countermeasures according to competition status of discount stores" CI (Competition Intensity), core commercial area: 1km radius, strategic commercial area: 3km radius, wide area commercial district: 5 km radius

are thought to be related to the rapid deterioration of American style discount stores focusing on bulk bundle sales to transform into Korean style discount stores providing various services in spacious and pleasant environments. Moreover, the appearance of these Korean style discount stores in the discount store market could be the result of reflecting upon the needs of Korean customers that desire to shop with better treatments even if the prices are a little bit higher.

On the other hand, Discount Store are introducing various RRP as shown in Figure 1 and Figure 2 to enhance their competitiveness. contributing. Therefore, this study is to explore the structural relationship between quality, friendly environment, image, service value, and emotional response through RRP, and to empirically analyze how it affects customer satisfaction and repurchase intention.

Service-related theoretical analysis

1. Quality and environment

Unlike a product, a service is produced and delivered at the same time, so the interaction between the service provider and the customer at the service contact point has a very important effect on performance¹³⁻¹⁴. Once the relationship between the firm and the customer is established in the marketplace, continued customer contact, successful interactions and ongoing repeat transactions will enhance the relationship between the service firm and its customer¹⁵. Above all, since the main source of competitive advantage is customer value, it is important to secure a competitive advantage in the market so that it can provide customers with perceived value that is higher than that of competitors¹⁵. Although the definition of

**Fig. 1.** Example of inner box-type RRP display pattern.

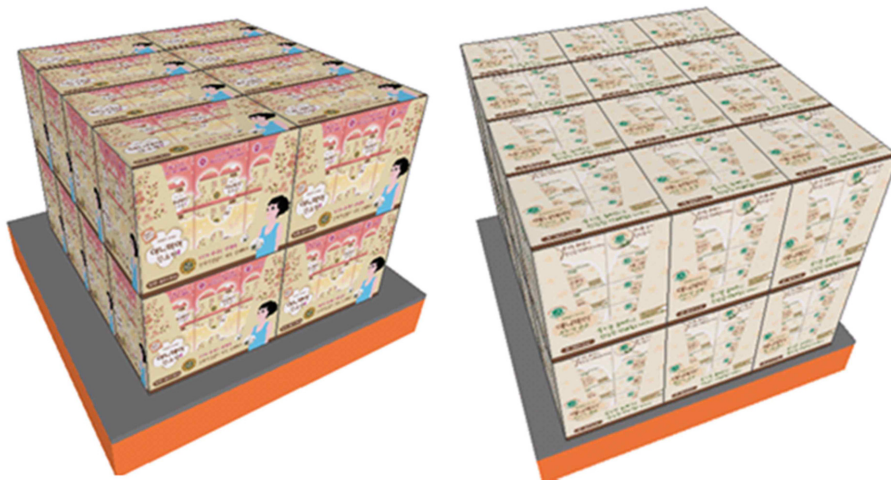


Fig. 2. Outer box-type RRP pattern example.

service quality varies among scholars, they commonly view perceived quality as a customer-oriented concept and an attitude related to facts, expectations, perception, and satisfaction¹⁷⁻²⁰. On the other hand, Parasuraman et al.²¹) defined service quality as an individual's overall judgment or attitude toward the superiority of a specific service, and this definition is commonly cited²²). In addition, as a measuring tool for service quality, SERVQUAL of Parasuraman, Zeithaml and Berry¹⁸) is mainly used, and it has been used in various service industries until now. Reimer and Kuehn²³) divided the shopping environment into the scale used in Parasuraman et al.¹⁸), and Servicescape was seen to include surrounding elements such as music, noise, and temperature, and elements such as the appearance of employees and interiors.

2. Image

Reputation can be explained as the concept of corporation's image and association being focused on the consumer's perspective¹⁴). While Fombrun and Van Riel²⁴) claimed that although precedent studies have put much effort in the management of corporate reputations, they have failed to shed light on the definition and dynamics of clear and strong corporate reputation and systematically studied the reputation within each domain of knowledge¹⁴). Gotsi and Wilson²⁵) claimed that reputation and image are different concepts but also dynamic structures that had mutual influence²⁶). Meanwhile, it was also claimed that corporate identity is the true nature held by the corporation since corporate identity can be used as a tool to separate from other corporations with differentiated characteristics with competition²⁷) and these were different concepts because the reputation of a corporation is evaluated from the outside²⁸). Kotler²⁹) defined an image as "a set of beliefs, ideas, and impressions that a person has about an object". In other words, an image is premised on the existence of a certain object³⁰). On the other hand, Kotler²⁹) argued that

the image can be applied to a variety of objects, suggesting the corporate image, which is the point of view of the whole company, and the product image, which is the point of view of a specific product category, and the brand image, which is the point of view of a specific brand in competition with other brands, and the concept of a marketing image, which is a perspective of looking at the quality of a company's overall marketing efforts or marketing mix. In addition, it was said that the image has both individuality, which is a differentiated attribute, and favorableness, which means good or bad. Combining various scholars' discussions on image, it can be seen that image refers to the customer's overall perception of the organization and is composed of several sub-concepts. In other words, an image is premised on the existence of an object, and it is a picture in the mind about the whole rather than any one aspect of the object, and it can be said that it has a direction like an attitude.

3. Service value

Service value is captured by two aspects: benefits gained and costs paid by consumers. Therefore, it is a leading variable of customer-satisfaction. This is a much better way to understand the concept than merely saying that service quality impacts customer-satisfaction and purchasing intentions³¹). As the relationship between service quality and customer satisfaction is being studied, many researchers have concluded that service corporations must deliver service value to increase customer-satisfaction^{32,33,14}). In the field of marketing, service value can be defined as profits or benefits expected by consumers through products or services and this applies as a factor more important than price during the purchase decision-making process³⁴⁻³⁷). Hence, the psychological viewpoints of humans must be included when considering to define service value and service value can be viewed as a more helpful concept when explaining or predicting the consumer's reactions since

service production itself is not the fundamental value but factors like perceived service quality is formed into the overall service value³⁸⁾.

4. Emotional reaction

Studies are being actively conducted on the emotions felt by consumers in accordance with the increase in awareness that consumers are both intelligent and emotional³⁹⁾. According to Gardner⁴⁰⁾, affect is a perception on environmental stimulation within daily life that is closely related to the perception process, to be either feelings of pleasure or displeasure and unlike affect, emotions are behavioral responses that occur with physical agitation in accordance with external stimulation and therefore, emotions are not just feelings of pleasure or displeasure but rather a more complex, abundant and comprehensive emotional experience. Moreover, emotions can be explained in a broader concept that includes experiences and feelings of the past as well as interpretations of perceived information while affect is an one-dimensional state created during physiological activity. On the other hand, feelings are more general and momentary state of emotion while mood defines the momentary state of emotion that influences human's activity at a certain time and situation⁴¹⁻⁴²⁾. In this study, the emotional responses that customers feel during service situations at discount stores were not classified as emotion, affect, feeling and mood but rather holds the meaning of the overall psychological and emotional condition experienced by the customer. In short, the emotional responses were defined as the emotional and psychological conditions as a concept that is opposite of perception and emotional responses are not the conscious and perceptual information processing process. Therefore, the overall emotional and psychological conditions experienced by the customers can be viewed as the emotional response, which is an important research unit in the present study. The present study was based on the claim that cognitive responses act as factors that precede emotional responses^{43-44, 14)}.

5. Customer satisfaction

Enhancing customer satisfaction and customer retention leads to advantages of profit improvements, positive word-of-mouth, and less expenses for marketing costs^{45-46, 14)}. Customer satisfaction can be defined as the judgment influenced by positive or negative emotional responses and cognitive dissonance. In short, it can be defined as "the comprehensive psychological condition that occurs when the expectancy discrepancy and the emotions the consumer had regarding consumption experience prior to the actual experience are combined"⁴⁷⁾. High customer satisfaction leads to increase in loyalty of existing customers, decline in price sensitivity, prevention of losing existing customers, decrease in marketing failure costs, decline in costs to draw new customers and improvements in corporate reputation⁴⁸⁾. Until now, the

studies conducted on customer satisfaction can be divided into four domains of ① conceptual studies on conceptual distinction, explanation or definition and investigation into limitations and theory, ② methodological studies on methodological issues or relationships between variables related to the concept of customer satisfaction, ③ descriptive studies on explanations of satisfaction/dissatisfaction or degree of complaints and ④ management study researching by applying the satisfaction/dissatisfaction concept and scale on subjects of independent companies¹⁴⁾.

6. Repurchase intention

According to Kim¹⁴⁾ and Oliver⁴⁹⁾ argued that customer satisfaction affects post-purchase attitude and increases repurchase intention. In the studies of Bearden and Teel⁵⁰⁾ and Bitner⁵¹⁾, It has been proven that it affects the attitude of consumers and influences the intention to repurchase. Furthermore, in marketing or organizational behavior literature, repurchase intention is understood as intention to maintain relationships in the relationship commitment aspects. Hence, the importance of defensive marketing strategies for enhancing customer loyalty and maintaining existing customers are increasing in comparison to offensive marketing strategies of attracting new customers and expansion of market share^{48, 52)}. Reichheld⁵³⁾ claimed that the key of marketing strategy in the service industry is to maximize the maintenance rate of existing customers by increasing customer loyalty. And existing studies on service marketing also show that management of existing customers is more efficient than attracting new customers and the qualitative performance index of customer loyalty has closer connections with corporate earnings than quantitative performance index of market share⁵⁴⁾.

As examined above, discount stores have introduced customer relationship management (CRM) based on customer database, mileage points cards, customer service centers, and various warranty programs to meet the needs of customers. Some experts may disagree with the idea of implementing CRM in discount stores, but I believe they are important because they improve customer satisfaction for discount stores. Otherwise, such stores have to rely on price-based competition, which is tough because they keep their prices low as it is. By implementing CRM, a discount store can offer better value to its customers even when it charges the same or higher price compared to its competitors⁵⁵⁾. Meanwhile, Zimmer & Golden⁵⁶⁾ present study results that the store names apply as important factors when consumers are choosing stores and there exist clear differences in favorable-non favorable cognition in relation to the image of discount stores. Therefore, this study was conducted by applying Jung²⁾'s discount store service-related research results to RRP in discount stores. The monetary value felt compared to the money paid for the store's shopping cost leads to service value, and positive hearsay regarding

reasonable prices lead to the store's image. The research was conducted by setting the service value and the factors that constitute the image of discount stores. Hence, the present study will examine how the consumer (customer)'s process of reaction is influenced by the RRP as well as its relationship with service quality and image, service value, emotional response, customer satisfaction and repurchase intentions.

Method and hypotheses of research

1. Research method

This study was conducted by applying the research results according to Jung²⁾ to domestic discount stores. It was set up for the following two purposes. First, this study introduces the service quality and image of RRP in discount stores, service value perceived by customers and the emotional response felt by customers to test the influence that it has on customer satisfaction and repurchase intentions to investigate the correlation. Second, although Parasuraman et al.^{18,21)} 'SERVQUAL has been widely used in existing service evaluations, it raises questions regarding independence between the 5 domain types of service evaluation and faces limitations where the connection between the intangible dimensions appear very high. Hence, Wakefield and Blodgett⁵⁷⁾ and Reimer and Kuehn²³⁾ insisted that the four factors (reliability, reactivity, certainty, perceptual openness) of SERVQUAL's evaluation dimensions, that cannot be differentiated, should be tied into a single factor to approach with the two-factor solution of tangibility and intangibility. Therefore, the present study classifies the dimensions of discount store's service quality to tangible and intangible factors of

quality and image to find out how the cognitive evaluation on the tangibility and intangibility of customer services influence the emotional responses of customers and understand the influence that it has on customer satisfaction and repurchase intentions through the emotional responses of customers.

2. Research hypotheses

Howard⁵⁸⁾ claimed that cognitive elements determine the emotional responses based on the hierarchical influence suggested by the casual flow of cognition, affect and behavior and that this influences behavior to suggest the cognition-affect-behavior model. Furthermore, the studies on the relationship between such cognitive evaluations and emotions mainly cover the influence of environment on emotions^{59,60,14)} and the significant relationship between the consumer's emotions and environments of services have been revealed through various studies^{61,62,57,63,33)}. Bolton and Drew¹⁹⁾ revealed that service value is a conceptual structure determined according to the service quality, consumer's devotion, and the consumer's characteristics and therefore, service quality is a leading variable of service value. Cronin et al.³²⁾ claimed that the explanation ability for consumer's purchase intentions can be enhanced by adding the service value to the consumer decision-making process model based on service quality and costs to present the study result that the service value increases when the service quality rises. Therefore, the present study presented the following hypotheses on the influence of quality and friendly environments of discount stores based on the precedent researches mentioned above.

H1-1: RRP quality of discount stores will have positive (+)

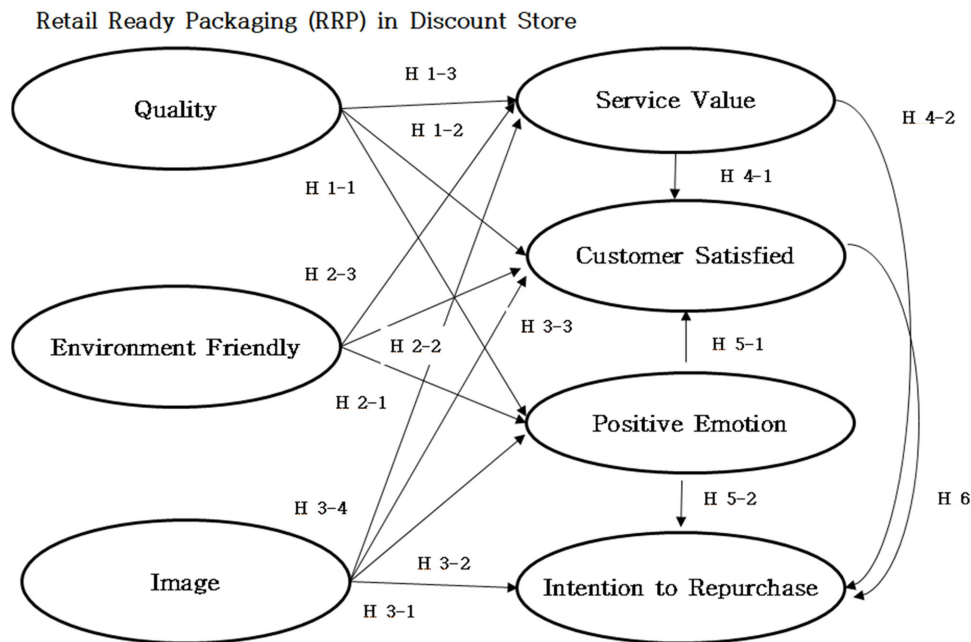


Fig. 3. Research model.

influence on emotional responses.

H1-2: Environment friendly RRP of discount stores will have positive (+) influence on emotional responses.

H1-3: RRP quality of discount stores will have positive (+) influence on customer satisfaction.

H2-1: Environment friendly RRP of discount stores will have positive (+) influence on customer satisfaction.

H2-2: RRP quality of discount stores will have positive (+) influence on service values.

H2-3: Environment friendly RRP of discount stores will have positive (+) influence on service values.

The packaging industry contributes to the expansion of product exports and the improvement of people's living standards through functions such as product protection and storage, distribution convenience, and sales promotion⁶⁴). In the process of trying to minimize the perceived dangers during the process of purchase, positive images for certain subjects will suggest ideas customers can expect from the relevant services to heighten their confidence in result of purchase to reduce risks. Such images minimize uncertainty caused by lack of confidence, time, and information when consumers are determining purchase intentions⁶⁵). Therefore, since the discount store services also have the qualities close to experiential products, it can be suggested that there is high chance that customers will determine their purchase based on image or word-of-mouth from their surroundings during the decision-making-process. Based on the above-mentioned precedent researches, the present study settled on the following hypotheses.

H3-1: RRP image of discount stores will have positive (+) influence on service values.

H3-2: RRP image of discount stores will have positive (+) influence on customer satisfaction.

H3-3: RRP image of discount stores will have positive (+) influence on repurchase intentions.

H3-4: RRP image of discount stores will have positive (+) influence on emotional responses.

Westbrook and Michel⁶⁶) has viewed satisfaction-dissatisfaction as emotional responses caused by cognition or conviction regarding certain subjects, behaviors or situations compared with human's values (or desires-needs-hopes) in the Value-Percent Disparity Model (VPDM). Meanwhile, it was explained that customers determine the service value expressed by cost in comparison to benefits during actual shopping situations to experience satisfaction and dissatisfaction for this to have positive (+) influence on purchase intentions⁶⁷). Based on the above-mentioned precedent researches, the present study settled on the following hypotheses.

H4-1: Service values will have positive (+) influence on

customer satisfaction.

H4-2: Service values will have positive (+) influence on repurchase intentions.

Since the positive and negative emotions consumers experience in stores increase their loyalty, the relationship of emotions and loyalty is very significant⁵⁶) and the emotions that occur when consumers visit specific stores influence their revisit intentions⁶¹). Moreover, the majority of researchers agree that satisfaction has positive influence on repurchase intentions^{68,69,70,49}). Based on the above-mentioned precedent researches, the present study settled on the following hypotheses.

H5-1: Emotional responses will have positive (+) influence on customer satisfaction.

H5-2: Emotional responses will have positive (+) influence on repurchase intentions.

H6: Customer satisfaction will have positive (+) influence on repurchase intentions.

Empirical analysis

1. Sample composition operational definition and measurement of variables

The survey was conducted by interviewers on two discount stores located in Seoul and two discount stores located in Bundang, Gyeonggi-do, from January 11 to February 15, 2021. The questionnaire was distributed to four hypermarkets, respectively, 300 copies, 350 copies, 300 copies, 300 copies, a total of 1250 copies, and a total of 1000 responses were obtained, and the demographic characteristics of the respondents used as samples for this study. Is shown in Table 2.

2. Operational definition and measurement of variables

2.1. RRP quality

After testing the effect of discount store private brand (PB) product quality perception on customer preference, Jung²) confirmed that each attribute leads to customer satisfaction only through perceived quality. Kim et al.¹) analyzed the desires of customers for home meal replacement (HMR) products at large supermarkets, and as a result, various menus (29.1%), packaging containers (23.6%), prices (22%), menu information (14.2%), and Quality (11.0%) appeared in the order. Therefore, the components of the RRP quality were classified into four categories: accessibility, cleanliness, aesthetic appeal, and convenience. To measure this, the items used in previous studies were modified and measured on a Likert 5-point scale.

2.2. Environment friendly RRP

As environmental pollution is emerging as the most urgent problem today, countries around the world are strengthening environmental regulations and paying attention to the

Table 2. General characteristics of samples

Division		Frequency	Percentage	Division		Frequency	Percentage
Gender	Man	347	34.7%	Job	Student	50	5.0%
	Woman	653	65.3%		Employee	308	30.8%
	Total	1000	100.0%		Self-employed	72	7.2%
Age	Under 19	33	3.3%		Professional	140	14.0%
	20~29	92	9.2%		Housewife	287	28.7%
	30~39	305	30.5%		Official	47	4.7%
	40~49	322	32.2%		Entrepreneur	27	2.7%
	50~59	200	20.0%		Soldier	0	0.0%
	Over 60	48	4.8%		Inoccupation	15	1.5%
	Total	1000	100.0%		Other	55	5.5%
Education	Middle school graduate	43	4.3%	Total	1000	100.0%	
	High school graduate	285	28.5%	Mainly purchased product	Food	442	44.2%
	College graduate	205	20.5%		Home appliance	80	8.0%
	College graduate	392	39.2%		Adult goods	12	1.2%
	Graduate school or higher	75	7.5%		Household goods	277	27.7%
	Total	1000	100.0%		Baby products	17	1.7%
Average monthly income	Less than 1 million won	130	13%		Women's goods	47	4.7%
	1~2 million won	230	23%		Clothing	68	6.8%
	2~3 million won	272	27.2%		Elderly goods	8	0.8%
	3~4 million won	148	14.8%		Hygiene products	7	0.7%
	4~5 million won	123	12.3%		Office Supplies	15	1.5%
	5 million won or more	97	9.7%		Home appliance	12	1.2%
	Total	1000	100.0%		Other	17	1.7%
					Total	1000	100.0%

introduction of a resource 'circular economy' and 'producer responsibility recycling' system⁷¹⁾. Therefore, it is necessary to propose packaging materials that can partially replace disposable packaging materials such as corrugated cardboard and Styrofoam to overcome the environmental problems facing society and to suggest ways to reduce logistics costs for companies⁷²⁾. As a result of performing exploratory factor analysis (factor extraction method, principal component analysis, rotation method, varimax with Kaiser normalization), kindness, and expertise overlap, so one observation variable, kindness, is included in expertise. They were divided into following dimensions. To measure this, items with overlapping item contents among items used in previous studies were refined and measured on a Likert 5-point scale.

2.3. RRP image

Under the general reputation approach, a company can improve its reputation by having belief in its products and services⁷³⁾. Image is impossible to measure quantitatively, and the reputation of a company as felt by individual customers differs environmentally, regionally or contextually. Therefore, by modifying it according to the characteristics of the discount store, 6 factors such as Generally good feeling, store operation

such as merchandiser (MD) and distribution managers, their know-how and experience, image and rumors of the people around them, and reasonable selling price, etc. Measured.

2.4. Service value

Service value can be said to be the offset effect between the perceived benefits of the product and service purchased by the customer and the cost (Sacrificial) paid to purchase the product or service^{74,75)}. In this study, to measure this, the items developed in the preceding study were modified and extracted to suit the discount store field, and the sales service value was classified into perceived monetary value and perceived non-monetary value, and the service provided with the sales price of the visited store. It included whether it was appropriate in light of RRP.

2.5. Emotional reaction

Kim and Yoon⁷⁵⁾ stated that the service contact's emotions represent the customer's subjective mood and can be divided into positive and negative emotions. This study was limited to a positive dimension to measure the emotions customers feel at the discount store site and was extracted and modified according to the discount store format by referring to previous

studies. Five questions on positive emotions such as happiness, hum, joy, comfort, and faith were measured using the Likert 5-point scale.

2.6. Customer satisfaction

The definition of customer satisfaction in this study is 'evaluation of the overall service perceived by the use of large mart' by referring to previous studies by Anderson et al.⁶⁸, Cronin and Taylor⁷⁶, and Kim⁴². Defined, in order to measure customer satisfaction, the scales suggested in previous studies were used and revised and supplemented according to this study. Three questions asking about the overall satisfaction with the discount store, the satisfaction with the service level, and the degree of satisfaction with the facilities and equipment were measured on a Likert 5-point scale.

2.7. Intention to repurchase

A customer's repurchase intention means that they are likely to repurchase or continue to use it⁷⁷. To measure the repurchase intention of this study, the scale suggested by Bitner⁵¹, Dodds et al.⁷⁸, Yi⁷⁹, and Woodside et al.⁷⁰ was used, and a single-dimensional scale of 3 It was measured on a Likert 5-point scale.

Reliability and validity test

As shown in Table 3 below, if you look at the coefficient of reliability output from AMOS, the multiple correlation square (SMC), it is found that all of them exceed 0.5, the measurement index used to measure each latent variable in this study. All of them were found to have a reflective personality and

secured internal consistency.

In addition, discriminant validity relates to how different a constituent concept actually differs from another constituent concept. In this study, the AVE of each of the two constituent concepts subject to discriminant validity evaluation and the square of the correlation between the two constituent concepts are compared. Therefore, we used a method to check whether both AVEs are greater than the correlation square. At this time, if all of the AVEs are greater than the square of correlation, it can be said that there is discriminant validity⁸⁰. The AVE value and correlation square of each constituent concept are compared as shown in Table 4 below.

As shown in the results of Table 4, the magnitude of the squared correlation between all constituent concepts included in this study was 0.272~0.563. As the AVE value is larger, it can be seen that all constituent concepts have discriminant validity.

Testing of structural equation models

1. Model specification, estimation, and fit evaluation

There are 7 theoretical variables that make up this research model, and it consists of 3 exogenous variables and 4 endogenous variables. Exogenous variables are RRP quality, Environment friendly RRP, and RRP image, and endogenous variables are service value, emotional response, customer satisfaction, and repurchase intention. First, AMOS was used to estimate the model based on the effect hypothesis test. As a result of testing the overall structural model between research units used in this study, the degree of fit was $\chi^2 = 184.561$, $df = 51$, $p = .000$, $GFI = .965$, $AGFI = .894$, $RMR = .012$, NFI

Table 3. Analysis of reliability and validity of measurement indicators

Construction concept		Reliability analysis		Feasibility analysis		
		SMC	α coefficient	Factor load	Standardization factor load	<i>t</i> value*
RRP Quality	RRP Quality 1	0.548	0.832	0.866	0.74	20.34***
	RRP Quality 2	0.511	0.857	0.839	0.715	19.387***
	RRP Quality 3	0.542	0.824	0.868	0.736	20.178***
	RRP Quality 4	0.714	0.881	1	0.845	Fix
Environment friendly RRP	Environment friendly RRP 1	0.72	0.867	0.996	0.849	22.385***
	Environment friendly RRP 2	0.721	0.86	0.985	0.849	22.395***
	Environment friendly RRP 3	0.606	0.885	1	0.778	Fix
RRP Image	Discount store image	0.5	0.9	1	0.707	Fix
Service value	Monetary value	0.745	0.892	0.931	0.863	28.245***
	Non-monetary value	0.755	0.852	1	0.869	Fix
Emotional	Emotion when using a hypermarket	0.5	0.937	1	0.707	Fix
Customer satisfaction	Customer satisfaction	0.5	0.894	1	0.707	Fix
Intention to repurchase	Intention to repurchase	0.5	0.769	1	0.707	Fix

Notes 1. ***: Significant at $p < 0.001$.

2. $\chi^2 = 134.347$ ($p = .000$, $df = 44$), $GFI = .962$, $AGFI = .913$, $CFI = .953$, $NFI = .957$, $RMSEA = .063$

Table 4. Squared correlation with AVE value of each constituent concept

Construction concept	AVE	r	r ²	Discriminant validity
RRP quality 1	0.579	0.522	0.272	0
RRP quality 2				
RRP quality 3				
RRP quality 4				
Environment friendly RRP 1	0.682	0.559	0.312	0
Environment friendly RRP 2				
Environment friendly RRP 3				
Non-monetary value ← Service value	0.750	0.750	0.563	0
Monetary value ← Service value				
Image ← Discount store image	Fix*			0
Positive emotion ← Emotional reaction	Fix*			0
Satisfied ← Customer satisfied	Fix*			0
Repurchase ← Intention to repurchase	Fix*			0

Note: * It is a variable with one measurement variable

= .964, CFI = .948, TLI = .937, and RMSEA = .016 were derived, so the overall conformity of the structural model is judged to be appropriate.

2. Test hypothesis

The overall path of this research model analyzed to test hypotheses about the relationship between research units, such as RRP quality of discount store, Environment friendly RRP, RRP image, customer perceived service value, customer's emotional response, customer satisfaction, and repurchase intention. The results of the coefficient analysis are shown in Table 5.

The theoretical model presented in this study presented a hypothesis through a research model on the relationship between the RRP quality of a Discount Store, Environment friendly RRP, service value perceived by customers, emotional reactions felt by customers, customer satisfaction, and customer's repurchase intention. The results of the effect analysis of the research model for a total of 15 hypotheses presented as research hypotheses in this study are summarized and presented as shown in (Table 5) below. The results of analyzing the research hypothesis using the structural equation (SEM) model setting show that the RRP quality of the discount store has positive emotions ($t=0.539, p>0.05$) and customer satisfaction ($t=0.732, p>0.05$). The impact of Environment friendly RRP on service value ($t=1.327, p>0.05$) and customer satisfaction ($t=0.117, p>0.05$). In addition, the hypothesis about the effect of service value on customer satisfaction ($t=0.906, p>0.05$) and repurchase intention ($t=0.929, p>0.05$) was found to be insignificant and rejected. All nine hypotheses were adopted.

When summarizing the above results, the RRP quality of stores do not have significant influence on emotions and customer satisfaction but appeared to have positive (+) influence

on service values and therefore, it was found that consumers felt that there was value to pay the shopping costs because the service they received at the store was very impressive. This shows that the accessibility, cleanliness, aesthetic attractiveness, and convenience are important elements when experiencing service values to have significant influence. Although the Environment friendly RRP of the stores appeared to not have significant influence on service values and customer satisfaction, it did have positive influence on emotional responses. The RRP image of discount stores appeared to have positive (+) influence on service values, emotional responses, customer satisfaction and repurchase intentions and therefore, it was possible to confirm how big of a variable the influence of positive hearsay or reputation about the store is on customer satisfaction and repurchase intentions. Furthermore, it was found that positive emotions cause by human services and reputations had direct influence leading to customer satisfaction and repurchase intentions. However, although the RRP quality and RRP image of discount stores had direct influence on service values, it was confirmed that this does not directly connect to customer satisfaction and repurchase intentions. When examining the reasons for service values having significant influence on customer satisfaction and repurchase intentions in precedent researches but not being chosen in this study, it was found that unlike the precedent researches, this study used the discount store RRP image as leading variable for a comprehensive study and to already influence emotional responses, customer satisfaction and repurchase intentions and also, it can be analyzed that the results do not imply that service value concept itself has no correlation with customer satisfaction and repurchase intentions. Therefore, it can be determined that the results were different from the precedent researches that did not include discount store RRP image in their theoretical variables.

Table 5. Results of analysis of the total path coefficient of the research model

Route		Standardization coefficient	Non-standardization coefficient	S.E.	<i>t</i>	<i>P</i>	Hypothesis test result
Service value	← RRP quality	0.142	0.237	0.119	4.188	0.035*	Selection
Positive emotion	← RRP quality	0.079	0.184	0.147	0.539	0.59	Dismiss
Customer satisfied	← RRP quality	0.078	0.139	0.107	0.732	0.464	Dismiss
Service value	← Environment friendly RRP	0.18	0.310	0.136	1.327	0.185	Dismiss
Emotion reaction	← Environment friendly RRP	0.433	0.569	0.175	2.473	*	Selection
Customer satisfied	← Environment friendly RRP	0.015	0.089	0.13	0.117	0.907	Dismiss
Service value	← RRP image	1.07	1.27	0.1	10.73	***	Selection
Emotion reaction	← RRP image	1.391	1.581	0.13	10.68	***	Selection
Customer satisfied	← RRP image	0.752	0.936	0.205	6.664	***	Selection
Intention to repurchase	← RRP image	0.351	0.127	0.334	5.154	0.008**	Selection
Customer satisfied	← Service value	0.134	0.248	0.147	0.906	0.365	Dismiss
Intention to repurchase	← Service value	0.159	0.276	0.171	0.929	0.353	Dismiss
Customer satisfied	← Emotion reaction	0.422	0.539	0.159	5.655	0.008**	Selection
Intention to repurchase	← Emotion reaction	0.335	0.476	0.195	7.718	***	Selection
Intention to repurchase	← Customer satisfied	0.627	0.776	0.195	8.718	***	Selection

Note: ***Significant at $p < 0.001$, ** $p < 0.01$, * $p < 0.05$.

Conclusion & Implications

In the past, the characteristics of discount stores that determined customer satisfaction were the prices and for department stores, it was the mood of the store⁸¹). However, unlike the initial stages when they put forth price destruction, the current market of discount stores displays further acceleration of competition due to the differentiation of services per business according to the needs of customers. The positioning of an unique business condition that is 'Korean style discount stores' of 'semi-department store level' is being accomplished by strengthening services, high quality facilities and product assortments. They have transformed into discount stores that are like department stores or 'Korean style discount stores' equipped with various services and large pleasant environments for customers to want department store level services along with purchasing products at low prices. The customers are wanting to be supplied with complex elements such as new shopping spaces to satisfy the various needs of customers,

unique shopping experiences, convenience of store usage, harmony with consumer's lifestyle and pursuit of joy and individuality. To present business strategies that are both appropriate and efficient in actively coping with the ever-changing internal and external business environment of discount stores, the present study searched for the structural relationship between RRP quality, Environment friendly RRP, RRP image, service value and emotional response to conduct empirical study on how it influences customer satisfaction and repurchase intentions. Due to the dependency problem among the five types of dimension held by the widely used SERVQUAL, the two-factor solution method was applied to classify as factors of RRP quality and Environment friendly RRP in examining the influence that cognitive evaluations of service quality has on customer satisfaction and repurchase intentions through the emotional responses of customers. Through the analytical results mentioned above, it was confirmed that the consumer (customer)'s process of reaction was closely connected to RRP quality, Environment friendly RRP, RRP image, service

value, emotional response, customer satisfaction and repurchase intentions when using discount stores and it can be concluded that this greatly influences the discount store's establishment of marketing strategies to improve service quality and actively cope with rapidly changing distribution environment. By recognizing that the service quality of discount stores influencing customer satisfaction is mediated by emotional responses, it implicates that discount stores must continue to seek for efforts to provide more benefits perceived by customers and strategies to enhance service quality to increase customer satisfaction and repurchase intentions. Since the RRP image of discount stores have been confirmed to have positive (+) influence on service values, emotional response, customer satisfaction and repurchase intentions, the service provider must improve their image by continuing to provide professionalism and differentiated services and through this process, continue to attract customers. The drawbacks of precedent researches on the service quality, service values, emotional responses, customer satisfaction and repurchase intentions of discount stores and the academic significance of the present study are as follows. First, it is difficult of find researches that have analyzed the relationship with customer satisfaction and repurchase intentions by simultaneously considering RRP quality, Environment friendly RRP, RRP image, service values and emotional responses as both theoretical and leading variables. Hence, the present study attempted a comprehensive research on the cognitive and emotional aspects in relation to the influence of RRP quality, service values, emotional responses and RRP image of discount stores on customer satisfaction and repurchase intentions. Second, while the existing researches tied RRP quality and Environment friendly RRP into a single dimension by grafting onto environments such as hotels, restaurants and hospitals, the present study set tangible and intangible dimensions as the two key dimensions to classify multi-dimensionally for the detailed analysis and verification of the research model. Third, although there are many research results that have individually applied the theory and concepts presented above, the attempts to empirically verify by considering both the cognitive and emotional aspects from the customer's perspective is very rare. Therefore, the research model presented in this study can find its significance from the point that it is a systematic and comprehensive model for studying service quality, service values, emotional responses, customer satisfaction and repurchase intentions. The limitations of the present study and the direction for future researches are as follows. First, the sample was collected from subjects who were customers at four discount stores located in Seoul and Gyeonggi-do. Hence, the samples are arbitrary, and the number of samples are not sufficient for the representative nature to be weak and it would be impractical to apply the study results to all discount stores. Therefore, there is need to expand the area of investigation and a more meticulous method of research

and data collection should be developed to increase the accuracy of data as well as the representative nature of the samples. Second, there is need to further elaborate on the relationship between the constructs used in the present study. In short, reputation can be considered as the leading variable or the trailing variable of service quality and for the emotional responses, this study only measured the positive emotions, it is necessary to measure single emotion including negative emotions or measure by detailed and specific emotions. This is because their relations are set up differently in existing researches. Therefore, their relationships are expected to differ according to field of service and researcher to require consideration from an extensive angle.

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