Establishing a consumption experience scale model for Taiwanese fine foods culture

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This study explores the experiences and feelings of consumers regarding Taiwanese fine foods culture before establishing the conceptual structure of a consumption experience scale for Taiwanese fine foods culture. This paper uses confirmatory factors analysis (CFA) to examine 547 samples. The results show that the overall fit index, measurement, reliability and the validity that the scale developed using this research are all within the reasonable scope, which indicates that the proposed consumption experience scale for Taiwanese fine foods culture is sound in reliability, validity and fit. The results of this study provide researchers with further related examinations and data, and this research can act as a reference for restaurant entrepreneurs regarding sales strategy and planning.

Key words: Taiwanese fine foods culture, scale, dietary esthetics, consumption experience, word-of-mouth communication.

INTRODUCTION

Dietary aesthetics and consumption experience are currently inseparable. Only dietary culture can seemingly be displayed through consumption experience and word-of-mouth incisively, advancing Taiwanese fine food culture and mass media dissemination simultaneously. The Taiwanese economy has recently been recovering and experiencing a rapid boom. Therefore, "food is what matters to the people"; in earlier times such simple life patterns have been transformed into the life aesthetics of people "the people regard food as happiness" in contemporary society.

In addition to a change to consumer culture, the developmental process of the economy has been transformed into an era of an experience economy. The experience economy considers the experience and stresses approaches to establishing consumer trust during a communication. This type of economy transmits its intrinsic perceptual emotion gradually and affects the external rational mood. Schmitt (1999a) proposes that the main concept of experiential marketing is to create different experiential patterns for consumers. Schmitt considers these experiential patterns as “strategic experiential modules,” which include sense, feel, think, act and relate. In other words, this means creating a wonderful and wholesome consumer experience and added value for the consumer.

The global diet culture, cultural creativity, and the graphic arts are an innovation integrated as a new style, which enables cultural sightseeing and the creativity industry to complement each other. A feast alone with original characteristics and styles can set up a unique and attractive opportunity. Under the rapid development of aesthetic opportunity, Taiwan’s dietary culture has gradually unified the aesthetic concept in recent years. The approach to enabling the consumer to enjoy the dietary aesthetic experience is a dominant objective of this study.

In Taiwan, in relevant research, most studies focus on discussing various regional characteristics and diet experiences during travels. Few papers have approached the subject from the consumer viewpoint to explore the experiences of Taiwanese fine foods culture, aiming to analyze whether the experience of Taiwanese fine foods consumption influences the dissemination of fine foods.

Abbreviations: CFA, Confirmatory factors analysis; 3Fs, fantasies, feeling and fun; MLE, maximum likelihood estimation; CR, composite reliability; AVE, average variation extraction; SEM, structural equation modeling; RMSEA, The root mean square error of approximation; AGFI, The adjusted goodness of fit index; GFI, goodness of fit index.
This is another significant issue of this research. Therefore, the chief purpose of this research is to review all the related literature in addition to the findings of Lien et al. (2010) and to develop a general Taiwanese fine foods culture consumption experience scale before establishing the conceptual structure of Taiwanese fine foods consumption experience theory. This study verifies the pattern and appraises its rationality and fitness. The results of this study provide researchers with further related examinations and data, and this research can act as a reference for restaurant entrepreneurs regarding sales strategy and planning.

LITERATURE REVIEW

Dietary aesthetics

Aesthetics presents the consumer with an element of beauty or a stimulating emotional and mental experience (Charters, 2006). Dietary aesthetics stems from aesthetics, and not only summarizes the traditional content of researchers, the beauty of form of diet products is a functional beauty observed calmly and in an unidirectional manner from the diet aspect to satisfy individual demands from the physiological and psychological standpoint and is also contained in the diet product operating process. During the process, the individual is taught to survive the condition aesthetically, transferring the diet to the beauty inventor's enthusiasm fully and the creativity on the diet. This manifests aesthetic effectiveness directly.

According to the concept of dietary aesthetics, this study constructed a dietary aesthetics discipline system; its fundamental plane should be established in the dietary aesthetics outline and be explored in depth to reach the core of dietary aesthetics. Specifically, this study analyzes the theoretical structure from five aspects: the essence, the shape, the aesthetic sense, the category and creativity.

Taiwanese fine foods culture

The meaning of fine foods culture

Diet is often an aesthetic activity that stimulates all five senses simultaneously. The overall senses complement and balance one another. A fine diet nourishes the body and the mind. Scarpati (2002) stated that, fine foods have two types of annotations; the first, briefly, is to “enjoy the best food and drink.” The second is that, fine foods may reflect the cooking and the food. Tellström et al. (2006) indicated that fine foods are a reflection of their native culture, which is a part of a region’s cultural heritage.

Culture represents race and national identity. Food, more than any other variable can reflect the differences between diverse cultures. Food not only entails the cooking technique or the food presentation, but also demands perfection (Long, 2004). Food can satisfy the desire to eat, prove its cultural function, and reflect the local culture and self-approval (Hegarty and O’Mahony, 2001; Au and Law, 2002; Mitchell and Hall, 2003; Selwood, 2003; Quan and Wang, 2004). Therefore, upon arriving to a destination, tourists eat local foods which are regarded as a preparation of local residents (Hjalager and Corigliano, 2000). They also study and experience a new social culture (Fields, 2002).

The connotation of Taiwanese fine foods culture

“Pan-Dei” culture: “Pan-Dei” is a Taiwanese formal term for “catering.” The chef usually cooks in the presence of guests and prepares the food and wine to entertain them in a banquet. Banqueting is usually held outside the homes of customers.

Snack culture: “Snacks” (for example hors d’oeuvres and desserts) are the simplest and low-priced foods in the Chinese food system. Snacks refer to the boorish diet of the marketplace. Specifically, they usually use special local and fresh materials, and are removable and replicable (Fletcher, 1997).

Night market culture: Taiwan has a unique culture of the “night market,” which is an indispensable part of Taiwanese daily life. The Taiwanese government plans tourist night markets, and designs and coordinates the local characteristics to attract tourists to enjoy evenings and pursue novelty (Chang and Chiang, 2006). Hsieh and Chang (2006) also indicated that the novelty pursuit, the movement and experience of local cultures and customs stimulate tourists to sightsee night markets.

Hakka culture: Hakka is a branch of Han, the definition of which signifies that people live in a strange or foreign land. The reasons for forming Hakka foods are local geographical conditions, product resources and social humanities environment correlations.

Aborigine culture: “Aboriginal minorities” are groups that originally resided in Taiwan. They obeyed the wisdom of their ancestors to adopt traditional fine foods and life patterns. Their food materials and ingredients, cooking and household utensils are well rooted in the minds of the aborigines.

Wine shop culture: Since earlier times, “wine shops” were locales for selling liquor or drinking wine and also for politicians and celebrities to discuss business and socialize. Because people indulge in debauchery and are content with wine and women, these behaviors
preserve the culture.

**Lunchbox culture:** The lunchbox is transliterated from the Japanese. Taiwanese diet culture had undergone a change during Japanese rule. Upon recovering, Taiwan’s historical testimony revealed that the Taiwan Railway Bureau brought the local conditions and customs to the lunch culture.

**Local characteristics culture:** The characteristic products that are developed by a township, town and city must have a special characteristic such as historicity, cultural property, the distinctive quality or uniqueness and so on, in dietary culture. Taiwanese dietary culture is excellent in quality and reasonable in price. Fine foods are a characteristic change and have been the local characteristics culture. Each location’s flavor of fine foods has its own uniqueness. The various foods from snacks to local foods render Taiwan full of charm.

**Multidimensional culture:** Taiwan gathers polytropic culture connotations (for example Hakka, Fujian and Guangdong, Indigenous people, Europe and America, Southeast Asia, Japan and South Korea).

**Consumption experience**

Experience stems from individual personal attendance (Joy and Sherry, 2003) which comprises the characteristics in life. The most significant aspect is that, experience can create a value in life (Mitchell, 2001). Holbrook (2000) separated consumer experiences into fantasies, feeling and fun (3Fs) and indicated that consumer experiences stem from the pursuit of the 3Fs. Schmitt (2003) further proposed that the customer experiences management which is an organization managing customers strategically regarding the products or the entire experience procedure of the company. Arnould et al. (2004) suggested that experience is the interaction between the body, the cognition and the emotion under an environment. In recent years, certain scholars have come to believe that experience is not only the satisfaction of the consumer which is not the single item appraisal, but also a complex process which contains numerous variables influencing experiences of which its development continues (Jennings and Nickerson, 2006). Nagasawa (2008) stated that, experience does not emphasize the personal experience of the past and it is actually referred to the customers' subjective feelings when they contact products and services. The research of Schiffman and Kanuk (2000) indicate that, the consumption process comprises input, process and output. Schmitt (1999a) revealed that consumption is a three-stage process: (1) The stimulation; (2) the process; and (3) the result. Through stimulations, consumers can have difference types of experience. Therefore, this study regards consumption experience from the viewpoint of the consumer for the experience process of Taiwanese fine foods which is divided into three stages: (1) Perceived process experience; (2) consequences of experience; and (3) post-experience response.

**Perceived process experience**

Perceived process experience entails consumers that receive stimulation and produce each type of experience consciousness during the dining process of Taiwanese fine foods. This is divided into “individual (intrinsic psychology)” and “with other people and the environmental interaction (external stimulus).” Concerning the “Individual,” process of consciousness in Taiwanese fine foods is the most direct response in the mood, including positive and negative moods (for example enhancing or reducing pleasure in Taiwanese fine foods) (Donovan and Rossiter, 1982; Sherman et al., 1997). This includes experience motivation and expected experience. The service function, the entire environment and the service personnel are experience mediums. The service function refers to the basic effectiveness or the benefit of services that should be displayed. The physical environment portrays “a stage situation” for the customer experience which comprises serving space and pattern, the facility, the landscape, the decorations, lighting, sounds, flavor and so on.

Folks and Patrick (2003) indicated that customers relay their impressions to their colleagues when they experience good services. Baker (2006) found that consumers use four aspects, comprising the degree of participation in the market, the degree of achieving the goal through the market, the degree of controlling feelings and the degree of a sense of belonging to promote the feeling of experience value. This signifies that, if customers can have good interactions with service personnel or other customers, this will instills a positive influence mutually regarding the experience value.

**Consequences of experience**

The consequence of experience refers to the total number of conscious find food experiences a consumer produces while experiencing each type of Taiwanese fine foods. Schmitt (1999a) indicated that, the assessment functions and starts in the innermost feelings and mutual influence. Different wills have different subjective responses to the feeling of stimulation when an individual experiences the consumption process and after receiving the experience medium designed by the company.

Therefore, all types of experience produced by consumers are collected to form “the total consumption of the consumers.” The result of Taiwanese fine foods
experience is “the total consumption of consumers,” which is accumulated from the consciousness experience, which includes sense, feel, think, act, relate and value experiences. The total result of the Taiwanese fine foods experience influences both the pre-consumption and the post-consumption of consumers in the response of consumers.

**Sense experience:** The sense comprises five organs: vision, hearing, smell, taste and touch. Feelings of joy, excitement and satisfactory experience are induced through the sense experience. To create a positive sensory experience for customers regarding the products or services, the enterprise requires applying the style of the subject of the products or services suitably before initiating consumer motivation to increase product value. This study defines sensory experiences as the objective for Taiwanese fine foods culture to provide the consumer with joy or excitement.

**Feel experience:** To attain the goal of creating feel experience, the consumer intrinsic emotion and the mood are considered as the demand. What the feel experience operation requires is the realization of the relationships between emotions and stimulation and to enable consumers to participate automatically. The feel experience marketing strategy lies in the enterprise and should emphasize the promotion of the products, the service process and the innermost feelings of consumers (McCole, 2004). Fiske and Taylor (1984) and Brakus et al. (2009) agree that feel experience entails mental state and emotion. Therefore, the feel experience in this study comprises two essential factors: mood and sentiment. The essential factors of the sincere consideration transmission of consumers toward Taiwanese fine foods culture urge consumers to have emotive or mental reactions.

**Act experience:** The goal of act experience is to affect the visible experience of the body, life pattern and the interaction. The motion marketing by increasing the body experience and enriching the life product of the consumer produce the original energy motivation of behaviors (Brakus et al., 2009). This research defines act experiences as a final objective to increase actual physical experience toward Taiwanese fine foods culture to confirm that the physical experience affects human behavior and life pattern.

**Relate experience:** A specific group’s sentiment may provide a powerful beginning for the relate experience activity (Brakus et al., 2009) which chiefly entails instilling a good impression on others and enabling individuals to form a connection with a widespread social system; therefore, a powerful brand relation and brand social group is established. By consuming the Taiwanese fine food Dintaifung, consumers locate one type of the subculture of high dietary culture quality community and seek a sense of belonging in the community.

**Value experience:** Customer value is a type of interaction and relative experience by chance (Holbrook, 1994). Customer value exists in the experience of the process of consumption activities, and is indirectly produced by the commodity purchase, brand selection, or owning the products (Holbrook and Hirschman, 1982; Woodruff and Gardial, 1996). Mathwick et al. (2001) indicated that value experience may be divided into the following: the consumer’s investment reward, service superiority, and the aesthetic sense and interest. The consumer’s investment reward is the final resources and rewards the consumer gains from their investment in the finance, the time, the sense behavior, the opposing benefits, the economic utility, exchange and so on. Mathwick et al. (2002) separated the consumer value into two types: economic value and experience value. These two experiences are performed to study the influence of customer value regarding the degree of satisfaction in retailing, preference and purchase behavior intentions. Experience value is an individual value. When a consumer selects and purchases specific Taiwanese fine food products, the most significant factors they are concerned with are the utility value estimated by the product entity, the symbol values such as product characteristics performance and social positions and so on, whether they meet various aspects of demands of a consumer’s emotional preferences (Kim et al., 2002).

**Post-experience response**

Post-experience response is the reaction of the personal experiences of customers after experiencing Taiwanese fine foods. The response is also the real external behavior response, which is a type of oral dissemination in the information and mechanics of communication popular in a network society. Oral dissemination is a significant effective factor that facilitates fine food products or services successfully. Irrespective of sharing experiences in interpersonal communication or in blogs, oral dissemination possibly becomes the most difficult variable that enterprises can control in the selling process of fine food products or services (Balter and Butman, 2005). Mano and Oliver (1993) and Kathryn (1997) found that the consumption experience process affects its degree of satisfaction and has a positive relationship between them. Wakefield and Baker (1998) proposed that, the consumption experience has a positive relationship with the return intention. Mathwick et al. (2002) suggested that consumption experience has a positive relationship with the preference in retailers.

According to observations in the retailing industry, measuring the satisfaction, the preference of shops, the willingness to return, the willingness to recommend and loyalty might be considered indices for post-experience response.
According to the above discussions, the main reasons for this study to regard the concept of consumption experience as the main point is for enhancing service quality, consumer satisfaction and consumer loyalty in restaurant- and dining-related industries. The approach to enabling consumers to feel a dietary esthetics opportunity fused into the Taiwanese fine foods culture experience is a research issue that tourism-related departments and dining entrepreneurs should consider.

**RESEARCH METHODS**

**Research structure**

This study first uses the literature discussion above and the qualitative findings of Lien et al. (2010) to form the Taiwanese fine foods culture consumption experience connotation construction and the relational proposition before developing the Taiwanese fine foods culture consumption experience scale. The Taiwanese fine foods culture experience scale is examined through the rigorous evaluation of its reliability and validity which is developed with a new theoretical conceptual structure and definitions for Taiwanese fine foods culture consumption experience different from the dietary culture of other countries. According to the objectives of this research, the conceptual research framework is shown in Figure 1.

**Research design**

The questionnaire was designed by two stages: pretest and posttest. Firstly, according to the completed Taiwanese fine foods culture consumption experience scale, the first draft was composed to investigate the influence of oral dissemination toward Taiwanese fine foods culture consumption experience using the questionnaire survey. The pretest also included two stages.

The first stage required designing a questionnaire and handing it to 10 to 12 experts of related fields to ascertain the expert validity of the questionnaire. Experts usually evaluate the content not only in, "whether the topic looks like this special characteristic, which is surveyed in the topic" (so-called face validity), but they may also assist in evaluating the content and indicating whether the topic and content have a suitable scope. The opinions of the experts are simultaneously used to view and discuss the topic, to assess whether they can determine the abstract content of this latent special characteristic, which provides an evaluation similar to the construction validity. Therefore, expert evaluation is a pretesting strategy used by most scholars.

The second stage entails using convenience sampling to distribute the questionnaire. 50 questionnaire surveys were expected for collection from university students majoring in restaurant or hospitality management-related departments prior to analysis. This helps complete the formal questionnaire and validity analysis. For the posttest, 50 effective questionnaires were expected for collection. Based on the requirements of the topic, the questionnaire design content and the method of investigation, questionnaire distribution was increased by 20%, with 600 questionnaires actually being distributed to guarantee and enhance the validity of questionnaire collection from various areas. Therefore, for the actual operation of the formal survey, the questionnaire copies increased again by approximately 20%. When operating the formal survey, this study used stratified random proportion sampling. The gross population of three metropolitan cities in Taiwan, Taipei City, Taichung City, and Kaohsiung City, were used as the stratified basis.

**RESULTS**

**Pretest**

This research uses the opinions of 12 experts in the hospitality field to revise the questionnaire that was performed for the pretest. Participants were selected to be suitable for the survey. Pretesting time was from April 28, 2010 to May 5, 2010. The distribution location was in the Hsinchu area. 55 questionnaires were distributed, of which 53 were effective. The effective response rate was 96.36%, according to the statistical data of the pretesting sample to perform the topic analysis and delete certain unsuitable subjects. The chief purpose was to evaluate the fitness of the pretest subjects. Upon executing the topic analysis, the researcher rejected unsuitable subjects to improve the quality of the scale. According to the analysis results, 9 subjects had exceeding relevance.

![Figure 1. The conceptual research framework.](image-url)
Table 1. Reliability analysis.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Intrinsic psychology</th>
<th>External stimulus</th>
<th>Sense experience</th>
<th>Feel experience</th>
<th>Act experience</th>
<th>Relate experience</th>
<th>Value experience</th>
<th>Word-of-mouth experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach’s α</td>
<td>0.70</td>
<td>0.76</td>
<td>0.71</td>
<td>0.84</td>
<td>0.86</td>
<td>0.86</td>
<td>0.92</td>
<td>0.70</td>
</tr>
</tbody>
</table>

Reliability and validity analysis and confirmatory factor analysis

Table 1 shows the reliability analysis. This study used Cronbach’s α to examine the questionnaire reliability. The higher the reliability, the more stable the scale. According to Nunnally (1994), Cronbach’s α value is improved when it is above 0.7. The analysis results show that Cronbach’s α value of each dimension in this research questionnaire scale is between 0.70 and 0.92, indicating that this scale is reliable.

For confirmatory factor analysis, this research used maximum likelihood estimation (MLE) to perform parameter estimates. The data required meeting multivariate normality when using MLE. The number of samples is between 100 and 150 (Ding et al., 1995). 547 effective samples were used in this research. Before data analysis, this study first examined the sample data to assess whether they met the normal distribution. The skewness absolute value should be smaller than 3 and the kurtosis value is smaller than 10 (Kline, 1998). The skewness absolute value of the observed variables in this research is between -0.93 and 0.30, and the kurtosis value is from -0.67 to 1.61. The data distribution matches the normality.

According to the results of the confirmatory factor analysis (Table 1), Cronbach’s α value of each dimension in the questionnaire scale is between 0.71 and 0.92, indicating that this research has sound composite reliability. The latent variable composite reliability (CR) comprises all of its variable composite reliability. When the CR value is above 0.6, this indicates that the construction indices have an internal consistence (Fornell and Larcker, 1981). In addition, the absolute value of factor loading is between 0.50 and 0.87, all reaching significance. This meets the suggested value in Hair et al. (1998). The factor-loading quantity of all the observed variables to the latent variables should be above 0.5, and each factor-loading quantity must have statistical significance. The average variation extraction (AVE) has a variation explanatory ability to evaluate the variation between the survey variable and the latent variable. In this research model, the AVE quantity of each latent variable is between 0.40 and 0.62, indicating that this research has a sound restraining validity. Furthermore, the determination standard of the discriminant validity analysis is as follows: the frequency of each test question’s correlation coefficient is calculated.
Table 2. Confirmatory factor analysis.

<table>
<thead>
<tr>
<th>Latent variables</th>
<th>Indices</th>
<th>Observed variables</th>
<th>Factor Loading</th>
<th>Composite reliability (CR)</th>
<th>Average variance extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intrinsic psychology</td>
<td>Curiosity makes me want to experience Taiwanese fine foods</td>
<td>Reports of Taiwanese fine foods increase my willingness to experience it</td>
<td>0.56</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Having expectations before experiencing Taiwanese fine foods</td>
<td>0.65</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Recommendations from relatives and friends make me want to experience Taiwanese fine foods</td>
<td>0.58</td>
<td>0.77</td>
<td>0.40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reputation of Taiwanese fine foods make me want to experience them</td>
<td>0.65</td>
<td></td>
<td></td>
</tr>
<tr>
<td>External stimulus</td>
<td>Food sanitation influences the attraction of fine foods for me</td>
<td>Employee service quality influences the attraction of fine foods for me</td>
<td>0.59</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Restaurant image has a vital influence on Taiwanese fine foods</td>
<td>0.76</td>
<td>0.71</td>
<td>0.45</td>
</tr>
<tr>
<td>Sense experience</td>
<td>Taiwanese fine foods themselves evoke a strong visual impression</td>
<td>Fine food flavors are evidently different between areas of Taiwan.</td>
<td>0.78</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The environment of Taiwanese fine foods provides a special visual feeling</td>
<td>0.53</td>
<td>0.71</td>
<td>0.46</td>
</tr>
<tr>
<td>Feel experience</td>
<td>Taiwanese fine food flavors reminds me of smells from childhood</td>
<td>The atmosphere of Taiwanese fine foods evokes a warm sensation</td>
<td>0.60</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The atmosphere of Taiwanese fine foods instills joy in me</td>
<td>0.78</td>
<td>0.85</td>
<td>0.59</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The atmosphere of Taiwanese fine foods makes me feel enthusiastic</td>
<td>0.87</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I feel that active is better than thinking after consuming</td>
<td>Taiwanese fine foods make me want to experience them on my own</td>
<td>0.74</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Taiwanese fine foods make me want to attend activities related to fine foods</td>
<td>The uniqueness of Taiwanese fine foods attracts me to experience them</td>
<td>0.77</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Act experience</td>
<td>Taiwanese fine foods stimulate my curiosity</td>
<td>Taiwanese fine foods make me notice the fine food materials and ingredients</td>
<td>0.69</td>
<td>0.87</td>
<td>0.52</td>
</tr>
<tr>
<td></td>
<td>Taiwanese fine foods induce an interest in creative cuisine</td>
<td></td>
<td>0.67</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Taiwanese fine foods make me think of their historical background and culture meaning</td>
<td></td>
<td>0.63</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Enjoying Taiwanese fine foods promotes the relationship between me and others</td>
<td></td>
<td>0.69</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Taiwanese fine foods instill sympathy in me for the native society</td>
<td></td>
<td>0.68</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Taiwanese fine foods can enhance the culture level for the entire society</td>
<td></td>
<td>0.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relate experience</td>
<td>Taiwanese fine foods make me feel that the price is above the value deserved</td>
<td></td>
<td>0.70</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>The price of Taiwanese fine foods makes me feel satisfied</td>
<td></td>
<td>0.73</td>
<td>0.82</td>
<td>0.53</td>
</tr>
<tr>
<td>Value experience</td>
<td>Taiwanese fine foods instill sympathy in me for the native society</td>
<td>Services provided from Taiwanese fine foods makes me feel that is valuable</td>
<td>0.71</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Taiwanese fine foods increases its value</td>
<td></td>
<td>0.78</td>
<td></td>
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</tr>
</tbody>
</table>
Table 2. Contd.

<table>
<thead>
<tr>
<th>Word-of-mouth experience</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>I recommend Taiwanese fine foods to my friends frequently</td>
<td>0.87</td>
</tr>
<tr>
<td>I actively mention Taiwanese fine foods culture if I have a chance</td>
<td>0.87</td>
</tr>
<tr>
<td>I provide details regarding Taiwanese fine foods culture when people discuss the topic</td>
<td>0.80</td>
</tr>
<tr>
<td>I talk to other people of Taiwanese fine foods culture frequently</td>
<td>0.74</td>
</tr>
<tr>
<td>I am happy to share my experience of Taiwanese fine foods culture with others</td>
<td>0.77</td>
</tr>
<tr>
<td>Praise of Taiwanese fine foods from people around me motivate me to try them</td>
<td>0.69</td>
</tr>
<tr>
<td>Taiwanese fine foods enhance my willingness to recommend them to relatives and friends</td>
<td>0.74</td>
</tr>
</tbody>
</table>

Table 3. Discriminant validity analysis.

<table>
<thead>
<tr>
<th></th>
<th>External stimulus</th>
<th>Intrinsic psychology</th>
<th>Sense experience</th>
<th>Feel experience</th>
<th>Act experience</th>
<th>Relate experience</th>
<th>Value experience</th>
<th>Word-of-mouth experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>External stimulus</td>
<td>1.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intrinsic psychology</td>
<td>0.51</td>
<td>1.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sense experience</td>
<td>0.19</td>
<td>0.36</td>
<td>1.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feel experience</td>
<td>0.16</td>
<td>0.32</td>
<td>0.51</td>
<td>1.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Act experience</td>
<td>0.09</td>
<td>0.49</td>
<td>0.48</td>
<td>0.57</td>
<td>1.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relate experience</td>
<td>0.22</td>
<td>0.36</td>
<td>0.35</td>
<td>0.47</td>
<td>0.54</td>
<td>1.00</td>
<td></td>
<td></td>
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<tr>
<td>Value experience</td>
<td>0.19</td>
<td>0.35</td>
<td>0.36</td>
<td>0.43</td>
<td>0.46</td>
<td>0.63</td>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>Word-of-mouth experience</td>
<td>0.12</td>
<td>0.42</td>
<td>0.43</td>
<td>0.42</td>
<td>0.48</td>
<td>0.44</td>
<td>0.51</td>
<td>1.00</td>
</tr>
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</table>

lower than its correlation coefficient in other dimensions. When the total frequency is lower than 50%, this matches the requirement of discriminant validity (Campbell and Fiske, 1959). The correlation coefficient is the simplest and most basic measurement method that is used to obtain the degree of validity and the correlation coefficient to respond to the validity intensity in statistics. As long as the correlation coefficient reaches statistical significance, this technique may be used to explain the relational intensity between two variables. Discriminant validity results are shown in Table 3.

Table 4 revealed goodness of fit $\chi^2$/DF to be 2.96, which smaller than 3, showing that the research is acceptable, considering the influence of the sample size (Carmines and McIver, 1981; Chin and Todd, 1995; Hairs et al., 1998). The adjusted goodness of fit index (AGFI) is 0.82 and goodness of fit index (GFI) is 0.85, rendering them all greater than the 0.8 which is ideal value. According to the research by Hair et al. (1998), the closer the values of GFI and AGFI to 1, the better it is. No absolute standard value exists to determine the goodness of fit between the observed data and model. Furthermore, Baumgartner and Homburg (1996) analyzed 184 studies that use structural equation modeling (SEM) in marketing and consumers fields. Among these studies, GFI and AGFI are lower than the suggestion value of 24 and 48% respectively, signifying that they are still within the acceptable scope. The root mean square error of approximation (RMSEA) is 0.06, which is within acceptable scope. Overall, the research model and the goodness of fit of observed data are acceptable.

DISCUSSION

This research first proposed a definition of “fine foods culture” and “Taiwanese fine foods culture,” and established a general Taiwanese fine foods consumption scale before confirming its fitting condition and subsequently developed a conceptual structure of Taiwanese fine foods consumption experience theory, which is
different from related theories of other countries. This paper used MLE to execute a parameter estimate. The data required meeting multivariate normality when using MLE. 547 effective samples are present in this research. Prior to data analysis, this study examined the sample data to assess whether they met the normal distribution. The skewness absolute value should be smaller than 3, with the observed variables in this research between -0.93 and 0.30, and the kurtosis value from -0.67 to 1.61. The data distribution matches the normality. As to goodness of fit, $\chi^2$/DF is 2.96 (p<0.05), which still approaches the theorem fit. AGFI being 0.82 and GFI being 0.85 are greater than the 0.8 ideal value which is reasonably close to the standard value. RMSEA is 0.06, which is within the acceptable scope. Overall, the research model and the goodness of fit of the observed data are acceptable.

This study used Cronbach's $\alpha$ to examine the questionnaire reliability. The reliability and the stability of the scale are positively correlated. The analysis results show that Cronbach's $\alpha$ of each dimension in this research questionnaire scale is between 0.70 and 0.92, which indicates that this meter has good reliability. In addition, the latent variable CR comprises the variable composite reliability. The CR value of each dimension in this scale is between 0.71 and 0.92, which indicates that the construction indices have internal consistence and good composite reliability. Regarding validity, the absolute value of factor loading in this scale is between 0.50 and 0.87, reaches significance. The AVE has variation explanatory ability to evaluate the variation between the survey variable and the latent variable. In this research model, the average variation extraction quantity of each latent variable is between 0.40 and 0.62, which indicates that this research has good restraining validity. Based on the aforementioned argument, the proposed Taiwanese fine foods culture consumption experience scale has good construction reliability and restraining validity, signifying that the scale has good validity and accuracy.

**Conclusions**

This study chiefly regards the consumer experience as the core viewpoint and used CFA to verify that the reliability and validity of the proposed consumption experience scale for Taiwanese fine foods culture are all within the reasonable scope. However, past methods used to explain consumer behavior are extremely standardized and uniform, which results in the inability to understand consumer behavior completely in various phenomena. Therefore, consumer behaviors must be explained from the angle of consumer experience. This study used the study of Lien et al. (2010), which found the “value experience” to be different from the five consumption experiences presented by Schmitt (1999). Based on the five consumption experiences, this study developed the Taiwanese fine foods culture consumption experience scale and formed a Taiwanese fine foods culture consumption experience connotation construction, including sense, feel, act, relate and value experiences. Schmitt (1999) proposes that experience marketing limits the perception and rationality of the consumer. However, former studies generally considered the consumer as a rational policy-maker. This paper simultaneously considers the consumer’s rational and perceptual manners to discuss the consumer’s decision-making process by using the multiplex elements.

This study presented a discussion of topics related to Taiwanese dietary culture, aesthetic art, consumer behavior, market management, service industry marketing, management and so on. This paper explores various scholarly research domains, and unifies different domains in marketing management such as Taiwanese fine foods culture, diet aesthetics, experience marketing and oral dissemination, which few domestic and foreign studies have accomplished. This study established a generalization consumption experience scale of Taiwanese fine foods culture before developing a new theoretical conceptual structure and meaning for the Taiwanese fine foods culture consumption experience, which is different from the dietary culture of other countries. The results of this research can contribute significantly to academia.

The findings can contribute to dining management and marketing practices. This study can act as a reference for the government and related institutions to promote Taiwanese fine foods in the international arena in the future, while also assisting restaurants and related dining entrepreneurs in sales strategy and planning. When organizing sales strategy and planning, they must consider the consumer’s individual feelings to enhance service quality. Concerning the service management of the present Taiwanese food and beverage industry, and the marketing aspects of Taiwanese fine foods culture dissemination; the results of this research have a practical application value for service innovation and sales strategy.

<table>
<thead>
<tr>
<th>Measurement model</th>
<th>$\chi^2$/DF</th>
<th>GFI</th>
<th>AGFI</th>
<th>RMSEA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodness of fit model</td>
<td>2.96</td>
<td>0.85</td>
<td>0.82</td>
<td>0.06</td>
</tr>
<tr>
<td>Suggest value</td>
<td>&lt;3</td>
<td>$\geq 0.8$</td>
<td>$\geq 0.8$</td>
<td>0.05~0.08</td>
</tr>
</tbody>
</table>
ACKNOWLEDGEMENT

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REFERENCES

Schmitt BH (1999a). Experiential marketing: How to get customers to sense, feel, think, act and relate to your company and brands, The Free Press, NY.