

PAYING MORE FOR THE EXPERIENCE: THE ROLE OF SERVICESCAPE, HEDONIC VALUE, AND WELL-BEING IN COFFEE SHOPS

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ABSTRACT

This study was conducted to understand the relationships among physical servicescape, hedonic value, consumer well-being perception and willingness to pay more in the local coffee shops. Structural equation modeling was employed to analyze the research model. Surveys were carried out at local coffee shops where located in the four largest shopping malls in Ankara were visited and 410 volunteer customers provided data for the study. This study's findings suggest that ambient conditions, facility aesthetics, layout and seating comfort are four elements of physical servicescape have significant impact on hedonic value. While consumer well-being is predicted by hedonic value, consumer well-being also significantly predicts willingness to pay more. The most important findings of the present study were full mediation effect of consumer well-being in the relationship between the physical servicescape and pay more. The analysis conducted to determine whether the willingness to pay more differs between first-time and repeat customers revealed that first-time customers are more willing to pay than repeat customers.

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INTRODUCTION

Service businesses play very important role in major part of economic activity and employment. Many service businesses struggle with their own style (De Jong & Vermeulen, 2003). The service process is confusing in terms of standardization because the degree to which the consumer interacts with

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the service process and the meaning of the service for the consumer vary. In this context, the benefit provided by the business in terms of the general structure of the services can be achieved by revealing what will create value for the customer and support customer welfare (Schmenner, 1986). Coffee shops, which constitute a popular area of today's service sector, have an important position in the economic value chain as small and medium-sized enterprises (Aprilia et al., 2023). Coffee shops, which are considered the most visited places after homes and work areas in many parts of the world, present a strategic structure in the service sector. Coffee shops, which are areas of activity for spending time and various purposes, constitute a dynamic branch of the market as people allocate a massive part of their finances to coffee consumption (Lee et al., 2018).

Coffee is estimated to be consumed with approximately four hundred billion cups each year and positioned as one of the most preferred drink in all regions (Spence & Carvalho, 2020). Coffee has a profound impact on Turkish culture, as it does in many cultures (Ağildere, 2019; Kleidas & Jolliffe, 2010; Morris, 2018; Örnek, 2022; Yücebalkan & Yurtsever, 2018). As evidence of this claim, it is enough to observe the rapidly increasing number of coffee shops on the primary streets in current years. In fact, it has been reported that there has been an annual increase of close to 5% withinside the variety of branded coffee stores withinside the previous couple of years (Brown, 2018; Spence & Carvalho, 2020). In this competitive environment, coffee shops are competing with each other at local, national and international levels (Duman, 2020).

With this competitive environment in periods of inflationary pressure, high prices reflected in input costs lead to the final product being presented to the consumer at a higher price. While economic processes increase input costs, they also reduce the consumer's purchasing behavior. In the example of coffee shops, increases in the price of the final product coffee draw attention to the role of other complementary services in the coffee shop.

The conventional understanding of the realization of the purchase event from the past to the present is that people mostly act in line with certain needs. However, this situation progresses in a different dimension within the framework of today's life and today's consumer characteristics. Today's people now draw attention to many elements that will meet these needs along with their needs. In meeting the essential needs, other elements that can be described as other complementary elements or at least as important as the essential needs have value for today's people. In this

context, the perception of a good product or service is changing, and instead of being channeled to a single element, the harmony of holistic elements emerges. Today's people now have a holistic experience during the purchase event. In this way, the trace left by the unique holistic experiences provided by businesses on the consumer will be reflected in their feelings and behaviors (Erdoğan Aracı, 2016).

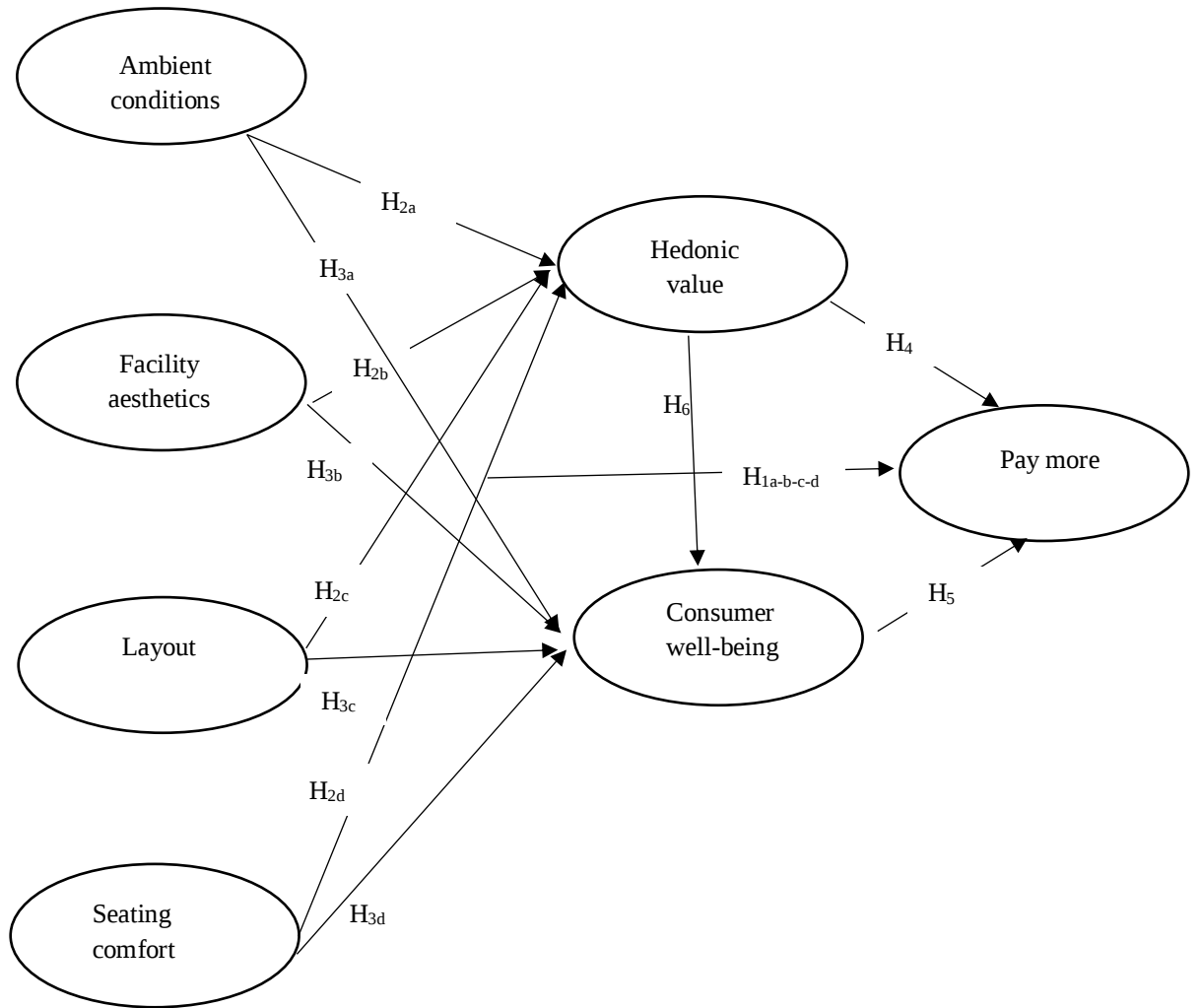


Figure 1. *Measurement model*

Global coffee chains, especially coffee shops that offer their own consumption experiences, such as Starbucks, create a high level of competition in the market by incorporating their brands into local cultures (Anjani & Dewi, 2021). To achieve success, local coffee shops must establish an inviting service environment and deliver exceptional customer service. The service surroundings refer back to the bodily putting wherein provider transactions arise and consist of numerous factors inclusive of color, music,

scent, layout, and usual design (Bitner, 1992). When customers enter a coffee shop, they perceive multiple spatial cues holistically, forming an overall impression of the service environment. Strong evidence in environmental psychology suggests that the servicescape significantly influences consumption experiences and that human interactions are an essential component of the physical environment (Chunhui & Keat, 2024; Lin & Mattila, 2010; Tombs & McColl-Kennedy, 2003).

The model of this study was constructed within the approach of the S–O–R theory based on related literature. This model assumes that cognitive assessment from customers' experiences with the coffee shop's physical servicescape (S) and that this will create hedonic value and it will trigger customer well-being (O) and pave the way paying more (R). Within this context, this study aims to examine the impact of the physical servicescape on hedonic value, well-being, and customers' willingness to pay more. Structural model shows theoretical relationships between physical servicescape (ambient conditions, facility aesthetics, layout and seating comfort), perceived value (hedonic value), well-being and customers' willingness to pay more was run on a sample of local coffee shop customers (see Figure 1).

CONCEPTUAL BACKGROUND

S-O-R Theory

In the mid-1960s, with the increasing number of relevant discoveries in the social sciences, especially in psychology, second-generation consumer behavior models started to appear. As the significance of inner elements in the man or woman has become undeniable, simplified Input+Output (I+O) elements gave manner to extra complicated stimulus+organism+response (S+O+R) structures (Jacoby, 2002). The model analyzes the cognitive and emotional reactions of people affected by environmental stimuli and creates a mechanism for how these will be reflected in their behavior within the context of the relevant situation (Shah et al., 2021).

The “stimulus” includes the surroundings that the character encounters at a given time. This consists of the whole lot that we normally recognize as outside stimuli. Within the framework of this research model, the ambient conditions, facility aesthetics, layout, seating comfort of coffee shops are positioned as stimulating factors. The model explains “stimulus” as an external factor that activates internal, organismic conditions. (Jacoby, 2002; Song et al., 2021).

In the model, “organism” denotes an individual's emotional and cognitive systems that moderate the impact of the stimulus on their responses (Jacoby, 2002; Wu & Li, 2018). This study employs hedonic value and consumer well-being to detect customers' affective and cognitive states on paying more in local coffee shops.

The “response” pertains to customers' ultimate choices and actions, shaped by their emotional and cognitive states (Roschk et al., 2017; Sherman et al., 1997). This study focused on paying more. The present study has used SOR model to examine the impact of the physical servicescape, hedonic value, consumer well-being perception on pay more in the local coffee shops.

Physical Servicescape

In the service marketing literature, the role of the servicescape is addressed from different perspectives, and the importance of this role varies according to the type of service and the context in which it is offered (Bitner, 1992; Wakefield & Blodgett, 1999). Especially in hedonic consumption contexts such as restaurants or coffee shops, customers tend to be more sensitive to the physical characteristics of the service environment (Wakefield & Blodgett, 1999). In addition, the perceived impact of the Physical Servicescape is also related to the time the customer spends in the service delivery area. As the time the customer spends in the service area increases, the level of being affected by the physical environment also increases (Xuan, 2020).

The physical servicescape of local coffee shops is one of the important environmental factors that can affect customers' willingness to pay more. An aesthetic and comfortable environment creates the perception that “this experience is more valuable” in the customer. This makes the customer perceive a more positive ratio between the price he pays and the service he receives. This perception increases the customer's willingness to pay more even if he could buy a similar product at a lower price. Elements such as pleasant smells, warm lighting, and the use of natural materials (wood, stone) evoke positive emotions. These emotional states increase hedonic consumption, well-being and make the customer more flexible about price (Mehrabian & Russell, 1974). The physical environment is part of the brand image. A quality servicescape can make the customer think that “the coffee served here should be of better quality.” Original and local stylish coffee shops can make customers feel that they belong to a certain social group (e.g. local coffee shops). In this case, people may be willing to

pay more for the sake of belonging and social status. This can reduce price sensitivity and increase willingness to pay (Han & Ryu, 2009; Nguyen & Leblanc, 2002).

Based on this, related hypotheses are formulated:

H₁: In a physical servicescape, ambient conditions: (a) facility aesthetics (b) layout (c) seating comfort (a) significantly predicts pay more in local coffee shops.

Physical servicescape plays the key role in the process of hedonic value and consumer well-being (Kumar et al., 2017; Han et al., 2019). The physical servicescape draws attention to the environment in businesses that provide face-to-face service, and it emerges as an important element of the customer experience. The concept of servicescape, developed by Bitner (1992), explains the impact of the physical environment in which the service is provided on customers and employees through components such as ambient conditions, facility aesthetics, layout and seating comfort. In a coffee shop, the servicescape functions as a physical container where service delivery and consumption take place. This environment is the basic mechanism that triggers many positive and negative emotions in the consumer (Ali et al., 2024). The physical servicescape in a coffee shop includes shop aesthetics (attractive decoration, appropriately designed common area) and layout (appropriate space between tables, walkways, and appropriate arrangement of restaurant equipment). Comfortable and well-placed seats, appealing music, appropriate immediate cleaning, aroma and inviting lights, etc. (Ali et al., 2024; Avan et al., 2019).

Ambient conditions include variables that appeal to the senses of individuals, such as temperature, lighting, noise, music, and smell, which affect the mood and behavior of customers. Layout includes the placement of tables and furniture, comfort of waiting areas, and arrangements such as disabled-friendly areas, as well as clues that service providers provide to service recipients as guidance, such as signs and symbols, in order to make service delivery functional and to make equipment easier to use in a service environment (Tombs & McColl-Kennedy, 2003). The effective spatial layout of the physical environment is particularly important. The physical environment in service environments is the main location that serves the primary purpose of meeting specific needs and desires of customers (Bitner, 1992). Spatial layout refers to the arrangement of objects such as furniture and equipment according to the needs of the service delivery process (Nguyen & Leblanc, 2002). The effectiveness of the layout in service environments facilitates the fulfillment of functional needs and affects the comfort of the customer (Wakefield & Blodgett, 1999). Facilities include

aesthetic and visual appeal of the restaurant and seating comfort emphasizes physical comfort, ergonomics in places where user experience is important, such as seating areas. The dimensions of a servicescape affect consumers' perceptions of a service environment and their internal and external reactions (Wakefield & Blodgett, 1999).

Tangible elements, including the physical environment, play a crucial role in shaping customer experiences within the service industry. Ambient factors, spatial arrangement and functionality, as well as signs, symbols, and artifacts, are identified as key components that define the service environment (Bitner, 1992; Hightower et al., 2002). Coffee shops, where customers tend to spend a considerable amount of time, are particularly influenced by the design and organization of their servicescape. Ensuring that consumers derive value from service interactions is essential, making physical resources a significant factor in customer value perception (Grönroos, 2006). Consequently, all materials used in constructing the service environment should align with the nature of the service and contribute to the creation of hedonic value for consumers (Mudiyanse, 2021). Hedonic value, driven by emotional motivation, refers to the pleasure or excitement consumers experience while engaging with the service (Bae & Jeon, 2022).

The service space can be described as an area encompassing both human-centric arrangements and various contextual elements such as organization, design, and decor, all of which elicit cognitive, emotional, and psychological responses from consumers (Dedeoğlu et al., 2018). The physical service environment includes aspects such as ambient conditions, facility aesthetics, layout, and seating comfort (Alfakhri et al., 2018; Lee et al., 2014). Businesses must carefully curate their store atmosphere to enhance customer value, as service ambiance is regarded as a key factor in generating positive emotional responses (Bitner, 1992; Mehrabian & Russell, 1974). Numerous studies have demonstrated that external factors, including atmospheric elements, exert a significant influence on consumers' well-being (Jang, 2021; O'Cass & Grace, 2008; Park et al., 2019). Well-being includes the individual's physical, psychological and social well-being. Studies on this topic also suggest that physical servicescape positively influences store attributes, increases consumers' willingness to access and enjoy, increases the value and increases positive well-being (Dang et al., 2021).

Thus, the following hypotheses are proposed:

H₂: In a physical servicescape, ambient conditions: (a) facility aesthetics (b) layout (c) seating comfort (a) significantly predicts hedonic value in local coffee shops.

H₃: In a physical servicescape, ambient conditions: (a) facility aesthetics (b) layout (c) seating comfort (a) significantly predicts consumer well-being in local coffee shops.

Hedonic Value, Consumer Well-Being, and Pay More

Research shows that hedonic value has a positive effect on customer satisfaction (Jones et al., 2006; Liu et al., 2019). Hedonic value is associated with the pleasure received from the coffee consumption experience and contributes to the development of positive attitudes by the customer. This suggests that customers may be inclined to pay more for products or services that provide hedonic benefits. Indeed, various studies have shown that hedonic value is positively related to customer satisfaction and willingness to pay (Ghali, 2020).

Falter and Hadwich (2020) pointed to the customer service well-being encompasses both cognitive and emotional dimensions, and the effects resulting from service interactions constitute the fundamental building blocks of sense of satisfaction. Customer perceived service well-being increases individual well-being while also encompassing the overall well-being of the business in a holistic sense (Islam et al., 2022). When customers perceive well-being in the services of the business they are in contact with during the purchasing process, the more they are willing to pay more in exchange for (i.e., more than less satisfied customers) (Homburg et al., 2005). Consumers may be willing to pay more for the psychological comfort that comes from being a customer of a business they feel close to. At this point, it can be said that the trust established between the business and the customer will reduce uncertainty and vulnerability, and the benefit obtained will not create a problem at the point of paying more (Berry, 1995; Priluck, 2003). The continuity of the well-being experienced by customers regarding the product or service they experience during their relationship with the business makes the customer want to pay more for that service. To provide consistent satisfaction with a particular service or product will make consumer reluctant to evaluate alternatives, and no matter what price the business applies, the customer will show a planned and determined attitude towards purchasing that product or service. The situation of paying more can be explained by two facts. These are; one is explained by the customer continuing to come to the business even if the business increases its prices, and the other is explained by the

customer's willingness to pay more to his own business even if the rival business reduces its prices (Zeithaml et al., 1996: 38, Güven & Sarıışık, 2014: 30). In the world conditions we are in, due to events that are outside the normal flow of life, such as boycotting foreign brands (Starbucks brand, ect.) and preferring only local businesses, consumers may accept higher prices at local branded businesses for well-being.

Based on this, related hypotheses are formulated:

H4 Hedonic value significantly predicts willingness to pay more in local coffee shops.

H5: Consumer well-being significantly predicts willingness to pay more in local coffee shops.

A positive relationship exists between the value offered to consumers and their perceived well-being (Kotler & Armstrong, 2010). From a psychological standpoint, the more value a consumer derives from the service process, the greater their sense of well-being (Kim et al., 2012; Meadow & Sirgy, 2008). Hedonic needs are an innate psychological need that is called the phenomena that provide satisfaction to the individual, such as feeling pleasure, enjoying and avoiding pain. From a hedonic well-being perspective, Ryan and Deci (2001: 143) define a life well lived as “the sum of one’s hedonic moments during which maximum pleasure and happiness are experienced”. Therefore, creating hedonic value in the person is very important to improve well-being (Kim et al., 2017).

The hypothesis that creates it is as follows:

H6: Hedonic value significantly predicts consumer well-being in local coffee shops.

METHODOLOGY

Research Instrument

All the scales employed in this study were derived from prior studies. The physical servicescape scale, consisting of 4 dimensions: facility aesthetics, ambient conditions, layout and seating comfort, was adapted from Line and Hanks (2020). The hedonic value with five items and well-being perception with three items were measured employed Kim et al.’s (2012) and finally consumers’ willingness to pay more was measured with three items employed by Erdogan Aracı (2016). All constructs used five-point Likert scaling.

The 5-stage scale adaptation method suggested by Bayık and Gürbüz (2016) was used to translate the scales into Turkish. The relevant stages include the translation phase, which involves translating the scale into Turkish, then back into the original language, and then back into Turkish, conducting a pre-test, and testing validity and reliability.

Sampling and Data Collection

The research was conducted in the local coffee shops in Ankara. Data for this study were collected from local coffee shop customers using the convenience sampling method in Ankara Türkiye. The convenience sampling method was preferred because it is effective in terms of time and cost during the research process and because it allows data to be collected quickly from accessible participants. This method is widely used especially in preliminary studies or in studies conducted with limited resources in field conditions. However, the convenience sampling method has methodological weaknesses such as low representativeness and limited generalizability. The purpose of the research was clearly defined by eliminating vague and abstract expressions. A sufficient number of participants were provided. Data collection tools whose validity was demonstrated as a result of pilot testing were used. Common method bias was taken into consideration procedurally. Generalization of the findings to a wider universe was avoided (Stratton, 2021). First, local coffee shops were personally visited and their managers agreed on the condition that coffee shops' names, locations and customer responses remain confidential. Each customer was notified that the survey would take around 10 minutes to complete, that participation was voluntary with the option to withdraw at any time, and that they were encouraged to respond openly and without feeling pressured, rather than to evaluate them in a particular way. Local coffee shops located in the four largest shopping malls in Ankara were visited and data was collected from a total of 410 volunteer customers. Charter (1999) indicated that a sample size of at least 400 was required to obtain a sufficiently accurate estimate of the population coefficient alpha. Therefore, a total of 410 samples were collected. Data collection was conducted through face-to-face surveys that were obtained between January and February 2025. The sample profile is presented in Table 1.

Data Analysis

Data analysis was carried out using SPSS and AMOS statistical programs. The research was designed according to a two-stage approach (Anderson & Gerbing, 1988). A two-stage research design allows testing the significance

of all model coefficients and checks the suitability of the measurement model before structural fit. First, within the scope of statistical analyses, normality and common method bias were checked with the SPSS program and reliability, convergent and discriminant validity were evaluated to ensure the adequacy of the measurement model. Then, the scale was validated with Confirmatory Factor Analysis using the AMOS program. Following the testing of the measurement model, whose validity and reliability were proven, the testing of the structural model was carried out.

Common Method Variance

When all variables of the research are measured in a one survey using the same method, common method bias may happen. Procedural and statistical strategies are two main approaches to mitigating common method variance (CMV). Procedural controls are important because they are performed before data collection, as opposed to statistical methods that are used only after data collection (Jordan & Troth, 2020; Kock et al., 2021; Podsakoff et al., 2012). In terms of procedural strategy, it was stated that participation was voluntary and based on the individual's own consent, and that they could stop answering the survey if they felt uncomfortable, that the information collected on an individual basis would not be shared with third parties, that no personal identification information was asked, and that the data collected and the results of the study would not be used for purposes other than scientific purposes. Further, the questionnaire contains 26 items and takes 5-10 minutes to administer. On the other hand, statistically, Harman's single factor test was used to determine if there was a common method bias. The results from the principal axis factoring analysis found the total variance of all the used variables was below the cut-off point of 50% (30%). In addition, following Bagozzi's method, the highest correlation between constructs is 0.595 which should be below 0.9 (Bagozzi & Yi, 1991). In sum, it can be mentioned that CMV is not strong enough to bias this study.

RESULTS

Respondents' Characteristics

The survey was conducted between January and February 2025 among customers of local coffee shops in Ankara. Male participants made up 54.9% of the sample, while females accounted for 45.1%. The majority of the customers (45.6%) were between 18 and 30 years old. Additionally, 72% of the participants were single. Monthly household income for 20.5% of

customers was under TL20.000, for 30.7% of customers was between TL20,000TL-TL40,000.

Table 1. *Study sample profile*

Sample Profile		Frequency	Percentage
Gender	Male	225	54.9
	Female	185	45.1
Age	18-30	187	45.6
	31-40	117	28.5
	41-50	56	13.7
	Over age 50	50	12.2
Marital status	Married	115	28.0
	Single	295	72.0
Income	Less than TL20.000	84	20.5
	TL20.000TL-TL40.000	126	30.7
	TL40.001-TL60.000	109	26.6
	More than TL 60.000	91	22.2
Customer status	First time	288	70.2
	Repeat customer	122	29.8

Measurement Model

In this study, descriptive analysis was first determined for normality test. The normality test is conducted in SPSS by analyzing Skewness and Kurtosis values. Skewness (-0.57 to -1.30) and kurtosis (-0.19 to 1.47) results indicate that the values are within the acceptable range (DeCarlo, 1997; Kline, 2005). In addition, the means of items ranged from 3.91 to 4.48 and the standard deviations ranged from 0.63 to 0.89.

To assess the overall fit of the measurement model, confirmatory factor analysis (CFA) was conducted. The scale's goodness-of-fit indices were examined, including degrees of freedom ($df = 276$), chi-square ($\chi^2 = 518.328$), chi-square/df ratio ($\chi^2/df = 1.878$, $p < .000$), Comparative Fit Index (CFI = 0.95), Tucker-Lewis Index (TLI = 0.94), and Root Mean Square Error of Approximation (RMSEA = 0.04). These CFA results further support the distinctiveness of the seven variables for subsequent analyses (Altinay et al., 2019). The standardized loadings obtained from the CFA are presented in Table 2, indicating that the standardized values of the observed variables exceeded 0.50.

Convergent validity indicates that the statements related to a variable are correlated with each other and the factor they constitute. In contrast, discriminant validity ensures that statements about a variable are more strongly associated with their designated factor than with any other

factors (Yaşlıoğlu, 2017). To confirm convergent validity, the average variance extracted (AVE) should exceed 0.50, while composite reliability (CR) should be greater than 0.70 (Hair et al., 2014).

Table 2. *Measurement model results*

Construct	Factor L.	C.alpha	CR	AVE
Ambient Conditions (AC)				
AC1	0,827			
AC2	0,820			
AC3	0,779	0.874	0.873	0.634
AC4	0,758			
Facility Aesthetics (FA)				
FA1	0,775			
FA2	0,727			
FA3	0,726	0.816	0.818	0.530
FA4	0,683			
Layout (LA)				
LA1	0,747			
LA2	0,712			
LA3	0,711	0.788	0.806	0.510
LA4	0,686			
Seating Comfort (SC)				
SC1	0,761			
SC2	0,732			
SC3	0,622	0.716	0.749	0.500
Hedonic Value (HV)				
HV1	0,820			
HV2	0,785			
HV3	0,743	0.847	0.850	0.535
HV4	0,647			
HV5	0,645			
Consumer Well-Being (CWB)				
CWP1	0,794			
CWP2	0,717	0.781	0.783	0.548
CWP3	0,707			
Pay More (PM)				
PM1	0,887			
PM2	0,821	0.860	0.862	0.676
PM3	0,755			

The results demonstrated that the CR values for all constructs met the acceptable threshold of 0.70, indicating strong reliability. Additionally, the AVE values for each variable exceeded 0.50, supporting convergent validity, as presented in Table 2.

For discriminant validity, the square root of a latent variable's AVE ($\sqrt{\text{AVE}}$) should be greater than its correlation coefficient with other latent variables. If the $\sqrt{\text{AVE}}$ values are higher than the respective row and column correlation values, discriminant validity is confirmed (Hair et al., 2014). The findings provide strong support for discriminant validity, with Table 3 displaying the accepted results.

Table 3. *Correlations and square roots of AVE*

Construct	1	2	3	4	5	6	7
1. AC	0.796*						
2. FA	0.595	0.728*					
3. LA	0.523	0.550	0.714*				
4. SC	0.470	0.396	0.500	0.707*			
5. HV	0.452	0.454	0.527	0.427	0.731*		
6. CWB	0.417	0.379	0.424	0.323	0.469	0.740*	
7. PM	0.011	0.059	0.014	0.011	0.016	0.114	0.822*

Note: *= $\sqrt{\text{AVE}}$

Structural Model

The structural model test was conducted to determine the relationships of physical servicescape, hedonic value, consumer well-being perception and willingness to pay more in the local coffee shops. The goodness of fit indices for the structural model had values that exceeded the determined thresholds ($\chi^2/\text{df} = 1.73$; CFI = 0.95; TLI = 0.95, RMSEA = 0.042; IFI = 0.96).

The findings in Table 4 and Figure 2 present the regression coefficient of the proposed hypotheses. The values for H_1 showed that there is no relationship between variables. Ambient conditions, facility aesthetics, layout and seating comfort did not predict pay more because they were statistically insignificant. Therefore, $H_{1a-b-c-d}$ hypotheses were not accepted. The effects of ambient conditions ($\beta = 0.135$, $t\text{-value} = 2.526$ $p < 0.05$); facility aesthetics ($\beta = 0.149$, $t\text{-value} = 2.799$ $p < 0.05$), layout ($\beta = 0.296$, $t\text{-value} = 5.628$ $p < 0.05$); and seating comfort ($\beta = 0.157$, $t\text{-value} = 3.247$ $p < 0.05$) on hedonic value are all positive and statistically significant. These findings indicate that all dimensions of physical servicescape are significant predictors of hedonic value. Hence, $H_{2a-b-c-d}$ hypotheses were supported. Moreover, the effect of ambient conditions ($\beta = 0.202$, $t\text{-value} = 3.486$ $p < 0.05$) and layout ($\beta = 0.223$, $t\text{-value} = 3.922$ $p < 0.05$) on consumer well-being is found to be significant and positive. Thus, ambient conditions and layout are likely to lead to more positive perceptions of consumer well-being. Consequently, H_{3a-c} is supported. H_{3b-d} which predicted a positive relationship between facility aesthetics and seating comfort on consumer

well-being was not supported; therefore, H_{3b-d} was rejected. As expected, the direct effect of hedonic value on pay more (H_4) was not significant; hence, H_4 was rejected. The direct effect of consumer well-being on pay more was significant and positive ($\beta = 0.114$, $t\text{-value} = 2.321$ $p < 0.05$). H_5 , predicting a positive relationship between consumer well-being on pay more was also supported. And lastly, the direct effect of hedonic value on consumer well-being was significant and positive ($\beta = 0.469$, $t\text{-value} = 10.727$ $p < 0.05$). This confirmed H_6 .

Table 4. *Results of the regression weights (n=410)*

Regression coefficients	Std. coefficients	T values	P values	Hypotheses
Hypothesis 1a. Ambient conditions significantly predicts pay more in local coffee shops.	0.027	0.368	0.780	Rejected
Hypothesis 1b. Facility aesthetics significantly predicts pay more in local coffee shops.	-0.168	-1,368	0.100	Rejected
Hypothesis 1c. Layout significantly predicts pay more in local coffee shops.	-0.062	0.099	0.580	Rejected
Hypothesis 1d. Seating comfort significantly predicts pay more in local coffee shops.	0.025	0.537	0.810	Rejected
Hypothesis 2a. Ambient conditions significantly predicts hedonic value in local coffee shops.	0.135	2.526	0.012	Supported
Hypothesis 2b. Facility aesthetics significantly predicts hedonic value in local coffee shops.	0.149	2.799	0.005	Supported
Hypothesis 2c. Layout significantly predicts hedonic value in local coffee shops.	0.296	5.628	0.000	Supported
Hypothesis 2d. Seating comfort significantly predicts hedonic value in local coffee shops.	0.157	3.247	0.001	Supported
Hypothesis 3a. Ambient conditions significantly predicts consumer well-being in local coffee shops.	0.202	3.486	0.001	Supported
Hypothesis 3b. Facility aesthetics significantly predicts consumer well-being in local coffee shops.	0.107	1.861	0.063	Rejected
Hypothesis 3c. Layout significantly predicts consumer well-being in local coffee shops.	0.223	3.922	0.000	Supported
Hypothesis 3d. Seating comfort significantly predicts consumer well-being in local coffee shops.	0.074	1.430	0.154	Rejected
Hypothesis 4. Hedonic value significantly predicts pay more in local coffee shops.	0.016	0.317	0.752	Rejected
Hypothesis 5. Consumer well-being significantly predicts pay more in local coffee shops.	0.114	2.321	0.021	Supported
Hypothesis 6. Hedonic value significantly predicts consumer well-being in local coffee shops.	0.469	10.727	0.000	Supported

Multiple Indirect Influences

The first issue to be investigated in the mediation analysis is whether the independent variable (X) has a significant effect on the dependent variable (Y) in the equation (Baron & Kenny, 1986). However, in order to establish mediation, X does not need to have a significant effect on Y (path c). However, in this case, if the direct effect is not significant in the equation (path c), only indirect mediation can be examined (Zhao et al., 2010). Therefore, Process Macro application was used within the scope of Model 4 suggested by Hayes (2018) for the mediation effect analysis of hedonic value in the effect of ambient conditions, facility aesthetics, layout and seating comfort on pay more with the Bootstrap technique. The results obtained as a result of the analysis are presented in Table 5. The confidence interval obtained with bootstrap (usually at 95% confidence level) should not include zero. If the confidence interval includes zero (for example: -0.0290-0.0464), the mediation effect is not significant. In this context, no mediation effect was found in the effect of the dimensions of the physical servicescape on pay more, since the hedonic value includes zero in all dimensions.

Table 5. *Mediation effect of Hedonic Value and Consumer Well Being*

Model	Indirect effects	BootSE	LLCI	ULCI	Results
AC → HV → PM	0.0082	0.0192	-0.0290	0.0464	No mediation
FA → HV → PM	0.0209	0.0238	-0.0239	0.0689	No mediation
LA → HV → PM	0.0150	0.0287	-0.0384	0.0726	No mediation
SC → HV → PM	0.0042	0.0180	-0.0304	0.0407	No mediation
AC → CWB → PM	0.0421	0.0197	0.0060	0.0832	Full mediation
FA → CWB → PM	0.0517	0.0224	0.0127	0.0999	Full mediation
LA → CWB → PM	0.0551	0.0243	0.0100	0.1043	Full mediation
SC → CWB → PM	0.0296	0.0162	0.0011	0.0644	Full mediation

The decision on whether consumer well-being has a mediating role in the effect of ambient conditions, facility aesthetics, layout and seating comfort on paying more was made according to the results of direct and indirect effects. Accordingly, the fact that the direct effect is insignificant, there is an indirect effect and the confidence interval does not cover zero (0) indicates that well-being has a full mediating role in the effect of the physical servicescape with all its dimensions on paying more.

Additional Finding

To identify whether willingness to pay more was perceived differently by customers who are first-time and repeat customers, an independent samples t-test was also conducted. The difference in mean scores indicates

that first-time customers are willing to pay more than repeat customers. ($t=3.73$, $df=408$, $p<0.01$). There was a significant difference in the way the two groups perceived paying more. First-time customers have willingness to pay more than repeat customers. This suggests that for repeat customers reasons for not being willingness to pay more to coffee shops may be associated with the servicescape. Accordingly, in order to induce the willingness to pay more, it is critically important for local coffee shops for physical servicescape experience.

CONCLUSION

This study supports and adds value to current literature by presenting a framework that investigates how customer perceptions of the physical servicescape influence hedonic value, well-being, and willingness to pay more in a sample of local coffee shops. Additionally, it examines whether first-time and repeat customers differ in their willingness to pay more. Empirical evidences indicate that the proposed model is applicable to the hospitality industry. This research makes a valuable addition to the literature by analyzing the relationships between the physical servicescape, hedonic value, well-being, and willingness to pay more. Ultimately, the study presents noteworthy results with significant contributions.

Theoretical and Practical Implications

This study proposes a comprehensive service model that integrates multiple elements of the physical servicescape, including facility aesthetics, ambient conditions, layout and seating comfort, with hedonic value, consumer well-being, and willingness to pay more.

The primary research objective was to look at the effect of diverse dimensions of the physical servicescape on pay more. Regarding statistical controls, physical servicescape did not directly influence on pay more, but it had an influence on hedonic value. The physical servicescape of a coffee shop is a strategically fundamental resource for customers to acquire value (Grönroos, 2006). Therefore, all materials used to create the service area should be designed in accordance with the service and presented during the service process. In this way, customers will know that they are getting their money's worth. The customer's first contact is not with the staff, but with the physical environment. Moreover, considering that customers spend more time in coffee shops compared to other service establishments today, it can be said that their interaction with the service area continues for a long time. This shows how important it is for customers to have a positive

perception of value (Lin, 2004; Dedeoğlu et al., 2015). Physical environmental elements such as ambient conditions, facility aesthetics, layout and seating comfort may become dominant factors when consumers spend a long time in a place for hedonic consumption purposes (Wakefield & Blodgett, 1999). Placing uncomfortable seating area in a coffee shop can discourage customers from lingering and trigger negative emotions, leading to dissatisfaction (Koay & Tey, 2025). Hamzah et al. (2020) mentioned that servicescape arrangement is crucial element on customer emotions in the service sector, making it a stimulus that fosters positive emotions in customers (i.e. the organism).

The study also reveals that ambient conditions and layout have a positive effect on consumer well-being but facility aesthetics and seating comfort had no effect on consumer well-being. The findings show that especially the dimensions of ambient (atmospheric elements such as lighting, smell, temperature, sound) and layout (spatial order, ease of orientation, functional use of the area) significantly support the psychological and emotional well-being of the individual during the service experience. These two elements positively affect spatial perception and increase the feeling of comfort, peace and pleasure; thus, they contribute to the general well-being of the individual. On the other hand, it was determined that the dimensions of seating comfort and facilities did not have a statistically significant effect on well-being. This situation suggests that individuals are more sensitive to the environmental atmosphere and spatial arrangements rather than basic physical comfort in their evaluations of the service environment. As a result, it is recommended that service providers focus primarily on sensory and functional elements such as ambiance and layout in order to increase customer well-being. Such environmental factors both increase emotional satisfaction and make the service experience more meaningful and valuable.

One of the striking findings of the study is that hedonic value does not have a significant effect on the consumer's intention to pay more. In other words, finding the service experience enjoyable does not result in a higher willingness to pay on its own. On the other hand, consumer well-being significantly affected the intention to pay more. This finding shows that when consumers derive emotional and psychological benefits from the service environment, they are more likely to attribute material value to this experience and show a willingness to pay more. It was determined that consumer well-being triggers willingness to pay more. As shown in previous studies, consumers tend to pay higher prices for local businesses (Frash et al., 2015; Shin et al., 2018). This could be interpreted through the

hedonic value frames as a quality-versus-price trade-off where enhancing consumer well-being a more will drive a higher willingness to pay (Fournier, 1998; Kiatkawsin & Han, 2019). Customer well-being in a coffee shop is a holistic outcome that involves connections between various actors and actions throughout the person's experience in the business (Batat & Addis, 2021). As a result, it is recommended that service providers focus on a holistic service atmosphere that will support the consumer's overall well-being, not just aesthetic or enjoyable elements, in their pricing and experience design strategies.

The other research objective was to reveal the relationship between hedonic value and consumer well-being. Findings advocate that hedonic value definitely affects consumer well-being. Therefore, to sustain and enhance consumer well-being, local coffee shops should focus on refining their interior design to create a welcoming and distinctive ambiance that fosters a sense of well-being among customers (Meadow & Sirgy, 2008; Zhao & Wei, 2019). Additionally, selecting enjoyable music can contribute to a more entertaining atmosphere, further enhancing customers' well-being perceptions (Kim et al., 2012). Local coffee shop managers can promote customer well-being by enriching intrinsic and hedonic values through elements that evoke fun, enjoyment, and aesthetic appeal.

The most important finding of the present study were full mediation effect of consumer well-being in the relationship between the physical servicescape and pay more. The findings of this study revealed that consumer well-being fully mediates the relationship between the physical servicescape and pay more. This suggests that the physical features of the service environment, such as cleanliness, design, lighting, and general ambiance, do not have a direct effect on the consumer's willingness to pay more. However, these elements increase the consumer's psychological and emotional well-being, which in turn strengthens the consumer's willingness to pay more. In other words, the effect of the physical service environment is indirect and is mediated by consumer well-being. This full mediation suggests that not only functionality but also the consumer's emotional comfort and well-being should be prioritized in service design; thus, higher economic value can be created for coffee shops.

In the analysis conducted according to the first-time and repeat customers to the coffee shop, the research findings show that customers who visit local coffee shops for the first time are willing to pay more than those who visit for the second or third time; however, this willingness decreases significantly as the frequency of visits increases. This situation

can be explained by the decrease in the perceptual effect of the physical service landscape over time. Local coffee shops provide a high level of hedonic satisfaction by offering a friendly atmosphere, original design details, quality music and olfactory experiences to the consumer, especially during the first visits. This positive first impression improves the customer's mood, makes them feel comfortable and special, and supports their general well-being. Thus, the customer places a higher value on the service they receive and tends to pay more for premium coffee varieties or snacks. However, over time, as the customer is repeatedly exposed to the same physical environment, sensory adaptation and hedonic habituation develop. In other words, the physical environment elements that initially create a strong effect become more ordinary, and sensory and emotional stimulation decreases. This decreases both the level of pleasure felt by the customer and their well-being, leading to a weakening of the desire to pay more. In this context, it is important for local coffee shops to update their physical servicescape from time to time to retain loyal customers and keep their experiences fresh. Even small interventions such as seasonal changes in decoration, trying different seating arrangements, featuring works by local artists or changing background music can keep the hedonic value and well-being alive and keep the customer willing to pay more in the long run.

Limitations and Future Studies

This study has limitations in the generalizability of the findings, as the data were obtained using convenience sampling from local coffee shops in only one city in Türkiye. Additionally, the study did not account for other types of coffee shops, such as international chains. Future studies can prevent the limitation of the model by employing random longitudinal data collected from diverse coffee shops across different regions. Moreover, hedonic value may be influenced by various factors, including social servicescape, corporate social responsibility, and corporate reputation. Future studies could investigate the extent to which these factors contribute to hedonic utility and, in turn, influence customers' willingness to pay more.

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