

A study on Consumers' Brand Awareness, Consumption Experience, Service Quality and Repurchase Intention in the Hot Spring Resorts

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Abstract: *The main purpose of this study is to analyze consumers' perceptions of hot spring hotel brands, their consumption experience, the quality of their experience, and the intention to repurchase. This research adopts the investigation method of the questionnaire, with 420 consumers in Taiwan hot spring area in Tai'an as the research object, the effective questionnaire through statistical analysis, this study found that different demographic variables will affect consumers' Hot Springs Hotel "brand awareness", "consumer experience", "service quality" and "repurchase intentions". The "repurchase intention" of hot spring hotels in Tai'an has a positive correlation with "brand awareness", "consumption experience" and "service quality". According to the results of the study, this study puts forward specific suggestions for hotel management in hot spring area.*

Keywords: *brand awareness, consumer experience, service quality, repurchase intention, hot spring*

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I. INTRODUCTION

1.1 Background

Hot spring tourism is a kind of leisure activity that achieves health, health and leisure effect through drinking or soaking natural springs. A review of the history of hot spring tourism dates to ancient Rome (Hall, 2003) and was one of the early forms of tourism (Smith & Jenner 2000). Taiwan is located on the collision zone between the Eurasian Plate and the Philippine Sea Plate. The geological and structural complex on the island is rich in hot spring resources. Hot spring hotel attaches great importance to the leisure life today, mushrooming vigorously developed, but also in the hot spring hotel physical equipment is increasingly sophisticated and hot spring bathing effect to attract customers, making the hot spring bathing almost become a national leisure activity. As the hotel industry is more emphasis on corporate image of the business, hotel industry provides goods and services that consumers can not try, or you can see in advance before deciding whether to consume real products, consumers usually on the hotel's web site to view the museum equipment or by friends and relatives between word of mouth to decide whether to buy, among other factors, the corporate brand image is an important factor in consumer consideration. With the era of experiential economy, business goals are to create a valuable experience for customers, and experience has become an important element in consumer behavior (Addis & Holbrook, 2001). The tourism industry mainly sells an experience of invisible products. It sells the relationships, feelings, commitments and experiences. Therefore, the same activities are provided, and the value of everyone is also different.

1.2 Purpose

According to the background and motivation of the above, the purpose of this study is the following three:

1. This paper analyzes the brand awareness, consumption experience, service quality and repurchase intention of consumers in Tai'an hot spring resort.
2. This paper analyzes the differences of brand awareness, consumption experience, service quality and repurchases intention among consumers with different demographic variables in Tai'an hot spring resort.
3. According to the results of the study, Tai'an hot spring resort and other hot spring areas are provided for reference in the management and marketing planning.

II. LITERATURE REVIEW

2.1 Brand awareness

A brand is a recognizable name and / or a symbol, such as a logo, a trademark, or a packaging design that identifies the goods or services being sold and is effectively associated with the goods of the same competitor service (Aaker, 1991). Aaker (1991, 1996) argues that brand equity is a brand-related asset and liability that increases or decreases the value of a product / service to a business or customer; these assets and liabilities can be categorized as brand loyalty, brand awareness, perception quality, brand association and other trademarks, patent assets and other five kinds of assessment indicators. The customer brand equity of Keller (1993) refers to the individual consumers' stimulation of brand marketing and the difference of brand knowledge;

the brand cognition is the associative network memory model formed by brand awareness and brand image, and its effect look at the consumer's brand knowledge. Hosany et al. (2006) used the Brand Personality Scale (BPS) proposed by Aaker (1997) to analyze the overseas travel of British residents and regularized them by confirmatory factor analysis. As a result, only three aspects of sincerity, excitement and conviviality were found suitable for tourist character description. As a result, it is found that there is a significant correlation between the emotional level in the tourist destination image and the brand personality in the tourist destination. Keller (1993) argues that brand image is formed by brand personality reaction and brand personality can practice symbol or self-expression function (Beil, 1992) while Caprara, Barbaranelli, and Guido (2001) consider brand personality helps to form consumer brand awareness.

2.2 Experience consumption

Experience is not just a kind of rational or emotional appeal, it is to create a whole feeling, and bring a feeling to consumers. Products and services are external to the consumer, and experience is derived from the feelings of the consumer, even if the consumer has not touched the product, but also feel the message that the product is about to deliver. The factors that influence the consumer experience are the four characteristics of product, consumer, consumer decision-making process and marketing operation form, which are described as follows: 1. Product features: The Holbrook and Hirschman (1982) view of the consumer experience suggests that the product experience requires the creation of feelings of fantasies, feelings and fun, and that experiencing products is the pursuit of intangible symbolic significance and effectiveness. Pine II and Gilmore (1998) also point out that it must be themed, sensational, and able to leave the best memories in the minds of consumers. 2. Among the characteristics of consumers, Schmitt (1999) pointed out that what consumers expect today are marketing activities that can relate to their own life and can touch the senses and the mind. 3. Consumer Decisions: Phillips, Olson, and Baumgartner (1995) suggest that consumers envision spending situations and perform live according to the story of the scenario they envisioned, and are highly involved and motivated to find information that pursues personal distinctiveness. Finally, in the reaction of cognition and emotion, consumers only feel that they have more than all. 4. Marketing Operations: Schmitt (1999) proposed strategies to experience the concept of modules in which sense, feel, think, and related, action and other five modules interact to stimulate consumer sentiment. However, three of the modules, think, and related, and action are stimulated by the external environment, while the sense and feel modules are personal endogenous variables.

2.3 Service quality

Lehtinen (1983) believes that service quality can be divided into process quality and outcome quality); process quality refers to the service level judged by the customer in the process of service; it is the subjective view of the customer; and the quality of the result refers to the customer's measurement of the service result. Among the models of service quality, the most representative and widely used one is the PZB service quality model proposed by Parasuraman, Zeithaml, and Berry (1985). The PZB service quality model tries to find out the possible gap between service quality and the factors that affect the gap of service quality. This model regards the service as a dynamic process, and the quality of service is determined by the customer's perception of Cheng, which is related to the customer's past experience and subjective cognition. Kotler, Leong, Ang and Tan (1996) pointed out that the "service" has the following four characteristics: 1. Intangibility: most of the services are intangible, consumers prior to purchase a service, not easily assess the content and value of the service. 2. Inseparability: services and service providers are usually densely divided, in the process of providing the service, service and service must be present at the same time. 3. Heterogeneity: services, especially in some high degree of labor force relates to the content of the service sector, with significant variance. Service personnel to provide customers, service performance, because of the different time, and there is significant difference. 4. Perishability: service cannot be saved. Therefore, the service quality is greatly affected by the fluctuation of demand, manufacturers not easily control.

2.4 Repurchase Intention

Dodds and Monroe (1985) proposes that purchase intention is a behavioral tendency that customers will purchase this product. Francken (1983) post purchase behavior model points out that when consumers are satisfied with the product or service, there will be repeat purchase behavior. Ask customers whether they want to buy a product or service in the future (Jones & Sasser 1995). Folkes (1988) believes that repurchase intention is the tendency of individual subjective judgment, which can be used as observation and measurement of consumer behavior indicators, and can also be used to predict the direction of subsequent consumers' actual behavior. At the same time, consumer re consumption is a causal relationship. Kotler (1994) points out that if the customer is satisfied with the purchase of the product or service, there will be a higher repurchase intention in the future. Zeithaml, Berry and Parasuraman (1996) point out that repurchase intention represents consumers' intention to product and service, and is an important factor controlling consumers' actual purchase behavior. Its

performance includes conveying the positive message to others, the product will be the first choice, increase the purchase of the product, be willing to recommend others, encourage others to buy. Wu, Liao, and Tsai (2012) study Tyan Hot Spring Resort, the result found as follows: (1) Brand cognition positively impacts consume experience and service quality. Through these two variables on repurchase intension, there exists indirect effect. (2) Service quality has positive impact on repurchase intension. (3) Consume experience has positive impact on repurchase intension.

III. METHOD

3.1 Tai'an Hot Spring Area

Tai'an hot spring area located at the Wenshui River side, Jin Shui Village, Tai'an Township, Miaoli County, Taiwan, in addition to the source of Tai'an hot springs, there are includes Lontan hot springs, and Tiger Mountain hot springs. Tai'an hot spring area according to the times that have been developed, in 1979, renamed "Tai'an hot spring". Tai'an hot springs located in the mountainside, spring is a genus of alkaline carbonate springs, hot spring water temperature of about 47 degrees, PH 8, water is colorless and odorless, hot spring pool is quite popular.

3.2 Sampling And Subjects

In this study, the convenience of sampling methods was used, as well as Hot Springs Vacation Hotel in Tai'an Hot Springs Area as the object of study, with the consent and assistance of Hotel, the study put questionnaire in the room table, please consumers help to fill in it. The sampling issued a total of 450 questionnaires, the total collected of 420 questionnaires, among 389 valid questionnaires, 31 invalid; effective questionnaires rate is 86%.

3.3 Questionnaire

This research is divided into five parts. The first part is "brand awareness", which has 9 questions. The main purpose is to understand consumers' brand cognition of hot spring hotel. The compilation of the scale is based on the Wu, Liao, and Tsai (2012) study Tyan Hot Spring Resort. The second part is the "consumer experience scale", a total of 19 questions, mainly to understand the consumer's experience in the hot spring consumption, this scale mainly referred to Wu, Liao, and Tsai (2012) study Tyan Hot Spring Resort and other consumer experience research compiled (Phillips, Olson, & Baumgartner, 1995; Schmitt, 1999). The third part is the "service quality", the scale includes 22 items, mainly to understand consumer consumption hot spring area, to accept service experience, the scale is mainly referred to the Parasuraman, Zeithaml, and Berry (1988) service scale, and the compilation of service quality research (Wu, Liao, & Tsai, 2012). The fourth part is the "repurchase intention scale", is mainly to understand consumers will want to come back after the spring area consumption, the scale has a total of 5 items, the main reference Zeithaml, Berry and Parasuraman (1996)'s repurchase intention study. The above scales were scored by Likert five-point scale, from very inconsistent (1 points), not agreed (2 points), ordinary (3 points), agreed (4 points), and very agreed (5 points). The last part is the demographic variables of consumers, include: gender, age, marital status, education, and personal monthly income.

3.4 Data Analysis Method

1. The reliability and validity of the research questionnaire were constructed by exploratory factor analysis and Cronbach alpha reliability test. 2. Use the frequency distribution and percentage, to understand the distribution of demographic variables of consumers in Tai'an Hot Spring Area. 3. Use t test, to understand the different gender, marriage and have or not children consumers feel difference situation in brand awareness, consumer experience, service quality and repurchase intention. 4. Use one-way ANOVA test, to understand the different age, educational level and monthly income consumers feel difference situation in brand awareness, consumer experience, service quality and repurchase intention.

3.5 Reliability And Validity Of The Scale

3.5.1 Kaiser-Meyer-Olkin (KMO) Test Analysis

Before the factor analysis, the first use Kaiser-Meyer-Olkin (KMO) test analysis, the KMO value was .839 in the "brand awareness scale", quite close to 1; in the "consumption experience scale" to obtain the KMO value is .934; the KMO value was .884 in the "service quality scale"; the "repurchase intention scale" to obtain the KMO value .780, said the appropriate high sampling. The Bartlett's test of sphericity, in the "brand awareness scale" is 742.374; in the "experience consumption scale" is 3473.676; in the "service quality scale" is 2978.120; in "repurchase intentions scale" is 440.884, said with a common variability among various factors, can carry out factor analysis.

3.5.2 Scale Validity And Reliability Test

In this part, the validity of the three scales was tested. Because there were only 5 items of repurchase intention and content validity, the analysis was not carried out.

3.5.2.1 Brand Awareness Scale

Table 1 Exploratory factor analysis for brand awareness scale

Item	Good environment	Quality reputation	High notability
7. have high notability	.731		
8. There are lots of high class hot spring resort hotels	.685		
6. Architecture has its own features	.619		
9. My friends (or colleagues) all know this hot spring resort	.570		
1. Have a good reputation		.814	
2. It is the index of hot spring in central Taiwan area		.688	
3. The quality of service is excellent		.684	
5. The atmosphere is nice			.850
4. It's the best resort for hot springs			.660
Eigenvalue	1.910	1.905	1.510
Variance	21.222	21.164	16.775
Cumulative variance	21.222	42.386	59.160

After exploratory factor analysis, result extract 4 factors form "experience consumption scale", according to each factor according to the characteristics of the options were named "good environment", "quality reputation" and "high notability", the scale of the cumulative variance was 59.16, can explain of consumers' " experience consumption " in Tai'an hot spring resort reached 59.16%. The results of the reliability analysis, Cronabach' alpha =.88, shows that the scale has high reliability.

3.5.2.2 Consumption Experience

Table 2 Exploratory factor analysis for consumption experience scale

Item	Natural experience	Interpersonal interaction	Stress relief	Novel experience
18. Enjoy the scenery of nature	.690			
17. Enjoy nature and stay away from civilization	.690			
19. The atmosphere makes me feel like I'm on vacation	.653			
15. The atmosphere let me forget to worry	.629			
14. Leave good memories and share it with others	.549			
12. To understand the local cultural heritage	.539			
16. Broaden one's horizons	.535			
9. Increase opportunities to interact with others		.761		
11. Contact others, expand interpersonal relationships		.661		
10. Increase opportunities to learn about local culture		.652		
13. With the increase of family and friends (or children), get along with the opportunity to promote intimacy		.494		
2. Hot springs make me feel physically and mentally released			.773	
1. The mood is more relaxed			.736	
4. Hot springs make me feel healthy			.641	
3. Stay in the spa pool is like experience another world			.552	
7. Satisfy curiosity and freshness				.747
8. Understand the local living environment and customs				.632
5. Soaked hot springs gives me inspiration				.616
6. Breathing fresh air				.534
Eigenvalue	3.511	2.881	2.737	2.456
Variance	18.482	15.162	14.407	12.926
Cumulative variance	18.482	33.644	48.050	60.976

After exploratory factor analysis, result extract 4 factors form " consumption experience scale", according to each factor according to the characteristics of the options were named "natural experience", "interpersonal interaction", "stress relief" and "novel experience", the scale of the cumulative variance was 60.98, can explain of consumers' " experience consumption " in Tai'an hot spring resort reached 60.98%. The results of the reliability analysis, Cronabach, alpha =.89, shows that the scale has high reliability.

3.5.2.3 Service Quality

Table 3 Exploratory factor analysis for service quality scale

Item	Hot spring facilities	Hospitality service	Staff service	Environmental landscape	public facilities
19. Quality of hot spring facilities	.654				
18. Hot spring water quality	.634				
16. Aromatherapy facilities and services	.619				
15. Comfort of hot spring water temperature	.609				
21. Hot spring area route index	.604				
17. Comfort and concealment of a hot spring cabin	.558				
20. Safety of hot spring area	.500				
11. The diversity of food and drink		.740			
12. Accommodation quality		.702			
14. Food and beverage prices		.612			
13. Accommodation price		.548			
7. Service attitude of restaurant staff			.771		
9. Dress and service attitude of counter personnel			.748		
6. Service attitude of staff in Hot Spring Department			.746		
10. Service attitude of staff in House Keeping Department			.555		
2. Environmental clean sanitation				.770	
3. Environmental landscape and planting greening				.675	
1. The collocation of architecture and landscape				.668	
22. Tourism information service					.615
8. The quality of multifunctional leisure facilities					.513
5. Traffic convenience					.510
4. Parking convenience					.470
Eigenvalue	3.371	2.666	2.514	2.243	1.711
Variance	15.321	12.116	11.429	10.195	7.778
Cumulative variance	15.321	27.438	38.867	49.063	56.84

After exploratory factor analysis, result extract 5 factors form "service quality scale", according to each factor according to the characteristics of the options were named "hot spring facilities", "hospitality service", "staff service", "environmental landscape", and "public facilities", the scale of the cumulative variance was 56.84, can explain "service quality" of Tai'an hot spring resort reached 56.84%. The results of the reliability analysis, Cronbach, alpha =.89, shows that the scale has high reliability.

3.5.4 Repurchase Intention

The results of the reliability analysis, Cronbach, alpha =.88, shows that the scale has high reliability.

IV. RESULTS

4.1 Respondents profile

In this study, 389 valid questionnaires, of which 188 were male (48.3%), 201 female (51.7%), married a total of 224 (57.6%), which has children total of 156, aged 31 to 40 years old age the highest number, 127 (32.6%). In terms of educational level, 115 are junior college level (29.6%) and 103 (26.5%) is college level accounted for the largest number. In terms of occupation, the service sector accounted for the largest number, 78 (20.1%), followed by business, 73 (18.8%). Individual monthly income accounted for the largest number of income in NT.\$20001~40000 (NT.\$ 30= 1US\$), accounting for 140 people (36%); followed by NT.\$40001~60000, accounting for 113 people (29%).

4.2 T-Test In Different Gender, Marriage And Have Or Not Children

4.2.1 Gender

T test analysis showed that different gender of consumers in the "brand awareness" ($t = -2.24, p < .05$) and "consumption experience" ($t = -2.02, p < .05$) have significant differences. There was no significant difference in the quality of service ($t = 1.94, p > .05$) and "repurchase intention" ($t = 1.47, p > .05$). From mean, in "brand awareness" factors, there are female ($M = 35.53$) significantly higher than the male ($M = 35.03$); in the "consumption experience" factor, there is also the female ($M = 77.46$) higher than male ($M = 75.53$).

4.2.2 Marriage

In different marital status, consumers in the "brand awareness" ($t=.70, p>.05$), "consumption experience" ($t=.63, p>.05$), "service quality" ($t=1.56, p>.05$) and "repurchase intention" ($t=.12, p>.05$), there were no significant differences.

4.2.3 Have or not children

In have or not children status, consumers in the "brand awareness" ($t=.80, p>.05$), "consumption experience" ($t=1.09, p>.05$), "service quality" ($t=1.44, p>.05$) and "repurchase intention" ($t=.29, p>.05$), there were no significant differences.

4.3 One-way ANOVA in different age, educational level, monthly income, and occupation

4.3.1 Age

The results of one-way ANOVA showed that the different age consumers in the "brand awareness" ($F=2.30, p<.05$), "consumption experience" ($F=3.91, p<.05$) and the "service quality" ($F=2.55, p<.05$) factors have significant difference exist; but in the "repurchase intention" ($F=.65, p>.05$) no significant differences. Posthoc test the results found in the factors of "brand awareness" that 21-30 years old are significantly larger than the 41-50 years old consumers. In the factors of "consumption experience" that 51-60 and over 61 years old consumer are significantly larger than the 31-40 years old consumers. In the factors of "service quality" that under 20 years old consumer are significant higher than the 41-50 years old consumers.

4.3.2 Educational level

The results of one-way ANOVA showed that the different educational level of consumers in the "service quality" ($F=2.59, p<.05$) and the "repurchase intention" ($F=5.97, p>.05$) factors have significant difference exist; but in the "brand awareness" ($F=1.00, p>.05$) and "consumption experience" ($F=.30, p>.05$) have no significant differences. Posthoc test the results found in the factors of "service quality" that college and master degree are significantly larger than the high school level consumers. In the factors of "repurchase intentions" that junior college, university and master degree are significant higher than the high school level consumers.

4.3.3 Monthly Income

The results of one-way ANOVA showed that the different income of consumers in the "brand awareness" ($F=.22, p<.05$), the "consumer experience" ($F=1.15, p>.05$) and the "service quality" ($F=.91, p>.05$) factors have no significant difference exist; but in the "repurchase intention" factor ($F=2.68, p>.05$) have significant differences. Posthoc test the results found in the factors of "repurchase intentions", personal monthly income of NT\$. 60001 to 80000 for the Tai'an hot spring "brand awareness" are significant higher than the personal income of NT\$. 40001 to 60000.

4.3.4 Occupation

The results of one-way ANOVA showed that the different occupation of consumers in the "brand awareness" ($F=.22, p<.05$) and the "service quality" ($F=2.76, p<.05$) factors have significant difference exist; but in the "consumer experience" ($F=1.14, p>.05$) and "repurchase intention" factor ($F=.93, p>.05$) dimensions have no significant differences. Posthoc test the results found that students were higher than service.

4.4 Correlation Analysis

The table 4 results of the analysis show that "brand awareness" have relationship with "consumption experience" ($r=.65, p>.01$), "service quality" ($r=.61, p<.01$) and "repurchase intention" ($r=.40, p<.01$); "consumer experience" and "service quality" ($r=.69, p<.01$), "repurchase intention" ($r=.35, p<.01$); "service quality" and "repurchase intention" ($r=.47, p<.01$).

Table 4 Correlation analysis

Variables	brand awareness	consumer experience	service quality	repurchase intention
brand awareness	1			
consumer experience	.646*	1		
service quality	.610*	.686*	1	
repurchase intention	.393*	.345*	.474*	1
* $p<.01$				

V. CONCLUSION AND SUGGESTION

5.1 Conclusion

The results of this study show that different demographic variables can affect consumers' brand awareness, consumption experience, service quality, and repurchase intention in hot spring hotels". From the analysis results, because female have more experience of brand awareness and consumption, so the results will be higher than male. In terms of marital status, there is no significant difference, so the experience of hot spring vacation is not affected by married or unmarried and have or not children. In terms of age, because young people for the brand than middle-aged people in high consumption experience; the middle-aged people spare time and money than young people and the elderly, so the experience is more; in experience, young people under the age of 20 for the service more attention, so rather than middle-aged people. In the different level of education, to the quality of service experience, education level above the university due to the high knowledge and so on quality of service requirements is relatively increased; while in the repurchase intention, education level of college, because after the experience of service quality feeling and feel good, will choose to buy again. In terms of occupation, students feel very high about brand attention and service quality, because most of the students, brand and feelings are the most important. In terms of income, people with high incomes, they choose services and consumers are advanced, and therefore, in terms of changes, they feel the good side is higher than the low-income consumers. The "repurchase intention" of hot spring hotels in Tai'an has a positive correlation with "brand awareness", "consumer experience" and "service quality". The results support the Wu, Liao, and Tsai (2012) study Tyan Hot Spring Resort. So, from the above results, consumers' willingness to spend in the hot springs in the future will be affected by their local consumption experience and the quality of their services. In addition, the most important thing is that consumers will be affected by hot spring brand when they choose hot spring hotel.

5.2 Suggestion

5.2.1 For Hot Spring Hotel

As consumers of Hot Springs Hotel "brand awareness" is very important, so in the tourism marketing, advertising and increasing emphasis on innovation of personal characteristics, environment and facilities regularly finishing, hot springs have relaxed the pressure effect of the components, to let the leisure spa visitors to fully enjoy the health promotion effect. From the results of this study, we can see that consumers are related to the "repurchase intention" and "consumption experience" of hot spring hotel, and the "consumer experience" is also related to "service quality". So, the concept of Tai'an hot spring area Hotels, can be improved from the internal staff and hospitality services, training service customer supremacy, holding service enthusiasm for tourists, so visitors are satisfied with the experience in service quality, in order to increase the return rate of repurchase intention.

5.2.2 For Promote Marketing

Due to the hot spring area consumer groups to 21~40 years old the majority, occupation and in the service industry and business, and can therefore suggest near the adventure leisure industry cooperation, can be launched in high priced package, let ordinary pressure service industry and business groups to relieve stress and relax. For example: the hot spring hall experience is the main, outdoor activities as a supplement, consumption in outdoor activities after finishing, can go to hot springs guild hall hot spring, enjoy the food and rest.

5.2.3 For Future Research

Since the study is based on the consumers of hotels in Tai'an hot spring area, it is suggested that future researchers can expand the scope of research to other hot spring resorts. Secondly, we can increase the research variable, or use the statistical method of causality to understand the consumer behavior patterns of hot spring consumers.

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