

A Study on the Influence of Choice Properties of Food Carving Decoration Lecture on Recommended Intention and Revisiting Intention

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ABSTRACT

This paper examines the effect of the choice properties of food carving decoration lectures on the recommendation and revisiting intention. As the culinary industry grows, consumers seek not only the value of satiety through food but also the value of aesthetics. They perceived satisfaction from the taste and appearance of the food as well as the interior of the restaurant and the service. Food carving is an important means of fulfilling consumer satisfaction value which is ever-changing. This study attempts to analyze the relationship between the choice properties of food carving lectures and the course recommendation and revisiting intention.

This study hypothesis was formulated and the survey was conducted on 125 respondents who had experienced food carving lectures. The reliability and validity of measurement items were verified through Cronbach's Alpha and factor analysis. As a result, all measurement items showed no abnormality. The results of the analyses are as follows.

The education satisfaction, education commitment, and brand image, the choice properties of food carving decoration lecture, were found to have a positive effect on the recommendation intention. The results also showed that the education commitment and brand image of food carving decoration lectures were positively associated with revisiting intention. Lastly, the implications of these findings were suggested and for future research were discussed.

Keywords education satisfaction, education commitment, psychological security, brand image, recommendation intention, revisiting intention

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1. Introduction

The restaurant industry has been changing in the consciousness and lifestyle of leisure time as the income level increases due to economic growth. In addition, consumers in the restaurant industry are seeking more value as the consumption structure for food has changed from homemade meals to restaurants. Through dining out, consumers not only solve their physiological needs, but also seek satisfaction with the atmosphere, service, etc. In other words, it seeks more value than simply satisfying physiological needs through the ingestion of food. As such, consumers are more satisfied with their dining out by being provided with delicious food and a proper service beautiful space.

In particular, the aesthetic element of the dining space has an important effect on consumers' satisfaction. Just as eating something with someone is important, aesthetic elements such as interior design, decoration, and food carving play an important role. Here, food carving means carving food ingredients such as vegetables and fruits to make sculptures. Prior researches on visual factors such as food carving are as follows.

Seo and Ham (2015) studied the impact on customer sentiment and revisit intention on the production of food space in hotel restaurants. They examined that food designs such as food colors, food decorations, utensils, food designs, and spatial designs such as background music and light have a positive impact on customer sentiment, affecting the willingness to revisit. Shin (2018) studied the influence of the production factors of food carving on the psychological response and affection of customers. She showed that space production, table production, and food production among the production elements of food carving had a significant impact on customers' psychological response. Kim and Byun (2010) studied the impact of carving decoration recognition and purchase intention on price acceptability. The results of the study show that: More than 20 percent of restaurant consumers were aware of food carving on TV. In addition, consumers with high awareness of carving decoration showed high intention of purchase and high price acceptability. On the other hand, consumers with low recognition of carving decoration showed low price acceptability even if they were willing to buy.

As we reviewed earlier, most of the prior literature studied the relationship between aesthetic elements of the dining space, such as interior, decoration, food carving, and consumer loyalty. However, no research has been conducted on the influence of choice properties of food carving decoration lecture on recommendation intention and revisiting intention. Therefore, this study examined the effect of the choice property of the food carving decoration lecture on the recommendation intention and the revisit intention.

2. Literature Review

2.1. Food Carving

Food carving refers to the use of a technology to express the original characteristics of food ingredients to express the completeness of food and the beauty of space (Ko and Lee, 2019; Kim and Jin, 2016). Food carving allows the proper carving and production of food ingredients according to the purpose of the food space. Food carving decoration uses subdivisions of the names of food pieces, vegetable carving, watermelon carving, flower carving, and fruit carving. Food Carving not only provides customers with simple visual satisfaction but also forms emotional satisfaction and consensus through proper directing of the purpose of the dining space and food culture. Through food carving decoration, food quality can be improved and luxurious atmosphere can be created, and seasonal feeling can be made by utilizing seasonal ingredients.

Kim and Jin (2016) conducted a study on concentration and job confidence according to the level of food carving decoration education. The results showed that the level of carving skill and attention and confidence in employment had a positive correlation. especially, it found that attention and confidence in employment were high among those who obtained food carving advanced skill certificates. Ko and Lee (2019) studied the relationship between the educational immersion of food carving decoration and psychological healing, love mark, and loyalty. The results showed that both the immersion in participation in food carving decoration education positively affect psychological healing and love mark. Kim and Byun (2010) analyzed the relationship between consumers' perception of food carving decoration, intention of purchase, and price acceptability in Daegu. According to the results, consumers with high awareness of food carving decoration were more willing to buy and more receptive to prices.

2.2. Education Satisfaction

Satisfaction defined as a customer's overall evaluation after experiencing a product or service, and if consumers experienced more than their expectations, they would be satisfied (Johnson, Anderson, and Fornell 1995; Oliver, 1980). This study focuses on educational satisfaction. Astin (1993) defined educational satisfaction as the learner's interest in subjective responses to the educational experience. Eliot and Shin (2002) defined educational satisfaction as a subjective experience to educational outcomes. Byun (2010) defined educational satisfaction to the extent that it is satisfied with education contents, instructors, facilities, and other educational-related environments.

Min (2019) studied the relationship between the brand authenticity of the franchise, brand identity, educational satisfaction, brand trust, intention to renew contract and recommendation

intention in the pharmacy industry. The result found that brand trust can be enhanced through brand promise, employee sincerity, originality, product excellence, brand reputation, brand identity, and educational satisfaction in pharmacy franchise. Lee (2020) found in insurance planners that educational satisfaction and job satisfaction have a positive effect on self-efficacy. Min and Kim (2016) analyzed the impact of Meister High School graduates' satisfaction on job skills and job satisfaction. The educational satisfaction of Meister High School graduates shows a correlation between job satisfaction and quantity. In addition, job competency mediated between educational satisfaction and work satisfaction.

2.3. Educational Commitment

Woosley (2003) defined educational commitment as a student's belief that there are no barriers to their completion of a degree or meeting immediate educational goals. Cho (2014) showed that STEAM education, which defines problems in education programs and designs/produces them on their own, has a positive impact on elementary school students' creativity and commitment to learning. Cho (2019) examined the mediated effects of learning commitment in the effects of digital literacy on learning satisfaction and academic achievement when using smart devices in elementary school math classes. Jang and Park (2016) analyzed the structural relationship between learners' interaction, learning commitment, learning satisfaction, and perceived learning performance in classes using SNS. Park (2017) showed that self-leadership and positive psychological capital have positively affected learning commitment and learning satisfaction. Lee (2018) examined the impact of the teaching type of the academy on elementary school students' academic self-efficacy, learning commitment, learning attitude, and learning satisfaction.

2.4. Psychological Security

The concept of psychological security has been used by scholars in many areas of study. Kahn (1990) defined it as psychological security to express freely his or her own image, career, etc. in an organization without expecting a negative response to his or her own actions when he or she presents a new idea. According to Edmondson (1999), psychological security is a subjective perception that employees are stable in expressing their opinions without difficulty within the organization. Rhonades and Eisenberger (2002) showed that psychological security would affect a favorable attitude toward leaders and organizations that employees receive through the trust of leaders and can lead to positive results such as reduced job stress.

Min (2018) used knowledge sharing and psychological security as a mediating effect to determine the impact of the leader's use of humor on creative job commitment in an organization.

Seo (2018) examined that inclusive leadership has a positive influence on psychological stability, job zeal, and job performance. Cho (2018) investigated the relationship between inclusive leadership of social entrepreneurs and the organizational commitment and psychological security of the members. As a result, the inclusive leadership of social entrepreneurs has had a positive influence on the members' psychological security, and psychological security has been shown to have a positive influence on organizational commitment.

2.5. Brand Image

Brand image is a concept that combines a brand that means a differentiating role from a similar product or service through its unique characteristics, attributes, etc. with an image that means subjective impression, perception, and belief in a particular target (Kang, 2020). Kim (2018) studied how consumers in the 30s and 40s perceived brand image, brand trust, and purchase intention according to the advertising models. Lee (2020) examined the negative brand image and the impact of service failures on negative word-of-mouth and brand switching intentions. As a result, negative brand image and service failure have been shown to have a significant effect on brand hatred, negative brand attitude, and conversion intention. Wang (2018) investigated the impact of brand image, brand relationship, and brand experience on purchase intention in Chinese consumers. The result has shown that the brand image and brand experience has a positive influence on brand trust and brand attachment.

2.6. Recommendation Intention

The recommendation refers to the intention of a person who has experience in a product or service to convey the positive or negative feelings of it to his or her family, friends, etc (Im, 2011; Jung, 2018). Jung (2018) examined the impact of online SNS-based performance art PR on consumer awareness, satisfaction, purchase intention, and recommendation intentions. The study found that the latest interoperability and information suitability among the characteristics of Instagram have positive effects on the recommendation intentions. In addition, consumer favorability had a positive effect on recommendation intentions. Lim (2011) investigated the relationship between the influencing factors, the intent of use and the intention of recommendation through a research model that combines external factors that reflect the characteristics of social commerce with a technology acceptance model (TAM). As a result. the perceived usefulness and perceived playfulness of social commerce had a positive influence on both the intention of use and the recommendation. Kwon (2011) used the IPA matrix to verify the variables that affect the satisfaction, reuse, and recommendation of the quality of

each branch. As a result, overall satisfaction has had a positive influence on reuse and recommendation intention.

2.7. Recommendation Intention

Revisiting intention refers to a condition in which there is a high possibility of revisiting the place based on positive evaluation (Lee, 2009). Oliver (1997) defined the revisiting intention as a sub-area that constitutes loyalty to the customer, defining it as a willingness to continue to purchase preferred goods or services. Brady and Cronin (2001) defined the customer's satisfaction with the services they used as a means of revisiting that they are more likely to purchase those services in the future.

Park (2020) examined the determinants of the museum shop's intention to revisit. As a result, the perceived value of the museum shop consists of utility value and social value, these positively affected the intention of a revisit of the museum shop. Jeon (2018) investigated the impact of the bookstore's experience on visitors' emotional reactions, satisfaction, and intention to revisit. It has been confirmed that both positive and negative reactions of visitors to bookstores that function as cultural spaces positively affect satisfaction and intention to revisit. Kim (2017) examined the relationship between service quality, customer satisfaction, revisiting intention, and recommendation intentions in a shared economy environment, focusing on accommodation sharing services. As a result, the quality of accommodation-sharing services had a positive effect on customer satisfaction, revisiting intention, and recommendation intentions.

3. Hypothesis

Based on prior research, this study consisted of educational satisfaction, learning immersion, psychological stability, brand image as the choice factors of food carving decoration lecture. This study hypothesized as follows to shed light on the relationship between choice factors of food carving decoration lecture, recommendation intention, and revisiting intention.

- H1: The educational satisfaction of the food carving decoration lecture will have a positive effect on the recommendation intention.
- H2: The educational commitment of the food carving decoration lecture will have a positive effect on the recommendation intention.
- H3: The psychological security of the food carving decoration lecture will have a positive effect on the recommendation intention.

- H4: The brand image of the food carving decoration lecture will have a positive effect on the recommendation intention.
- H5: The educational satisfaction of the food carving decoration lecture will have a positive effect on the revisiting intention.
- H6: The educational commitment of the food carving decoration lecture will have a positive effect on the revisiting intention.
- H7: The psychological security of the food carving decoration lecture will have a positive effect on the revisiting intention.
- H8: The brand image of the food carving decoration lecture will have a positive effect on the revisiting intention.

4. Results

4.1. Sample

In order to verify the proposed hypothesis, this study surveyed 125 customers who had experience in food carving decoration education. The demographic characteristics are as follows. Respondents were 53 males (42.4%) and 72 females (57.6%). Respondents were aged between 10 and 19 years with 5.6%, between 20 and 29 years with 55.2%, between 30 and 39 years with 2.4%, between 40 and 49 years with 12.8%, between 50 and 59 years with 16.8%, above 60 years with 7.2%. Respondents' occupation were housewife 19.2%, students 43.2%, service provider 8.8%, office worker 4.0%, professions 12.8%, etc 12.0%. The education level of respondents was high school 25.6%, college 44.0%, university 23.2%, and above graduate school 7.2%. The monthly income of respondents was below \$1,000 47.2%, between \$1,000 and \$2,000 24.0%, between \$2,000 and \$3,000 11.2%, between \$3,000 and \$4,000 8.8%, between \$4,000 and \$5,000 3.2%, between \$5,000 and \$6,000 2.4%, between \$6,000 and \$7,000 0.8%, above \$8,000 2.4%. Table 1 presents the sample demographics.

Table 1 Demographics of the survey respondents

Measure		Frequency	Percent
Sex	Male	53	42.4
	Female	72	57.6
Age	10s	7	5.6
	20s	69	55.2
	30s	3	2.4
	40s	16	12.8
	50s	21	16.8
	60s+	9	7.2

	Measure	Frequency	Percent
Occupation	Housewife	24	19.2
	Student	54	43.2
	Service provider	11	8.8
	Office worker	5	4.0
	Professions	16	12.8
	Etc	15	12
Education	High school	32	25.6
	College	55	44.0
	University	129	23.2
	Graduate+	9	7.2
Income	below \$1,000	59	47.2
	\$1,000~2,000	30	24.0
	\$2,000~3,000	14	11.2
	\$3,000~4,000	11	8.8
	\$4,000~5,000	4	3.2
	\$5,000~6,000	3	2.4
	\$6,000~7,000	1	0.8
	\$7,000~8,000	0	0.0
above \$8,000	3	2.4	

4.2. Measurement Item

The measurement item on the choice propertied of the food carving decoration lecture were restrcutured to fit the purpose of this study by Kim (2015), Bae (2008), Park (2006), Hien et al. (2020), Lien et al. (2015), and Roberts (2006). The recommendation intention were restructured to fit the purpose of this study by referring to Lee and Lee (2004), Jang (2010), Bagozzi and Yi (1991), and Oliver (1997). The revisiting intention were restructured to fit the purpose of this study by referring to Lee and Song (2018). The questionnaire used the Likert scale of 5 points interval from “strongly disagree” to “strongly agree”

4.3. Reliability and Validity

To test reliabilities of the constructs, Cronbach's Alpha statistics were calculated. As shown in Table 2, Cronbach's Alpha value for all factors was over 0.9, indicating a sound reliability level. Next, we carried out a factor analysis of each construct, using principle component analysis via the VARIMAX method, as the orthogonal rotation. As shown in Table 3-5, all items for factor loadings was above 0.3. This indicated that they generally satisfied validity evaluation standards.

Table 2 Reliability analysis

	Construct	Items	Cronbach's α
Choice Properties	Education Satisfaction	7	.93
	Education Commitment	5	.90
	Psychological Security	5	.93
	Brand Image	6	.94
	Recommendation Intention	4	.92
	Revisiting Intention	4	.94

Table 3 Results of factor analysis (choice properties)

	Measurement Item	Factor Loading	Eigen Value	Variance
Education Satisfaction	I am satisfied with the service provided by food carving education.	.751	5.468	.238
	I'm satisfied that I took a food carving education.	.670		
	The cost of food carving education is reasonable.	.417		
	I am satisfied with the way of education for food carving education.	.688		
	I am satisfied with the interest and consideration of the staff of food carving education.	.746		
	Food carving trainers have sufficient knowledge to answer customer questions.	.773		
	Food carving trainers have the ability to cope with customer complaints.	.857		
Education Commitment	I'm thinking of continuing to study the field of food carving.	.664	4.851	.211
	We exchange information with people who learn food carving.	.809		
	I learned to actively participate in related events while learning food carving.	.778		
	I tend to pay attention to food carving when it comes out in the mass media.	.525		
	I often talk to people about food carving.	.772		
Brand Image	Food carving feels intimate.	.585	3.685	.160
	I have a good sense of food carving.	.678		
	There is a belief in the field of food carving.	.566		
	It has a good image of food carving.	.450		
	The cost of food carving is not a waste.	.422		
	I think food carving is interesting.	.619		

	Measurement Item	Factor Loading	Eigen Value	Variance
Psychological Security	Food carving gives me a feeling of peace.	.621	3.148	.137
	Food carving makes you emotionally comfortable.	.841		
	Food carving makes you psychologically stable.	.779		
	After the food carving education, I came to think positively.	.420		
	I think there will be a good change for me while doing food carving.	.321		

KMO = 0.940, d.f.=167, $\chi^2=323.77$, $p<.001$

Table 4 Results of factor analysis (recommendation intention)

	Measurement Item	Factor Loading	Eigen Value	Variance
Recommendation Intention	It will promote food carving to people.	.793	3.058	.764
	I'm willing to tell people good things about food carving.	.883		
	If you ask for advice on food carving, I'll recommend it.	.893		
	I will tell my friends about food carving.	.922		

KMO = 0.835, d.f.=2, $\chi^2=7.030$, $p<.05$

Table 5 Results of factor analysis (revisiting intention)

	Measurement Item	Factor Loading	Eigen Value	Variance
Revisiting Intention	I will continue to learn food carving.	.869	3.142	.785
	Even if the cost of education goes up, we will continue to receive food carving education.	.895		
	Even if you experience problems with food carving education, you will continue to be educated.	.911		
	Next time, I will participate in food carving training.	.868		

KMO = 0.835, d.f.=2, $\chi^2=7.030$, $p<.05$

4.4. Descriptive Statistics and Correlations

Descriptive statistics related to variables and the correlations between the six factors are shown in Table 6. The analysis of the correlation results showed that there was a significant relation all variables at the 0.01 level.

Table 6 Means, standard deviations and correlations of scales

	M	SD	1	2	3	4	5	6
1	4.38	0.69	1					
2	3.57	1.04	.589**	1				
3	4.11	0.85	.748**	.731**	1			
4	4.13	0.80	.815**	.777**	.858**	1		
5	4.20	0.82	.738**	.735**	.748**	.848**	1	
6	3.46	1.11	.602**	.860**	.717**	.799**	.777**	1

*p < .05. **p < .01

1 = Education satisfaction, 2 = Education commitment, 3 = Brand image, 4 = Psychological Security,
5 = Recommendation intention, 6 = Revisiting intention

4.5. Hypotheses Test

To test the hypotheses 1-4, we performed a regression analysis with the choice properties of food carving decoration lecture as the independent variable and recommendation intention as the dependent variable. In this case, the $R^2 = .744$, and $F(2, 122) = 86.950$, $p < .01$. As a result of the analysis, education satisfaction ($\beta = .201$, $t(122) = 2.049$, $p < .05$), education commitment ($\beta = .166$, $t(122) = 2.778$, $p < .01$), and brand image ($\beta = .566$, $t(122) = 4.736$, $p < .01$) positively affected recommendation intention. However, psychological security did not affect recommendation intention ($\beta = -.001$, $t(122) = -.075$, $p > .10$). Therefore, H1, H2, H4 were supported.

Next, to test the hypotheses 5-8, we performed a regression analysis with the choice properties of food carving decoration lecture as the independent variable and revisiting intention as the dependent variable. In this case, the $R^2 = .784$, and $F(2, 122) = 109.000$, $p < .01$. As a result of the analysis, education commitment ($\beta = .638$, $t(122) = 8.604$, $p < .01$) and brand image ($\beta = .550$, $t(122) = 3.713$, $p < .01$) positively affected revisiting intention. However, education satisfaction ($\beta = -.107$, $t(122) = -.878$, $p > .10$) and psychological security ($\beta = -.017$, $t(122) = -.157$, $p > .10$) did not affect revisiting intention. Therefore, H6, H8 were supported.

Table 7 Regression analysis on recommendation intention

	β	SE	std. β	t-value	p	F	R ²
Constant	.416	.246		1.690	.094		
Education Satisfaction	.201	.098	.168	2.049	.043		
Education Commitment	.166	.060	.211	2.778	.006	86.950**	.744
Psychological Security	-.001	.090	-.007	-.075	.941		
Brand Image	.566	.119	.553	4.736	.000		

*p < .05. **p < .01

The result of the regression analysis is summarized in Table 7-8.

Table 8 Regression analysis on revisiting intention

	β	SE	std. β	t-value	p	F	R ²
Constant	-.553	.305		-1.814	.072		
Education Satisfaction	-.107	.121	-.066	-.878	.382		
Education Commitment	.638	.074	.600	8.604	.000	109.00**	0.784
Psychological Security	-.017	.112	-.013	-.157	.876		
Brand Image	.550	.148	.398	3.713	.000		

*p < .05. **p < .01

5. Conclusions and future research

This research explored the effect of the choice properties of the food carving decoration lecture on the recommendation intention and revisiting intention. This study confirmed that the choice properties of educational satisfaction, education commitment, and brand image has a significant influence on the recommended intention of food carving decoration education. It was also confirmed that education commitment and brand image had a significant impact on the revisiting intention of the food carving decoration education.

The result of this study has two implications. First, most of the existing studies were about how visual factors such as food carving affect customer satisfaction. However, this research has a theoretical contribution that what factors are consisted of the choice properties of food carving lectures. Also, this study did shed light on the relationship between choice properties of food carving lecture, recommendation intention, and revisiting intention.

Second, this study analyzed the factors influencing customer loyalty of food carving decoration education by dividing them into recommendation intention and revisiting intention through empirical analysis. The findings of this study provided useful information on the factors for customer management in the field of food carving decoration lectures that will grow together in accordance with the development of the restaurant industry.

Third, According to the results of this study, the brand image has the greatest influence on the recommendation intention of a food carving lecture. Therefore, companies preparing for food carving lectures need to make efforts to build a positive brand image in order to enhance the word-of-mouth of food carving lectures, which calls for active use of SNS such as Facebook, Instagram and blogs.

Fourth, Education commitment has the greatest influence on the revisiting intention of a food carving lecture. For increasing the revisiting intention of food carving lectures, therefore, efforts should be made to induce active participation in order to increase the commitment of existing students in education.

Notwithstanding our study's usefulness for theory and practice, the research has some limitations. First, Food Carving is a curriculum conducted at specialized high schools, universities' culinary departments, and specialized technical institutes, and there were lots of samples in the 10s and 20s. Although housewives and students are economically inactive, they were also the main target of the survey. Future studies need to make efforts to collect more samples to ensure the external validity. Second, this study surveyed people who had taken food carving decoration lectures. According to the structural limitations of setting up samples, no investigation had been conducted on potential consumers who want to take food carving training. Therefore, further research will have to be performed to solve these limitations.

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