Fact Affecting Consumer’s Experience within Tea House

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Abstract. This study explores the influence of consumers in the tea ceremony field through the space atmosphere environment, which affects the operation of the tea house operators. Through literature discussion, it is found that the factors affecting the business style of teahouses key factors are: space atmosphere, experience marketing, place attachment, happiness. After empirical investigation, it was found that the spatial atmosphere has a positive correlation with experience marketing; experience marketing has a positive correlation with place attachment and happiness. Place attachment has a positive correlation with happiness. The results of this study specifically identify the factors affecting the operation and influence of modern teahouses.

1. Introduction

The business model of Taiwan's teahouses has been deducted with the trend of the times. The business model has entered the era of experience-building, focusing on the creation and experience marketing of the space aesthetic atmosphere. From the literature, it is pointed out that there are four elements in the experience marketing: entertainment, education, escapism and aesthetics (Lu, 2015) [1]. In addition, the teahouse has a significant influence on the "social value" aspect of the customer's perceived value in the environmental design style, and it is necessary to convey the service provider's value proposition in the design scheme, and narrow the difference between it and the customer's perceived value (Li, 2016) [2]. In the study of Liu (2005) [3], in addition to tea products and tea services, environmental identity and emotional connection with consumers are key factors. Space designer Wang (2005) [4] believes that there are four important design elements in the design elements of Taiwanese flavor: 1. Taiwanese aboriginal art culture. 2. The Palace Museum has five thousand years of culture. 3. South China culture for four hundred years. 4. The imported culture that came from centuries. Researcher Peng (2010) [5] believes that in addition to the factors of space, space design, and environmental sense, consumers believe that teahouses must provide leisure activities, enjoy leisurely life, and feel the tranquility of the natural environment. The joy of the mind is the will to become a consumer again. Therefore, the space atmosphere of the teahouse has a great correlation with the consumer's willingness to re-consume. From the above-mentioned literatures, the influencing factors of the teahouse business model are: space atmosphere, experience marketing, place attachment, happiness and so on.

After collecting domestic and foreign literatures, consumers explored the development of tea culture, the relationship between tea ceremony and religion, the relationship between tea ceremony and leisure life, the types and habits of consumers drinking tea, and the relationship between tea
ingredients and health. However, with the consideration about the factors related to the consumer demand and the spatial atmosphere of the tea ceremony, no specific research results have been found. The contribution of this research is to find out the correlation measure of the spatial atmosphere of the tea ceremony field on the marketing planning strategy through theoretical discussions and current situation investigations. In fact, the results and research model can provide reference for the marketing plan of the teahouse operators. The purpose of this study is:

1. to explore the consumption patterns and attributes of consumers in the tea house;
2. to explore the index factors affecting the space atmosphere, experience marketing, place attachment, and happiness of the teahouse operation;
3. to explore the interrelationship between the space atmosphere, experience marketing, place attachment, and happiness.

2. Literature Review

2.1 Space atmosphere

In recent years, the government has vigorously promoted the tourism industry, and the leisure of the Chinese people has become more diversified. Folk groups have opened tea mats (tea ceremony) courses. However, in order to catch customers' hearts, the operators have launched courses or seminars with different levels of learning topics to provide students with more diverse choices, for example I have a tea party or a Nantou 1000-person tea stand, or a variety of types such as tea competitions, tea evaluations for students to choose. However, Sirgy and Mangleburg (2000) [6] found that the lighting, decoration, music, layout, etc. in the room are all part of the space atmosphere, so the definition of the space atmosphere, the spatial atmosphere and the consumer relevance are worth further exploration.

2.1.1 Definition of space atmosphere

Kotler (1973) [7] believes that by purchasing environmental design to create certain special emotions for consumers to enhance consumers' shopping opportunities, space atmosphere control and application is an important marketing tool. In addition, Baker (1992) [8] believes that the spatial atmosphere is composed of three major projects, including environmental factors, social factors, and design factors. (1) Environmental factors: environmental factors such as: lighting, sound, smell, etc.; (2) Social factors: including the number of customers and waiters, service quality, service behavior patterns, etc.; (3) Design factors: including indoor Decor, decorating style, layout and architectural style.

Turley and Milliman (2000) [9]believe that consumers' personal situations, including time factors, mission objectives and previous embarrassment, are affected by spatial climate variables, which will affect consumers' stay time, shopping attitude and consumption under cross-infection. behavior. The factor variation of the spatial atmosphere is the key factor that affects the consumer's impression of the store, and the main factors that make up the overall context of the store, such as sound, lighting, smell, decorating style, etc. (Kotler, 1973) [7]. Therefore, it can be seen that the variable of the space atmosphere is a surrounding environmental factor, which has a considerable influence on people's behavior patterns in the shopping environment.

2.1.2 Relevant factors of the space atmosphere

Turley & Milliman (2000) [9] believes that customers feel in the store, such as: color, sound, smell, temperature, behavior of the field personnel, etc., can be called the space atmosphere. Kunkel., and Berry, (1968) argue that the space atmosphere includes lighting, layout, classification of goods, facilities, flooring, color, sound, smell, clothing and behavior of service personnel, number of customers, traits and behavior. In the service industry, the store atmosphere is considered to be the main axis of the service industry; customer decisions are influenced by the atmosphere of the store in which the consumer was then (Bitner, 1992; Baker, Levy & Grewal, 1992) [10,11].
2.2 Experience marketing
Schmitt (1999) [12] proposed the concept of "experiential marketing" to shift the focus of marketing to the customer experience. He also proposed strategic experiential modules (SEMs) to provide customers with a special experience. The module contains five marketing foundations: sense, feel, think, act, and relate. The module concept is as follows:

2.2.1 Sensory experience
The sensory experience is achieved through visual, auditory, gustatory, olfactory, and tactile sensations, and provides aesthetic entertainment and satisfaction. The marketing appeal lies in the feeling of creating a perceptual experience, seeking the senses to stimulate the customer's perceived experience and convey the value of the appeal. Create a deep impression of customer perception. For example, McDonald's people use fast and convenient meal taking methods, while the store design is bright and refreshing. Moreover, there is a children's play area to solve the inconvenience of eating and watching children while eating. Thoughtful to be a good place for family dining. In the tea ceremony, people have the function of mind sedimentation and washing (Huang & Ting, 2015) [13].

2.2.2 Emotional experience
Emotional experience can be divided into "basic emotions" and "complex emotions". The basic emotions are the components of emotional life, such as joy and sadness; complex emotions are the mixture of different basic emotions, and most of the marketing is born. It is complex emotions, such as experiencing marketing. For example, the memorial allows people to recall or experience the age and protagonist of the event, and the past events in the middle of the event evoke memories and memories. In the tea culture, pay attention to the atmosphere and situation of tea, for example; simple furnishings, or the embellishment of floral art, will affect the participants' willingness to attend (Zhuang, 2015) [14].

2.2.3 Thinking experience
The strategy of thinking about marketing is to explore how to make customers think creatively about brand value. The goal is to create a cognitive and problem-solving experience in a creative way. Thinking about experiencing marketing appeals is intelligence. Thinking about marketing must induce customers to think. The main appeals are "stimulus," "surprise," and "induction." For example, tea art has become a literary creation, and the art forms of tea seats and tea parties are diverse and creative, combining the unique aroma of Taiwanese tea to show fascinating charm. In the art philosophy of tea ceremony, the Japanese tea ceremony is the crystallization of Chinese Zen Tao, and the Korean tea ceremony is deeply influenced by Confucian ethics in China, each with its own characteristics (Yang Jianguo, 2015) [15].

2.2.4 Action experience
The strategy of action marketing is to create a customer experience and the result of interacting with others. Action experience marketing is to increase the actual personal experience, to experience and interact with the customer's life style, and to create a new way of life. Including (1). Customer actual participation. (2). The customer's longer-term behavior pattern observation. (3). Change or influence of customer life style. Taiwanese tea culture originated from the custom of Chaoshan Kungfu tea, and also incorporates the Jiangya literati's Fengya tea instrument, and is influenced by Japanese tea ceremony aesthetics, becoming today's unique Taiwanese tea art creation and life study (You, 2016) [16].

2.2.5 Association experience
Linked experience marketing also includes sensory, emotional, thinking and action marketing, and appeals to customers who want to “self-improve” personal desires. Associated marketing mainly uses five elements of personal perception to create an overall impression of the surrounding scenery or
facility style, theme and other elements. For example, in 1983, Taichung’s new chain teahouse “Chun Shui Tang” was the first ice tea drink method. It claimed that the first pearl milk tea was a long-lasting one. It successfully extended the customer base to young people aged 20 to 30 because of consumption. Its price is not high and it provides venues for gatherings, chats, or readings, so it is favored by the student community. Since then, similar tea drinks shops have appeared (Ye Chunting, 2007) [17].

The research experience marketing field is the tea ceremony space, so the tea banquet is also the field of discussion. The tea banquet is a place where guests can entertain guests, also called tea pot. The general tea party includes a variety of tea parties and soup clubs. If tea food can be divided into tea ceremony, tea fruit feast, tea ceremony (Zhang Hongyong, 2002) [18]. Pure taste, tea meal, the purpose is to fine the skills of tea, gather friends, and mutual evaluation. In ancient times, tea is modern and tea is praised.

The tea banquet is a tea party with tea and fruit. This kind of tea culture in Taiwan is preserved in large tea parties. The tea banquet is the most formal tea party with tea, tea, tea and so on. The most typical tea banquet in Taiwan appeared as early as during the Japanese occupation. Therefore, in the tea field experience, retro nostalgia, culture, art and tea atmosphere.

2.3 Happiness
The study of well-being originated in the 1970s, when Western academic circles began a wave of research on positive psychology and positive orientation (Diener, Suh, Lucas, & Smith, 1999) [19]. "Happiness" and "happiness" are important topics for this school (Diener, 1984, 2000; Diener, Lucas, & Oishi, 2005) [20].

2.3.1 theory of happiness
The theoretical content of happiness can be summarized as follows: 1. Demand satisfaction theory: purpose theory, activity theory, mixed theory of joy and sorrow; 2. judgment theory: social comparison theory, expectation level theory, adaptation theory, multiple difference theory; 3. trait theory: top-down theory, bottom-up theory; 4. dynamic balance theory On the point of view. Among them, demand theory and judgment theory discuss personal well-being by the achievement of life events and the comparison of living conditions; trait theory discuss happiness by personality traits and cognitive processes; dynamic balance theory evaluate personal well-being by combining the two arguments. This study adopts the viewpoint of demand satisfaction theory and holds that the nostalgic atmosphere in the Tea house satisfies the senses of the students. Through the process of visiting the Tea house and experiencing different experiences, a happy feeling is produced.

2.3.2 factors of happiness
Tea is originally a kind of active beverage with healthy characteristics. Japanese Bo Tea is based on "harmony, respect and quietness" (Yang, 2015) [21]. In 1960, Lin Fuquan, a tea expert in China, put forward the three words of "respect, elegance and cleanliness" as a way of respecting tea. The Chinese tea art association is "clear, respectful, pleasant and true". Qing means incorruptible, quiet and quiet. Respectful and sincere. Yue is joyful and joyful. True knowledge, truth and goodness. With this feeling and attitude, we can enjoy a fresh, elegant, peaceful and harmonious life and cultivate the artistic conception of "selflessness, selflessness, solidity and luxury" (Zhang, 1994) [22].

As the well-being measured in this study was the positive and negative emotions produced by consumers during their experience in the tea ceremony, the study used PANAS compiled by Watson et al. (1988) [23] to measure the well-being. From the above research on happiness, we can find that leisure activities can make people feel happy regardless of age or ethnic group, and leisure satisfaction can improve people's happiness. Positive and Negative Affection Scale (PANAS), compiled by Watson, Clark, and Tellegen (1988) [24], separates emotions into Positive Affect (PA) and Negative Affect (NA). Positive emotional response is a person's feeling of enthusiasm, activity and alertness. Highly positive emotions denote energy, concentration, and enjoyable participation, while low positive
emotions denote sadness and lethargy. Negative emotions are feelings of sadness and unpleasantness, including a variety of negative emotional states, such as anger, shame, boredom, guilt, fear, and anxiety. (Watson et al.) (1988) [24].

2.4 place attachment

2.4.1 Definition of place attachment
Sociologists emphasize how the symbolic meaning of the environment affects the interaction between humans and society; anthropologists find out the importance of local culture by studying the daily living environment of humans; human geographers develop sense of place. The concept, and this concept happens to be similar to the local dependency. Local attachment is a form of dependent attachment and a sense of local attachment is a positive emotional connection between humans and specific places (Shumaker and Taylor, 1983) [25]. Moreover, the interactions between a series of emotions, knowledge, beliefs, and behaviors and places have become the emotional effects of local attachment when it gives positive meaning to the place and makes people and places have positive emotional connections (Proshansky, Fabian, & Kaminoff, 1983; Shannon & Edward, 1995) [26,27].

2.4.2 Theory of place attachment
The measurement and research of place attachment is the most widely used in the development of various measurement methods with many concerns, and the Psychometric Scale developed by Williams, Patterson, Roggenbuck, & Watson (1992) [28]. The main source of questions for this scale is the involvement of place attachment and leisure activities. The ordering is in order: "local familiarity", "local belonging", "local identity", "local dependence" and "local ingrain" (Kyle, Marming, & Bacon, 2004) [29].

1. Place familiarity: The local familiarity refers to the individual's memory and familiarity with the leisure place, including the memory of pleasure, the memory of achievement, the impression of cognition and environmental perception. Familiarity makes individuals feel safe, stable, and can imagine themselves as part of this place (Roberts, 1996; Bott, & Myers, 2003) [30, 31].
2. Place belongingness: The sense of local belonging is that the individual has a sense of belonging to a certain place and feels the emotional connection between himself and a certain place. Local sense of belonging expresses a stronger social connection than familiarity, and even emotional connections to people in the place (Milligan, 1998; Proshansky, Fabian & Kaminoff, 1983) [32, 33].
3. Place identity: Local identity is a combination of individual attitudes, values, ideas, beliefs, and behavioral tendencies that are far more than emotional attachment and attribution to a place. It's like an individual seeing a place as an extension of self-thought knowledge, and a place is like a mark to remind or confirm an individual's identity (Proshansky et al., 1983) [33].
4. Place dependence: The emotion of local dependence is like the intensity of the association between an occupant and himself and a place. It is also a form of connection with a particular place that meets individual needs and achieves personal goals (Stokols & Shumaker, 1981) [34].
5. Place rootedness: Tuan (1977) [35]. The belief that local ingrain is a strong connection with the place. Once you have a deep sense of enthusiasm in a place, then the individual will feel like "at home." In this emotionally strong attachment location, people feel safe and comfortable. Bricker and Kerstetter (2000) [36] taking the whitewater rafters as an example, engaging in exploratory research on the degree of specialization of recreation and place attachment, found that in addition to the two aspects of local dependence and local identity, measuring place attachment must be added. On the face of "life style", life style refers to the relationship between the place and the user's life, and how the place integrates the user's life.

Kyle and Mowen (2005) [37] When exploring the relationship between local motivation and place attachment, in addition to the original two aspects of measuring place attachment, it is considered that the cognitive components of place attachment should be subdivided into social bonding. This aspect, the social connection to the place attachment plays the role of connecting emotions and sharing
experiences. Social connection refers to the fact that individuals create meaningful social relationships in a certain place, share or build good experiences with people around them, and such links also allow individuals to generate place attachments to the place.

Based on the above theory, the Tea house has a cultural history for consumers to design the entire space, which will attract consumers to visit again (Lu, 2015) [1]. Therefore, the place attachment is the positive emotion that the individual produces to a certain place. The individual realizes the sense of identity and dependence on a certain place through personal experience, and feels that this place is unique. The intensity of individual attachment to the place will vary with the level of involvement, length of stay, number of visits, experience of use, and environmental resources. In general research, local dependence and local identity are used to measure place attachment. This study defines local dependency as “individuals' own experience and participation, and then a strong emotional connection to a particular location, and constantly want to maintain a sense of intimacy with this location.” Measuring factors: local dependence and local identity.

3. Research Design

3.1 Research scope
Subjects: The subjects of this study were mainly consumers of Taiwan Tea House such as Chunshuitang (38 branches), Sanhuang Sanjia (15 branches), Shuibo (7 branches), and Sugar Garden (3 branches). Pre-test time: From November 2006 to December of December, the number of pre-tested people in each store was 60. Formal investigation: From January 1st, 2007 to June 30th, a convenient sampling method will be adopted.

3.2 Research hypothesis and research structure
(1) The influence and relevance of the space atmosphere
The Tea house is related to the space atmosphere, place attachment, happiness, and experience marketing. From Tong. and Lu. (2013) [38] to the specialization of leisure and recreation of tea makers, and Huang Huang and Ting (2015) [13] for tea learners in the study of tea ceremony culture, found these tea gardens The related factors of the domain are no longer just tea brewing. It is a combination of calligraphy, floral, dance and other aesthetic activities to promote leisure culture to form a sightseeing atmosphere. In the tea-making activities, it can promote interpersonal relationships and exchanges, enhance the level of life, form a cultural group, and the tea culture promotes the modern people who are fast-paced in life, and has the effect of decompressing or relaxing the mind. Hypothesis:
H1: The space atmosphere has a positive impact on experience marketing.
H2: The space atmosphere has a positive impact on place attachment.
H3: The space atmosphere has a positive impact on happiness.

(2) Experiencing the impact and relevance of marketing
Recently, consumers are a nostalgic experience for the tea field. Nostalgia is a memory or yearning for the past, and it is a kind of preferential experience of consumption. Complex emotions that can be triggered by things related to the past (Goulding, 2001, Zhu, 2008) [39, 40]. Experience marketing is to create a new and unforgettable experience for consumers. Through the layout and design of the situation, the use of the experience media, touch the heartstrings of consumers, induce the senses of consumers, and naturally generate emotional emotions and reflections. Experience. In recent years, the slow tea ceremony situation has become a new type of tourism. The industry uses a variety of old things to make consumers feel like they are sitting on the time machine and returning to the good times of the past. Consumers are immersed in the atmosphere of the house and experience marketing. After careful observation, it is not difficult to find that the Tea house operators have used the experience module and experience media in experience marketing to successfully create an unforgettable experience for consumers to experience the marketing journey. Therefore the hypothesis:
H4: Experience marketing has a positive impact on happiness.
H5: Experience marketing has a positive impact on place attachment

(3) Local dependency and relevance

Place attachment refers to the positive emotional connection between humans and special places. Tuan (1977) [35] argues that place attachment is interpreted as a link between an individual and a particular place, producing a feeling of pleasure, a preference, and a continuous experience, and deeply rooted in this particular location. For example, the owner of the “tea industry” in the Hakka culture will change the details to enhance the sensory module that stimulates the customer; influence the customer's senses on the design of the signboard and the name of the store, and strengthen the old customers and the old taste and the product design of the store directly. Linkage; creating an atmosphere in the space environment, attracting consumers to experience the experience and expand the interaction between the store and the customers. Therefore, the emotional factors are connected, and the consumer's satisfaction and feelings of happiness exist.

And Argyle (1987) [41] proposed that happiness is a subjective experience, including life satisfaction, positive affect, and negative affect. For the assessment of happiness, we should consider both cognitive and emotional aspects: assessment of life satisfaction and assessment of positive and negative emotions. Therefore, when the satisfaction of a person with a certain place is higher, the more positive emotions generated in this place, the higher the sense of dependence and identity generated, and the formation of place attachment. In the negative case, the lower the sense of identity. For the leisure activities of the Tea house, in terms of personal aspects, physical and mental health, social skills and knowledge can be improved; for families, participation in leisure activities and associations can enhance the relationship and communication between family members. Outside of interaction; for physiology, you can relax your mind and body, stress and relieve physical and mental health; for your psychology, use leisure time to relax, pursue life balance, promote mental health, and have great benefits for family harmony (Dai, 2014) [42]. Therefore, the hypothesis:

H6: Place attachment emotions have a positive impact on happiness

Integrate the above related factor associations and consumer attributes for the differences between the factors, and draw the research hypothesis as shown in Figure 1:

![Figure 1. Tea house factors diagram](image-url)

3.3 questionnaire design

The questionnaire is divided into two parts: 1. The basic data includes: gender, age, occupation, education level, marital status, tea-making seniority, monthly average income; 2. Configuration: (1) spatial atmosphere, (2) experiencing marketing, (3) place attachment, (4) happiness, invited experts and scholars to tea. Art gallery management professionals conducted a pre-questionnaire survey as a suggestion to revise the questionnaire's surface validity and content reliability. The test content includes item order, item content, semantic clarity, logical consistency, and measurement scale. The Cronbach Alpha value is. 952 after the homogeneity test, which shows that the items have high...
internal consistency. Recycling of formal questionnaire: 250 questionnaires were sent out to the consumers of tea houses, excluding invalid questionnaires and non-respondents. The effective sample was 209, with a recovery rate of 83.6%. The definition of operation sections of each section is as follows: item description is detailed in Appendix A.

(1) operational definition of space atmosphere

The leisure space atmosphere of the trainees is a measure of whether consumers will experience emotions caused by the color atmosphere, lighting, environment layout and music of the tea ceremony. According to Baker, Levy & Grewal (1992) [11]; Sirgy, Mangleburg (2000) [6]; Richard & Eric (2000) [43]; Engel, Blackwell & Miniard (2001) [44], this research considers that customers feel in the store. For example, the interior of the facility: color, sound, smell, temperature and the behavior of the site personnel; can be called the space atmosphere. Including lighting, layout, classification of goods, facilities, floors, colors, sounds, odors, service personnel clothing and behavior, the number of customers, characteristics and behavior. To develop questions, we use the five point interval scale of Li Kete (Likert) scale. This study is also amended by reference to Huang Huang pass (2015) [13] questionnaire. This study divides the spatial atmosphere into four categories: environmental color, lighting, layout, music and so on. There are 23 questions in the survey. Respondents responded to the question by choosing the appropriate level of liking in five levels, ranging from very disagreement (giving 1 point) to very agreement (giving 5 points).

(2) experiential marketing operational definition

The experiential marketing part of the trainee measures whether consumers will experience nostalgia through sensory, emotional, thinking, action, or related design in the teahouse. According to the definition of experiential marketing in Davis (1979) [45]; Holbrook and Schindler (1994) [46]; Schmitt (1999) [12], this study develops an item to measure experiential marketing, in which "individual customers, after observing or participating in an event, feel certain stimuli and induce motivation to generate thinking identity or consumer behavior, and then increase product value". The five point scale of Li Kete (Likert) scale was used to measure it. At the same time, reference to Huang and Ting (2015) [13] and Gansu (2009) [47] questionnaire was amended. This study divides experiential marketing into five categories: sensory experience, emotional experience, thinking experience, action experience, and related experience. Respondents chose the appropriate level of identification in five levels, and the answers ranged from very disagreement (giving 1 point) to very agreement (giving 5 points), with a total of 31 questions.

(3) operational definition of happiness

Students'well-being was measured according to Diener (1984) [20]; Diener, Lucas, and & Oishi (2005) [48] theory. According to the questionnaire of Watson et al. (1988) [23], happiness was divided into two dimensions: positive emotion and negative emotion to develop the questionnaire to measure happiness, which was measured by Likert's five-point interval scale. Subjects selected the appropriate level in five grades, and the answers ranged from very disagreement (giving 1 point) to very disagreement (giving 5 points), with a total of 18 questions.

(4) place attachment to operational definition.

According to Shumaker and Taylor (1983) [25], Altman and Low (1992) [49] theories, this study explores whether consumers will induce place attachment by consuming in tea houses. Referring to the question of Moore and Graefe (1994) [50], this study divided place attachment into two dimensions: local dependence and local identity to develop a questionnaire to measure place attachment affection, which was measured by Likert's five-point interval scale. Respondents responded according to the degree of identity, and selected the appropriate degree in five levels. The answers ranged from very disagreement (giving 1 point) to very disagreement (giving 5 points). There were 12 questions.

3.4 Research Tools

Through questionnaires, we will summarize the experts, consumers and consumers of tea, industry, and academic circles, and analyze and make conclusions and suggestions on the relevant opinions and
results of the development of tea culture in Taiwan. Partial Least Squares (PLS) is a structural equation based on regression analysis. The requirements for the number of samples are loose. The distribution of the internal and external factors and the relationship between the factors can be performed in the abnormal distribution and small samples. Analysis; this study used Smart-PLS 3.0 for correlation analysis of data because of exploratory research. Partial Least Squares (PLS) is a Structural Equation Modeling (SEM) based on regression analysis. Basically, relative to the general linear structural equations, the normal distribution of variables, randomness, and sample size are more relaxed (Chin, Marcolin, & Newsted, 2003) [51]. According to the theory of degrees of freedom (Walker, 1940) [52] applied to regression analysis, PLS is 10 times the maximum potential measurement variable for a reasonable minimum sample size (Chin, 1998; Gefen, Straub, & Boudreau, 2000) [53,54]. On the other hand, PLS can handle not only multivariate collinearity problems, interference data, and missing values, but also has the same predictive and explanatory capabilities as other regression analysis tools (LISREL) (Goodhue, Lewis & Thompson, 2012) [55]. At the same time, component mode-based PLS can replace the LISREL analysis technique (Petter, Straub, & Rai, 2007) [56] and is used to examine the potential distribution rules of materials, especially when not It is one of the exploratory methods (Joseph, Hair, Tomas, Hult, Christian, & Sarstedt, 2014) [49]. Therefore, this study uses the Smart PLS 3.0 tool for PLS analysis (Ringle, Wende, & Will, 2005) [49]. According to the literature tea examination and theoretical discussion, the management model for the experience marketing factors of the teahouse is shown in Figure 2. According to this model, the differences and correlations of consumers in the experience mode are explored. The analysis steps are collinearity check, independent project reliability, structural reliability, discriminant validity, convergence validity, path coefficient verification, and model. Predictive ability assessment.

4. Analysis and results

4.1 Sample analysis

The purpose of this study is to investigate the consumers of tea courses in community colleges and associations in China. The survey lasted from 105 January 1st to June 30th. A total of 250 questionnaires were collected and 21 incomplete invalid questionnaires were deleted. The valid questionnaires were the study of the factors affecting the experience of tea farms, and 209 valid questionnaires were valid. The data structure of this study is as follows: 134 (64.1%) were female, 95 (45.5%) were aged 18-29, and 49 (23.4%) were aged 40-49. The education level is above the university level, a total of 192 (91.9%), 15 people (7.2%) lived in the north, 181 in the middle (86.6%), 9 in the South (4.3%), and 4 in the East (1.9%). Thirty-six (17.2%) were employed in military education (civil servants), 31 in business and 29 in work (14.8% and 13.9%), 38 in students (18.2%), 32 in free trade (15.3%) and 20 in housewives (8.6%). Marriages were married to 83 (39.7%) and unmarried 126 (60.3%). The age of brewing tea is less than 1 year (108) (51.7%). The average monthly income was below 20,000 yuan for 63 people (30.1%) and 20,000 to 30,000 yuan for 67 people (32.1%). In the past six months, 136 people (65.1%) made one trip. They went to 61 people (29.2%) on their own and went to 73 (34.8%) and friends 68 (3.25%) with their families. Friends from the source recommended 113 people (54.1%), and family members / friends recommended 57 (27.3%).

The research object is the consumers in the tea art museum. In terms of gender, the number of female participants is more than that of male, and about 10% of them are housewives, indicating that there is no gender difference in the development of tea ceremony activities. In terms of age, about 45% of the people aged 18-29 and 25% of the people aged 40-49 are young and middle-aged, showing a high degree of enthusiasm for tea ceremony activities. In terms of educational level, 90% of the participants had a college degree or above, indicating that the participants were eager to achieve peace of mind and relieve stress through tea ceremony activities. In terms of profession, civil servants, students, businessmen and other professions, the highest proportion of people involved in activities accounted for about 20%, showing that tea ceremony activities suitable for all industries. In marriage, about 60% of unmarried people are more than married people, indicating the popularity of this activity.
In terms of seniority in tea making, the number of people aged less than 1 years accounted for 50%, indicating that most of the first time experienced people. In terms of average income, 20,000 yuan and 23,000 ethnic groups each account for about 30%, indicating that tea ceremony is an economic and leisure activity. In addition, about 30% of the participants participated in the tea ceremony alone and 30% of their families participated in it together, indicating that the tea ceremony was suitable for the whole family to experience together. About 50% of the participants were friends and 30% of the family members, indicating the importance of tea ceremony activities in marketing word-of-mouth.

4.2 Regression empirical results and analysis

4.2.1 The measurement model analysis

This study used the Smart PLS 3.0 tool for PLS analysis (Joesph, Hair, Tomas, Hult, Christian & Sarstedt, 2014) [57], and its analysis steps were collinearity check, independent project reliability, structural reliability, and difference. Validity, convergence validity, path coefficient verification, and model prediction ability assessment. According to the judgment criteria of Hair, Ringle, & Sarstedt, (2011) [58], the reliability of the variables, the composite reliability (CR) and Cronbach's α, and the Average Extracted Variance (Average Extracted Variance, respectively) are measured. AVE is the main method for judging reliability and convergence validity, and using the Bootstraping parameter 500 times to perform the verification procedure to obtain the stability of each variable (Chin, 2010) [59] described as follows:

(1) The reliability of individual measurement variables is mainly to consider the extent to which each measurement variable can be explained by potential variables. The Outer loadings recommendation should be above 0.7 (Barclay, Higgins, & Thompson, 1995) [60].

(2) Composite reliability CR refers to the consistency of the internal variables of the factor. When the potential variable CR value and Cronbach's α are higher, the more potential variables can be tested, it is suggested that Cronbach's α must be greater than 0.7 (0.60–0.70 in the exploratory study) is enough to represent a good internal consistency of potential variables (as shown in Table 1).

(3) Average variance extraction (AVE) is a value that represents how many potential variables a variable can measure. It can not only determine the reliability, but also the discriminant validity (as shown in Table 2). According to Fornell and Larcker (1981) [61], the AVE value must be greater than 0.5 to represent the convergence of the observed variables. In addition, the collinearity problem of each set of predictive variables is checked. The predictive value of the tolerance (VIF) is less than 0.20, which is a collinear problem. After verification, the constructs are all greater than 0.20, so they do not have collinearity. as shown in Table 3).

| Constructs items(code) | factor loadings | wights | AVE | CR   | Cronbach’s α |
|-----------------------|-----------------|--------|-----|------|---------------|
| Experience marketing (emot) |                 |        |     |      |               |
| The music played in the Tea house let me pay attention to listening (emot 2-11) | .749 | .156 | .582 | .926 | .910 |
| The Tea house can guide me to appreciate traditional art culture (emot 2-12) | .732 | .144 |     |      |               |
| The Tea house allows me to relax and relieve stress (emot 2-13) | .810 | .153 |     |      |               |
| The overall nostalgic situation in the Tea house has caused my curiosity (emot 2-17) | .748 | .147 |     |      |               |
| The Tea house reminds me of nostalgic related things and special memories (emot 2-27) | .737 | .125 |     |      |               |
| The Tea house gives me a sense of belonging with nostalgia (emot 2-28) | .757 | .148 |     |      |               |
I am willing to share my experience with the Tea house (emot 2-30) .820 .153

Happiness (happy)

Funny (happy4-1) .771 .139
excited (happy4-2) .794 .165 .594 .929 .915
Physical and mental health (happy4-3) .768 .153
Passionate (happy4-4) .748 .131
Full of joyful(happy4-5) .792 .147
Agile thinking (happy4-6) .801 .152
Inspired (happy4-7) .741 .152
Preoccupied (happy4-8) .787 .127
initiative (happy4-9) .732 .129

Table 1. Constructs and measures items (cont.)

| Constructs (items(code)) | factor loadings | wights | AVE | CR | Cronbach's a |
|--------------------------|-----------------|--------|-----|----|--------------|
| Place attachment (place) |                 |        |     |    |              |
| The Tea house is the favorite place to visit in my free time (place 3-1) | .755 | .117 | .644 | .948 | .938 |
| There are many activities in my life that are closely integrated with the Tea house (place 3-2) | .770 | .120 |
| Enjoy more fun in the tea ceremony area than in other places (place 3-3) | .797 | .136 |
| Enjoy more fun in the tea ceremony area than in other places (place 3-6) | .825 | .133 |
| The Tea house is full of memories for me (place 3-7) | .799 | .118 |
| I think I am part of the Tea house (place 3-8) | .751 | .105 |
| The tea house is very meaningful to me (place 3-9) | .848 | .124 |

Table 1. Constructs and measures items (cont.)

| Constructs (items(code)) | factor loadings | wights | AVE | CR | Cronbach's a |
|--------------------------|-----------------|--------|-----|----|--------------|
| Place attachment (place) |                 |        |     |    |              |
Teahouse is very meaningful to me (place3-9)  .834  .134
The Teahouse is part of my life (place 3-11)  .851  .129
I very much agree with the tea house environment (place 3-12)  .788  .129
Space atmosphere (space)
Soft color (space1-6)  .801  .455
Potted floral arrangement (space1-16)  .833  .402 .644 .844 .724
Outdoor tea table (space1-18)  .772  .390

Table 2. Discriminant validity

| Constructs (code) | emot | happy | place | space |
|-------------------|------|-------|-------|-------|
| emot              | .763 |       |       |       |
| happy             |       | .700  | .771  |       |
| place             |       | .719  | .731  | .803  |
| space             |       | .601  | .453  | .458  | .802  |

Table 3. Predictive construct tolerance values (VIF)

| Constructs (code) | emot | happy | place | space |
|-------------------|------|-------|-------|-------|
| emot              | 2.563| 1.565 |       |       |
| place             | 2.074|       |       |       |
| space             | 1.000| 1.565 | 1.565 |       |

4.2.2. PLS Module Path Results
Through the above analysis of project reliability, structural reliability, convergence validity, and differential validity, the SmartPLS3.0 software is used to analyze and verify the causal relationship between the potential variables of the structural model. This study used the Bootstrapping parameter 300 settings to perform the calibration procedure to obtain the stability of each variable estimate (Chin, 2010) [59]. Then, the analysis effect value $f^2$ can be used to evaluate the influence of the extrinsic variable on the internal variable of the explanatory variable. The general principles 0.02, 0.15, and 0.35 represent the small, medium, and large effects of the potential variable in the exogenous variable. The results of the analysis have the least impact on happiness in addition to the spatial atmosphere (see Table 4).

Table 4. $f^2$ effect value table

| Factor association (code) | $f$ square | P 值 |
|---------------------------|------------|------|
| (emot->happy)             | 2.038**    | 0.042|
| (emot->place)             | 4.638***   | 0.000|
| (place-happy)             | 3.395**    | 0.001|
| (space->emot)             | 2.555*     | 0.011|
We use R-Square to judge path significance and test model interpretation capabilities. The R² decision coefficient represents the internal variable potential variable in the structural formula. The general principle of 0.75, 0.50, and 0.25 means that the R² value can be roughly classified into significant large, medium, and small effects. After the analysis of this study, in addition to the space atmosphere, the R² values were significant, as shown in Table 5.

Table 5. R² determination coefficient

| Factor (code) | R² coefficient | P value |
|---------------|----------------|---------|
| (emot)        | 4.153***       | 0.000   |
| (happy)       | 8.061***       | 0.000   |
| (place)       | 8.737***       | 0.000   |

According to the results of the overall model relationship path verification presented by the five research hypotheses proposed in this study, the spatial atmosphere has a positive impact on experience marketing; however, it has no positive impact on happiness. Experience marketing has a positive impact on happiness and ground attachment. The sense of well-being has a positive impact on local attachment. The R-squared value is a percentage that explains the variation of exogenous variables to endogenous variables, and represents the predictive power of the research model. The value is between 0 and 1. The larger the value, the better the explanatory ability of the model. The results of this study found that the spatial atmosphere has a 36.1% explanatory power for influencing experiential marketing; the spatial atmosphere and experience marketing have a 49.2% explanatory power for affecting happiness; experience marketing and happiness affect 61.8% of the interpretation ability of the local structure. Structure The model hypothesis test results are shown in Table 6, as shown in Figure 2.

Table 6 Structural model research hypothesis verification empirical results

| Hypothesis | Hypothesis content (code) | Path coefficient | P-value | Validation results |
|------------|---------------------------|------------------|---------|--------------------|
| H1         | Space atmosphere has a positive impact on experience marketing (spec->emot) | 8.151*** | .000   | valid              |
| H2         | Space atmosphere has a positive impact on place attachment (spec->place) | .750      | .453   | Not valid          |
| H3         | Space atmosphere has a positive impact on happiness (spec->happy) | .497      | .619   | Not valid          |
| H4         | Experiential marketing has a positive impact on happiness (emot->happy) | 5.303*** | .000   | valid              |
| H5         | Experience marketing has a positive impact on | 13.238*** | .000   | valid              |
H6 Place attachment has a positive impact on happiness (place->happy)  |  9.579***  |  .000  |  valid

Figure 2. Analysis of the results of the study

5. Conclusion

5.1 Theoretical implications
This study is mainly to explore the relationship between consumers' experience in marketing, happiness and local attachment in the tea house or tea party activities. Collect the required information through questionnaires, and then use statistical methods such as narrative statistics, single factor analysis (ANOVA), and least square method linear structure analysis (PLS-SEM) to examine and verify the valid samples. The results obtained were analyzed. Based on the research results, draw conclusions, and put forward practical suggestions and follow-up research recommendations for business managers and for reference.

The study found that the spatial atmosphere of the tea ceremony field has a positive relationship with experience marketing (H1). It is shown that the tea ceremony field is affected by the space atmosphere of the consumer. For example, architectural style, color, lighting, interior style, environmental layout such as Chinese style, calligraphy, potted flower arrangement, etc., plus music atmosphere. Such as classical music, nostalgic songs, etc. will affect the consumer's experience and feelings, while bringing consumers spiritual peace of mind and body. Through the sense of attachment and acceptance of the spatial atmosphere, these experiences will bring consumers the most unique feeling, because "unique", so feel the happiness.

This study uses Schmitt (1999) [12] experience marketing as an extension of the main axis, after investigation and analysis. Experience marketing has a positive causal relationship between happiness and local attachment (H4, H5). Confirmed by Sedikides et al., experience marketing does bring positive positive emotions. Consumers agree with the nostalgic atmosphere in the tea house and like to immerse themselves in nostalgic situations.

In addition, the local attachment has a positive causal relationship with happiness (H6), and it can be seen that the tea house can make consumers feel happy. Therefore, the sense of belonging and
belonging to the field is generated, and the emotion is pinned, which in turn prompts the consumers to return to the willingness to experience.

5.2 Managerial implications

5.2.1 The promotion of teahouse culture affects the promotion of tea culture
From this study, it was found that the promotion of tea culture was influenced by the spatial atmosphere of the tea ceremony field. How to create an atmosphere of harmony, warmth, nostalgia, identity and belonging. It is a subject that needs to be considered for the promotion of tea culture promoters. This study can be used as a reference for the atmosphere creation of the tea ceremony field. Expand the promotion benefits of tea ceremony culture by managing a good tea ceremony field.

5.2.2 Word of mouth marketing affects the promotion of tea ceremony culture
This study found that a high percentage of consumers participating in tea ceremony activities are involved with friends and family. The recognition and affirmation of family and friends have a profound impact on the promotion of tea culture through mutual interaction. Therefore, having a good tea ceremony field will bring a good experience to the consumer, and then infect the family and friends. Forming a sense of identity and belonging to each other in this tea ceremony field, which in turn creates local attachment and happiness, which in turn affects the loyalty of consumers returning to the tea ceremony field.

5.2.3 The tea ceremony field has become a consumer treatment facility
The study found that after experiencing the tea ceremony field, consumers can feel psychological calm, meditate, cultivate their mind and shape humanistic qualities. For busy work modern people is a good leisure field. In addition to meditation. From the study, it was found that the number of unmarried people involved was more than that of married people, indicating that the tea ceremony field is also a good place to make friends. Therefore, managers of tea ceremony fields need to understand the characteristics of consumers and plan a tea ceremony field suitable for consumers' needs.

5.2.4 Change business management strategies for different consumer needs
It was found in the survey that the environmental arrangement of the tea ceremony field affected the willingness of consumers to participate, for example, women like soft colors higher than men. Unmarried is more likely to be married than the cool color and light color. In terms of environmental layout, married, middle-aged, civil servant and other ethnic groups recognize that they are more identifiable than other ethnic groups in setting up Chinese calligraphy and calligraphy works, playing nostalgic music, and potted floral arrangements. Therefore, tea ceremony culture promoters can refer to the results of this study, adjust the type of tea ceremony field environment layout according to the characteristics and needs of different consumers, stimulate consumers' sense of participation, identity and belonging, and then improve consumers willingness to return.

Appendix A . Indicators of each factor item
1. Space Atmosphere factor indicators

| Atmosphere: The following options are distinguished by color. |
|-------------------------------------------------------------|
| The color of the cool color (spec1-1)                        |
| The color of the warm color(spec1-2)                        |
| Light color (spec1-3)                                       |
| Dark color (spec1-4)                                        |
| Bright colors (spec1-5)                                     |
| Soft colors(spec1-6)                                        |
| Atmosphere: The following options are distinguished by lighting. |
White light source (spec1-7)
Yellow light source (spec1-8)
Situational lighting. (Example: red, blue, etc., with the lighting of the decoration) (spec1-9)
Dim light source (spec1-10)
Brighter light source (spec1-11)

Atmosphere: The following options are distinguished by the environment layout.

Chinese painting calligraphy layout (spec1-12)
Flower arrangement embellishment (spec1-13)
Art exhibition layout (spec1-14)
Chinese style (spec1-15)
Potted flower arrangement (spec1-16)
Japanese style (spec1-17)
Outdoor tea table (natural, nostalgic) (spec1-18)

Atmosphere: The following options are available for music.

Chinese pop music (spec1-19)
Japanese songs (spec1-20)
Nostalgic music (spec1-21)
Classical music (spec1-22)
Instrumental Music (spec1-23)

2. Experience marketing factor indicators

Sensory experience (code)

1. The atmosphere created by the lighting of the tea house caught my attention (body-2-1)
2. The music played in the tea house makes me pay attention to listening (body-2-2)
3. The nostalgic cultural products displayed in the tea house attract me to watch (body-2-3)
4. The decoration design and decoration of the tea house are attractive (body-2-4)
5. The ancient architectural style of the tea house has elegant and simple features (body-2-5)
6. The nostalgic situation created by the tea house has sensory appeal (body-2-6)

Emotional experience (code)

7. The atmosphere of the tea house makes me feel comfortable (body-2-7)
|   |   |
|---|---|
| 8. | The overall nostalgic atmosphere of the tea house touched me (body-2-8) |
| 9. | Teahouse makes me feel the interesting scene of the past life style (body-2-9) |
| 10. | The nostalgic artifacts of the tea house make me feel warm and friendly (body-2-10) |
| 11. | The service method of the service staff of the teahouse made me feel satisfied (body-2-11) |
| 12. | Teahouse can guide me to appreciate traditional art culture (body-2-12) |
| 13. | Teahouse allows me to relax and relieve stress (body-2-13) |
| 14. | Teahouse makes me feel temporarily living in another world different from modern world (body-2-14) |
| 15. | Teahouse makes me feel that life is more happy in the past. (body-2-15) |
| Thinking experience (code) |   |
| 16. | visiting the tea art gallery makes me think it's cool to go to the tea art gallery (body-2-16). |
| 17. | the whole nostalgia situation of the teahouse has aroused my curiosity (body-2-17). |
| 18. | the teahouse gives me the satisfaction of improving my Humanities (body-2-18). |
| 19. | the teahouse gives me a sense of identity in traditional culture preservation and Education (body-2-19). |
| 20. | in the past, the simple living environment gave me some inspiration in my mind (body-2-20). |
| Action experience (code) |   |
| 21. | experience in the teahouse will enable me to review my life style (body-2-21). |
| 22. | the experience at the teahouse will make me think about what I should do (body-2-22). |
| 23. | the experience at the teahouse will enable me to interact with others, things and things (body-2-23). |
| 24. | in the teahouse, I will show my gratitude and gratitude to my ancestors (body-2-24). |
| 25. | I will bring family members or friends to visit traditional arts and culture leisure activities (body-2-25). |
| Associated experience (code) |   |
| 26. | the teahouse makes me want to take pictures or videos, so as to leave good memories (body-2-26). |
| 27. | the teahouse reminds me of nostalgia related things and special memories (body-2-27). |
| 28. | the teahouse gives me a sense of belonging (body-2-28). |
| 29. | the teahouse reminds me of my social activities (body-2-29). |
| 30. | I would like to share my experience in the teahouse (body-2-30). |
| 31. | I would like to visit other nostalgia type experiences with my partner (body-2-31). |
3. Happiness factor indicators

| Positive emotion (code) |
|-------------------------|
| 1. funny (happt-4-1)    |
| 2. excited (happt-4-2)  |
| 3. physical and mental health (happt-4-3) |
| 4. enthusiastic (happt-4-4) |
| 5. full of confidence (happt-4-5) |
| 6. quick thinking (happt-4-6) |
| 7. inspirational (happt-4-7) |
| 8. preoccupied (happt-4-8) |
| 9. initiative (happt-4-9) |

| Negative emotion |
|------------------|
| 1. annoyance (happt-4-10) |
| 2. upset (happt-4-11) |
| 3. feel guilty (happt-4-12) |
| 4. fear (happt-4-13) |
| 5. preparedness (happt-4-14) |
| 6. impatient (happt-4-15) |
| 7. feel embarrassed (happt-4-16) |
| 8. timid (happt-4-17) |

4. Place attachment factor indicators

| Local dependency (code) |
|-------------------------|
| 1. The Tea House is my favorite place to spend my free time (place-3-1) |
| 2. There are many activities in my life that are closely integrated with the tea house (place-3-2) |
| 3. Enjoy more fun in the teahouse than in other places (place-3-3) |
| 4. I think the tea house is a place suitable for leisure activities (place-3-4) |
| 5. I will not choose a place outside the tea house for leisure activities (place-3-5) |
| 6. If I can, I am willing to spend more time in the tea house (place-3-6) |
| 7. The Tea House is full of memories for me (place-3-7) |

| Local identity |
|----------------|
| 8. I think I am part of the tea house (place-3-8) |
| 9. The Teahouse is very meaningful to me (place-3-9) |
| 10. The Teahouse allows me to express my personality traits (place-3-10) |
| 11. Teahouse is part of my life (place-3-11) |
| 12. I very much agree with the Tea House (place-3-12) |

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