

Gen Y Consumers' Innovativeness Perception towards Coffee-themed Cafés and Its Effect on Their Satisfaction



Serap ÇABUK¹

Sena TEKELİ²

Abstract

Nowadays, innovativeness is an important factor in providing a competitive advantage for businesses. In order to be successful, businesses should consider consumers' expectations and differences while developing innovative strategies. This study is carried out to determine Gen Y consumers' innovativeness perception towards coffee-themed cafés and the effects of their innovativeness perception on satisfaction. The questionnaires were applied to 427 participants by face-to-face survey method. The hypotheses were tested with the structural equation model. According to the results, Gen Y consumers' product (menu) innovativeness perception and promotion innovativeness perception had a statistically significant and positive effect on their satisfaction. It is expected to contribute to the field both theoretically and practically.

Keywords: Innovativeness perception, consumer satisfaction, generation Y

¹ **Sorumlu Yazar/ Corresponding Author:** Prof. Dr., Çukurova Üniversitesi İktisadi ve İdari Bilimler Fakültesi, serapcabuk1@gmail.com, <https://orcid.org/0000-0003-1677-8098>

² Öğr. Gör. Dr., Toros Üniversitesi Yabancı Diller Yüksekokulu, sena.tekeli@toros.edu.tr, <https://orcid.org/0000-0003-3184-7813>

Makale Türü / Paper Type: Araştırma Makalesi / Research Paper

Makale Geliş Tarihi / Received: 29.03.2022

Makale Kabul Tarihi / Accepted: 12.01.2023

Y Jenerasyonu Tüketicilerin Kahve Temalı Kafelere Yönelik Yenilikçilik Algısı ve Memnuniyet Üzerindeki Etkisi

Öz

Günümüzde yenilikçilik, işletmeler için rekabet avantajı sağlayan önemli bir faktördür. İşletmeler başarılı olabilmek için yenilikçi stratejiler geliştirirken tüketicilerin beklentilerini ve farklılıklarını göz önünde bulundurmalıdır. Bu çalışma, Y kuşağı tüketicilerinin kahve temalı kafelere yönelik yenilikçilik algısını ve yenilikçilik algısının memnuniyet üzerindeki etkilerini belirlemek amacıyla yapılmıştır. Anketler 427 katılımcıya yüz yüze anket yöntemi ile uygulanmıştır. Hipotezler yapısal eşitlik modeli ile test edilmiştir. Sonuçlara göre, Y kuşağı tüketicilerinin ürün (menü) yenilikçiliği algısı ve tutundurma yenilikçiliği algısı, memnuniyetleri üzerinde istatistiksel olarak anlamlı ve pozitif bir etkiye sahiptir. Hem teorik hem de pratik olarak alana katkı sağlaması beklenmektedir.

Anahtar kelimeler: Yenilikçilik algısı, tüketici memnuniyeti, Y kuşağı

Introduction

Developments that increase consumers' quality of life through changes in products or production processes; provide them with social, economic and cultural benefits; create continuous changes in consumers' lives are expressed as innovations. The most important factors in promoting innovations are the disappearance of borders in the world, increasing consumer expectations and rapid changes. Firms can benefit from external sources, innovation systems, universities, strategic partnerships, suppliers, competitors and customers while developing innovations (Torlak and Altunışık, 2018: 221). Innovation development studies initially focused on production volume and production technology. In the following years, innovations have been produced considering the products, the sales process, the social effects of marketing and the consumers (Altunışık et al., 2017: 348).

Consumers' experiences, the opinions and prejudices of people around them, and the information they have about the company that sells the product and its competitors determine consumers' expectations. Businesses can change the benefits of the product and affect consumers' expectations (Altunışık et al., 2017: 140). Rapid changes in consumers' preferences and expectations significantly affect the restaurant industry. Accordingly, the sources of changes required for successful business activities are the innovations offered by businesses. Those who are not innovators may lose their market positions and their quality and value may decrease (Gagic, 2016: 57-58).

Several studies have been conducted on innovativeness in the restaurant industry. However, there is not any efficient study related to innovativeness in coffee-themed cafés in the literature though there are many popular local, national and international coffee-themed cafés. The studies conducted in this context examine the effects of innovativeness on different variables such as brand preferences, brand loyalty, brand reliability, attracting customers, increasing profitability and satisfaction. Besides, these studies do not refer to specific consumer groups. Since it is important to understand the consumption patterns and market behaviors of generation Y consumers (Rugimbana, 2007; Martin and Turley, 2004), the purpose of this study is to determine generation Y consumers' innovativeness perception towards coffee-themed cafés and the effect of this perception on their satisfaction. In this context, coffee-themed cafés are examined in terms of four dimensions of innovativeness, product innovativeness, service innovativeness, experience innovativeness and promotion innovativeness, and consumers' innovativeness perception and its effect on consumers' satisfaction are evaluated.

Conceptual Framework and Literature Review

Innovation, Adoption and Diffusion of Innovations

According to the strategic management literature, developments in new products, new market segments, new production, distribution and advertising systems are classified as innovations (Bariş, 2000: 46). In-

novation according to the Oslo guide published by the Organization for Economic Cooperation (OECD) and the European Union in 2005 is 'the implementation of a new or significantly improved product (good or service) or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations.

The diffusion of innovation refers to how innovation is transmitted and spread in the society over time (Evans et al., 1996: 70). Consumer adoption of an innovation is effective in the success of that innovation. Some factors affect consumers' adoption of innovations. Product features are effective in accepting and spreading innovations. The more compatible a product is with consumers' behavior and cognitive characteristics, the quicker the adoption of innovation. In addition, products that offer superior qualities, benefits and different qualities to the consumer are easier to accept. The tasting of new products by consumers is effective in the adoption and spread of those products. Companies that open stands in markets to make consumers try new products can be given as an example of marketing activities. Time, low cost, low price, compliance with value judgments, and demographic features are other factors affecting the spread of new products. In addition to these, marketing activities, distribution and promotion activities affect the speed of the spread of innovations (Odabaşı and Barış, 2017: 284-288).

Dimensions of Innovativeness

The dimensions of the concept of innovativeness were defined by different studies (Jin et al., 2015; Gagic, 2016; Kim, 2016). In this study, innovativeness perception has been examined with the dimensions defined in Kim (2016)'s research. According to Kim (2016), the concept of innovativeness has four dimensions: product (menu) innovativeness, service innovativeness, experience innovativeness and promotion innovativeness.

Product innovativeness is defined as the innovation and uniqueness of a product for the consumer (Ali et al., 1995). This concept is used to evaluate how new features differ from old ones and, if different, whether innovations are perceived as valuable, useful and meaningful by consumers (Rubera et al., 2011: 460-461).

Service innovativeness is defined as a performance improvement concept that is perceived as a new benefit of attributes that significantly affect the behavior of consumers and competitors (Berry et al., 2006: 56). Service innovativeness can explain how a firm delivers intangible services. In addition, it provides an advantage to the consumer through new service performance or delivery processes (Reid and Sandler, 1992)

Experience innovativeness is defined as the innovation of an experience environment offered by businesses to create personalized and lifestyle-based experiences for consumers (Prahalad and Ramaswamy, 2003).

Promotion innovativeness is an important tool that businesses use to influence target consumers (Grewal et al., 2011: 43). The ability of an enterprise to develop promotional innovations is important in terms of the possibility of attracting customer attention and increasing store buying behavior (Lin, 2015: 33-34). Lin et al. (2013) argued that although the promotion techniques and products used are not new, promotion innovation, like a new advertisement used by a company for a new product mix, gives consumers a new perspective on the business.

In the study conducted by Kim (2016), 16 main issues obtained as a result of the content analysis regarding the consumers' innovativeness perception towards restaurants were grouped according to these four innovation categories. Service innovativeness covers differentiation in service, use of technology, eligibility conditions and modern service issues. Experience innovativeness includes atmosphere/ culture, communication with consumers and employees, and methods used to please consumers. The innovations in the menu are related to the quality of products, presentation, food trends, uniqueness and customization. Promotion innovations are realized as a result of communication through agreements, advertisements, target markets, loyalty programs and social media and internet addresses (Kim, 2016: 68-69).

Jin et al. (2015) found that perceived food quality innovativeness, perceived environmental quality innovativeness and price justice are effective on the perceived image of restaurant innovation. The research

also found that the perceived image of restaurant innovation affects both brand reliability and brand preference; showing that brand reliability has an impact on both brand preference and customer loyalty.

Aiming to analyze the restaurants' innovativeness level based on the perspective that innovation provides a long-term competitive advantage, Gagic (2016) evaluated the innovativeness level based on innovations in products and services, marketing, processes and social responsibility behaviors. With the study, it has been concluded that a significant number of restaurants attach importance to innovations in these four areas in order to attract customers and increase their profitability. On the other hand, none of the restaurants have the maximum number of innovations; on the contrary, the majority of observed restaurants have a low level of innovativeness.

Satisfaction

It is not easy to recognize and meet consumer needs, expectations and habits. Therefore, firms must provide their customers with valuable and unique conditions to meet their needs. Goods or services that are a source of satisfaction provide sufficient value to their customers (Khadka and Maharjan, 2017: 1). Satisfaction is defined as how goods and services provided by a company surpasses or encounters customer expectation (Elegba and Adah, 2015: 4). It includes not only the feelings about the purchasing process but also the atmosphere before and after the purchase (Biesok and Wyród-Wróbel, 2011: 23). Satisfaction or dissatisfaction is not just related to how well a good or service performs but also it includes consumers' attitudes and emotions formed as a result of certain experiences (Evans et al., 2006). The greater the customer satisfaction is, the higher the customer retention is. Thus, businesses should observe and improve the level of satisfaction. In this regard, they should aim not only to satisfy customers but also to delight them. Top businesses satisfy customers by exceeding their expectations (Kotler, 2017: 90-92). Customer satisfaction generally reflects how happy customers are with the goods or services and how these meet customers' expectations (Kopilevych, 2019).

According to Gustafsson et al. (2005), customer satisfaction is actually how customers evaluate the ongoing performance of a business. Customer satisfaction is very important as it creates a sense of belonging among customers, emotional bonding and brand loyalty. Therefore, companies need to know the factors affecting satisfaction and the reasons for this (Hanif et al., 2010: 49). Hanif et al. (2010) found that price fairness and customer service contribute significantly to explaining customer satisfaction, but comparatively, price fairness affects customer satisfaction more than customer service. Li (2013) found that image, price, reliability, tangible things, empathy, sensitivity, assurance and perceived value positively affect customer satisfaction and the customer loyalty that depends on it.

The Concept of Generation, Generation Y and Its Features

Studies on generations in different scientific fields such as political science, economics, demography, sociology and clinical psychology have been carried out for more than fifty years (Alwin and McCammon, 2007: 219). These studies show that there are differences between generations in terms of attitudes and behaviors (Twenge and Campbell, 2008: 314). Because they were born in similar years, individuals in the same generation display similar attitudes and behaviors towards similar events. In addition, while people born in the same years see each other as members of the same generation, they consider individuals born in different years as members of a different generation. Thus, individuals from the same generation can be distinguished from individuals of other generations. Not only shared years but also social and historical events affect generations' characteristics (Sullivan et al., 2009: 290).

Today's generations are as follows in chronological order; baby boom generation (born between 1946-1964), Generation X (born between 1965-1980), Generation Y (born between 1981-1999) (Twenge et al., 2010: 1130; Castellano, 2014: 40) and Z generation (born in 2000 and after) (McCrimble, 2006: 10; Twenge et al., 2010: 1130).

The names 'Internet Generation', 'Echo-Boomers', 'Millennial' and 'Nexters' are used to show that the generation Y consists of individuals born between 1981-1999 (Twenge et al., 2010: 1130; Castellano, 2014:

40) is different from previous generations (Broadbidge et al., 2007: 523-544). Since generation Y is the first generation born in the years when the internet and technology developed, it has the most communication with individuals from different cultures and ethnic origins compared to other generations. Therefore, it can be said that generation Y has more cultural richness. They have been under the influence of media and advertisements from the first moment they came to the world (Toruntay, 2011: 77). For them, technological innovations are more than an endless source of information and entertainment and provide a new ecosystem for their social life (Odun, 2015: 42).

Generation Y is a large customer segment that must be addressed by marketers. This generation has a keen interest in technology, innovation and experience that shape individual behaviors and beliefs. Brand innovation has a significant positive effect on millennial consumers' trust in the brand, and brand trust has a significant positive effect on brand loyalty (Gözükara and Çolakoğlu, 2016: 603). According to Sullivan and Heitmeyer (2008), millennials are willing to buy quality brands at high prices. The quality of products/services and price affect their frequency of visits to coffee-themed cafés (Hashim et al., 2017). Generation Y consumers visit such places not only for the quality of coffee but also for social pleasure and status consumption (Kim and Jang, 2014).

According to Wolburg and Pokrywczyniski (2001), millennial consumers do not like the aggressive sales strategies of businesses as they are more exposed to consumption and brands from an early age. Generation Y consumers know how to easily access the information they want from a large number of information sources. Thus, providing free Wi-Fi at coffee-themed cafés is a good way to attract generation Y consumers (Jaw et al., 2010). They give importance to social interaction (Morris, 2011). Since then, they prefer dining out at a new restaurant rather than buying a new pair of shoes (Bliss, 2014). The atmosphere at coffee-themed cafes increases both their spending time there and impulse purchasing (Sathish and Venkatesakumar, 2011). They tend to buy emotionally and social factors have a high influence on their purchasing decisions. According to generation Y consumers, the main role of a brand is an image, social pro-

file and quality. Therefore, they prefer attractive and innovative products and adopt innovations early (Perment, 2013: 192). In addition, millennial consumers choose and consume products that help them define who they are, what is important to them, and what they value in life, as well as express some aspects of their personality or image (Noble et al., 2009).

Consumers' Innovativeness Perception and Consumer Satisfaction

According to Alam and Perry (2002), innovativeness is the degree that the consumers perceive intangible actions, offerings and reactions as novel. Roerich (2004) explains it as an organization's ability to create fast product solutions in a specific time. Kunz et al. (2011) define innovativeness as consumers' perception related to an organization's ability to develop creative, novel and effective thoughts and solutions in the market. According to Truong et al. (2020), innovativeness is related to innovative service practices affecting consumers' perception of intangible values in the organization. In this study, innovativeness perceptiveness is addressed as all practices of restaurants that demonstrate the willingness and the ability to develop "new" and "significantly different" ideas, services and promotions for consumers, as defined by Kim (2016) in his research. In this context, coffee-themed cafés frequently visited by consumers are examined in terms of four dimensions of innovativeness - product (menu) innovativeness, service innovativeness, experience innovativeness and promotion innovativeness (Kim, 2016). Consumer satisfaction, as defined by Kim (2016), is considered as the consumers' evaluation of a restaurant in terms of meeting their needs and expectations.

According to Hirschman (1980), innovativeness in marketing is the desire to search for the new and different. Innovativeness relies on consumers' knowledge, abilities and experiences (Molina-Morales et al., 2011). The factors affecting the adoption and spread of innovation depend on the satisfaction of consumers with the innovation in question (Uyar and Kılıcaslan, 2015: 164). Consumers' tendency to adopt new goods, services and ideas offered to the market has an important role in consumers' preferences, decisions, loyalties and communication theories

(Hirschman, 1980: 283). The innovative behavioral responses of consumers to products or services are not the same (Goldsmith and Foxall, 2003: 323). Generation Y consumers are very interested in technology, innovation and experience that shape individual behaviors and beliefs (Gözükara and Çolakoğlu, 2016: 603). Generation Y consumers prefer attractive and innovative products and adopt innovations early (Perment, 2013: 192).

Consumer satisfaction is a crucial driver of developing financial success and loyal consumers (Ravishankar and Christopher, 2020). Innovation increases consumer satisfaction by enhancing existing products and services (Ouedraogo and Koffi, 2018). In a quick-service restaurant, innovative practices affect customer experiences and satisfaction (Manhas et al., 2022: 83). Service innovativeness in organizations create value and satisfaction (Nyadzayo et al., 2022: 1). Consumer satisfaction with a product does not only depend on the product's properties. Factors such as the consumer personality, the store image, the enterprise professionalism, the salespeople's attitude, and the transaction speed are also effective on consumer satisfaction (Altunışık et al., 2017: 141). Consumers' innovativeness perception, satisfaction and satisfaction specific to their area of interest affect their purchasing behavior (Bülbül and Özoğlu, 2014: 46). Main hypothesis and sub-hypotheses based on this conceptual information are as follows:

H_m : Generation Y consumers' innovativeness perception affects their satisfaction.

H_1 : Generation Y consumers' product (menu) innovativeness perception affects their satisfaction.

H_2 : Generation Y consumers' service innovativeness perception affects their satisfaction.

H_3 : Generation Y consumers' experience innovativeness perception affects their satisfaction.

H_4 : Generation Y consumers' promotion innovativeness perception affects their satisfaction.

Methodology

Sampling

The study population consists of generation Y (Gen Y) consumers who visit coffee-themed cafés in Turkey. It was not possible to reach the whole population. Thus, data were collected from 427 individuals by convenience sampling method. Through a face-to-face survey, the data were collected in February 2022. The research was applied in the districts of Mersin and Adana. There are some practical reasons for choosing Mersin and Adana for the survey. The first one is that they are both metropolitan cities. The second reason is the economy. Per capita income is US\$7,402 in Mersin and US\$6,270 in Adana while it is US\$8,598 for all Turkey (Turkish Statistical Institute, 2021). There are many local, national and international coffee-themed cafés (i.e., Nuces Coffee & Nuts, Rocs Coffee, Kahve Dünyası, Gönül Kahvesi, Starbucks, Soulmate and Caribou) in Mersin and Adana. It is the third reason for selecting these two cities. The last reason is that researchers live in these cities, and this makes the data available.

While 65.6% of the participants lived in the central districts of Adana, 34.4% of them were from the central districts of Mersin. The sample included 235 (55%) female and 192 (45%) male participants. More than half of the participant's (74%) income level was above 3.500TL. More than half of the participants (52.5%) had bachelor's degrees. Most frequently preferred coffee-themed cafés were Starbucks, Gönül Kahvesi and Kahve Dünyası. 39.6% of the participants visited coffee-themed cafés 1-3 times per month while 23.4% of them visited such places 4-6 times per month. 37% of the sample went to such cafés more than 6 times per month.

Data Collection Tool

The questionnaire consists of three parts. In the first part of the questionnaire, there was a 17-item "Perception of Innovativeness" scale developed by Kim (2016). It was provided to determine generation Y

consumers' innovativeness perception towards coffee-themed cafés. The "Innovativeness Perception" scale consists of four dimensions: product innovativeness (5 items), service innovativeness (4 items), experience innovativeness (4 items), and promotion innovativeness (4 items).

In the second part of the questionnaires, the "Satisfaction" scale developed by Oliver (1999) was provided to determine generation Y consumers' satisfaction related to coffee-themed cafés. This scale included 3 items. A 5-point Likert scale was used in both scales (1: Strongly disagree, 2: Disagree, 3: Undecided, 4: Agree, 5: Strongly agree).

In the third part of the questionnaire, demographic questions including gender, birth year, income level and educational status are included in order to determine the demographic characteristics of the participants. There are questions to determine the coffee-themed cafés consumers frequently visit and how often they go to these places.

Data analysis and Results

Data analysis included three stages. First, it was determined whether the data met the normal distribution assumption. Then, factor structures regarding generation Y consumers' innovativeness perception and satisfaction were found through exploratory factor analysis and confirmatory factor analysis. Lastly, hypotheses were tested by structural equation modeling. Data analysis related to descriptive statistics and exploratory factor analysis were done through SPSS while confirmatory factor analysis and structural equation modeling were done through AMOS.

Variables, scale expressions and descriptive statistics

Table 1 shows the mean value, standard deviation, kurtosis and skewness values of each scale expression used in the study. Skewness and kurtosis values were examined to determine whether the data met the normal distribution assumption. Skewness and kurtosis values for all variables were found to be between -2 and +2 and thus, the normal distribution assumption was provided (George and Mallery, 2010)

Table 1. Variables, scale expressions and descriptive statistics

| Variables and scale expressions | M* | n=427 | | |
|--|------|-------|----------|----------|
| | | SD | Skewness | Kurtosis |
| Product (menu) innovativeness perception (MIP) | | | | |
| MIP 1. This café offers new flavors. | 3.36 | 1.195 | -0.315 | -0.778 |
| MIP 2. This café offers new combinations of coffee. | 3.43 | 1.181 | -0.559 | -0.502 |
| MIP 3. This café offers innovative presentation of coffee. | 3.05 | 1.206 | -0.209 | -0.853 |
| MIP 4. This café consistently introduces new menu items. | 3.14 | 1.162 | -0.155 | -0.792 |
| MIP 5. This café offers an innovative customized menu. | 2.97 | 1.233 | -0.029 | -1.037 |
| Service innovativeness perception (SIP) | | | | |
| SIP 1. The procedure for ordering menu items at this café is innovative. | 3.17 | 1.463 | 0.887 | 0.236 |
| SIP 2. This café has integrated innovative technologies into services. | 3.30 | 1.171 | -0.334 | -0.664 |
| SIP 3. This café offers innovative apps or online ordering tools. | 2.78 | 1.340 | 0.096 | -1.186 |
| SIP 4. This café delivers cutting-edge services. | 3.13 | 1.170 | -0.102 | -0.749 |
| Experience innovativeness perception (EIP) | | | | |
| EIP 1. This café provides innovative physical designs. | 3.27 | 1.155 | -0.192 | -0.731 |
| EIP 2. This café is well-known for innovative events. | 3.06 | 1.217 | -0.129 | -0.880 |
| EIP 3. The employees interact with customers in innovative ways at this café. | 3.07 | 1.263 | -0.175 | -0.950 |
| EIP 4. The way the employees help solve customers' problems at this café is innovative. | 3.21 | 1.122 | -0.277 | -0.544 |
| Promotion innovativeness perception (PIP) | | | | |
| PIP 1. This café has an innovative rewards (membership) program. | 3.08 | 1.236 | -0.203 | -0.900 |
| PIP 2. This café offers innovative deals. | 3.23 | 1.267 | -0.283 | -0.935 |
| PIP 3. This café offers innovative marketing programs. | 3.19 | 1.262 | -0.199 | -1.012 |
| PIP 4. This café provides innovative communication platforms (e.g. online communities) allowing customers to make suggestions. | 3.22 | 1.259 | -0.265 | -0.929 |
| Satisfaction (SA) | | | | |
| SA 1. I am satisfied with the overall experience at this café. | 3.90 | 1.004 | -1.130 | 1.182 |
| SA 2. The overall experience of this café meets my expectation. | 3.91 | 1.002 | -0.993 | 0.749 |
| SA 3. Overall, I am satisfied with my drinking coffee experience. | 3.84 | 1.051 | -0.812 | 0.209 |

* A 5-point Likert scale was used in the study.

Exploratory factor analysis and confirmatory factor analysis to determine generation Y consumers' innovativeness perception and satisfaction

In this study, since the original scales developed in another cultural setting, firstly exploratory factor analysis was applied to the scales to determine factor structures regarding generation Y consumers' innovativeness perception and satisfaction. Kaiser-Meyer-Olkin (KMO) test was evaluated to test the suitability of the variable set for the factor analysis and Bartlett sphericity test was checked to evaluate the suitability of the model. The KMO value is 0.920 (Table 2). Bartlett Sphericity test ($\chi^2 = 3523.874$; $df = 91$, $p < 0.001$) is statistically significant. Thus, it can be said that the data set adequacy for exploratory factor analysis was ensured (Tabachnick and Fidell, 2001). In this study, the lower limit of item factor loads was 0.50 (Hair et al., 2010) depending on the number of the study sample.

As a result of the analysis, one expression from the product (menu) innovativeness (MIP 1), two expressions from the service innovativeness (SIP 2, SIP 4), three expressions from the experience innovativeness (EIP 1, EIP 2, EIP 3) were loaded into two factors and thus, they were excluded from the scales. One expression from the service innovativeness (SIP 1) was loaded into the product (menu) innovativeness and one expression from the service innovativeness (SIP 4) was loaded into the promotion innovativeness. One expression from the experience innovativeness (EIP 4) was loaded into the promotion innovativeness. According to the results of the exploratory factor analysis, three factors with an eigenvalue of at least 1 and explaining 68.295% of the variation in the items were determined. The first factor was named promotion innovativeness and the second was named as product (menu) innovativeness. The third factor was named as satisfaction (Table 2).

Accordingly, hypothesis H_2 and H_3 stated in the section 'Conceptual Framework and Literature Review' were removed from the study. The other left two hypothesis were renamed as H_A and H_B . These two hypotheses are stated as follows:

H_A : Generation Y consumers' product (menu) innovativeness perception affects their satisfaction.

H_B : Generation Y consumers' promotion innovativeness perception affects their satisfaction.

Table 2: Exploratory factor analysis

| Items | Components | | |
|-------------------------------------|-----------------|-------|-------|
| | 1 | 2 | 3 |
| PIP 1. | 0.797 | | |
| PIP 2. | 0.791 | | |
| PIP 3. | 0.753 | | |
| PIP 4. | 0.704 | | |
| SIP 4. | 0.638 | | |
| EIP 4. | 0.552 | | |
| MIP 3. | | 0.791 | |
| MIP 4. | | 0.767 | |
| MIP 5. | | 0.714 | |
| MIP 2. | | 0.688 | |
| SIP 1. | | 0.671 | |
| SA 1. | | | 0.874 |
| SA 2. | | | 0.874 |
| SA 3. | | | 0.795 |
| Eigenvalue | 1.280 | | |
| Total variance explained | 68.295% | | |
| Keiser-Meyer-Olkin (KMO) | 0.920 | | |
| Barlett's Test of Sphericity | 3523.874 | | |
| df | 91 | | |
| Sig. (value) | .000 | | |

Confirmatory factor analysis was applied to examine the construct validity of the three-factor structure obtained through the explanatory factor analysis. Goodness of fit values were evaluated to test the acceptability of the model as a whole. The goodness of fit value ranges differs depending on the sample size and the number of observed variables in the model (Yaşlıoğlu, 2017: 82). Goodness-of-fit values used as references were chosen considering the sample size of the study (n=427) and the number of observed variables (n=15). Table 3 shows the reference values and measurement model results. It was found that all goodness of fit criteria were good and within acceptable limits. Therefore, it can be

stated that all items in the measurement model are compatible with the model.

Table 3: Confirmatory factor analysis goodness-of-fit values (innovativeness perception)

| Goodness-of-fit values | Reference values (Yaşlıoğlu, 2017) n >250 12<m<30 | Measurement model results |
|------------------------|--|----------------------------------|
| Ki-Kare (χ^2) | Anlamli p deęeri | $\chi^2 = 221.550$ $p = .000$ |
| χ^2/df | $\chi^2/df < 5$ | 3.035 |
| GFI | > 0.90 | 0.930 |
| CFI | > 0.92 | 0.957 |
| NFI | > 0.90 | 0.938 |
| TLI | > 0.90 | 0.947 |
| RMSEA | < 0.07 | 0.069 |

Factor loading values were also examined to test the suitability of the measurement model. The correlation coefficients (standard regression weights) between the factors and the items vary between 0.541 and 0.924 (Table 4). Factor-item correlation coefficients above 0.40 reflect that each relationship is significant (Yaşlıoğlu, 2017: 78). These findings show that scale expressions are successful in measuring related constructs.

In this study, construct validity was also evaluated through convergent validity and discriminant validity. For convergent validity, Average Variance Extracted (AVE) and Composite Reliability (CR) were evaluated. It is expected that all CR values for the scale are greater than the AVE values and the AVE value is greater than 0.5 (Yaşlıoğlu, 2017: 82). As seen in Table 4, it can be said that convergent validity is provided since AVE and CR values meet both criteria. For discriminant validity, Maximum Squared Variance (MSV) and Average Shared Squared Variance (ASV) were evaluated. It is expected that MSV is lower than AVE; ASV is lower than MSV and the square root of AVE is greater than the

inter-factor correlation (Yaşlıoğlu, 2017: 83). As seen in Table 4, for each scale MSV is lower than AVE and ASV is lower than MSV. Besides, for each scale the square root of AVE is greater than the inter-factor correlation (Table 5). Thus, it can be said that discriminant validity is provided.

Table 4: Results and reliability of the measurement model

| Scales | Items | (n=427) | | | | | |
|----------------|--------|-----------|-------|-------|-------|-------|----------|
| | | Estimate* | CR | AVE | MSV | ASV | α |
| Promotion | PIP 1. | 0.790 | 0.874 | 0.540 | 0.491 | 0.429 | 0.869 |
| Innovativeness | PIP 2. | 0.786 | | | | | |
| Perception | PIP 3. | 0.813 | | | | | |
| | PIP 4. | 0.772 | | | | | |
| Product (Menu) | SIP 4. | 0.541 | 0.856 | 0.546 | 0.491 | 0.428 | 0.851 |
| | EIP 4. | 0.673 | | | | | |
| | MIP 3. | 0.795 | | | | | |
| | MIP 4. | 0.806 | | | | | |
| Perception | MIP 5. | 0.719 | 0.911 | 0.776 | 0.368 | 0.367 | 0.909 |
| | MIP 2. | 0.768 | | | | | |
| | SIP 1. | 0.585 | | | | | |
| Satisfaction | SA 1. | 0.905 | 0.911 | 0.776 | 0.368 | 0.367 | 0.909 |
| | SA 2. | 0.924 | | | | | |
| | SA 3. | 0.811 | | | | | |

* All standard factor-loading values are significant at the 0.001 level.

After the construct validity of the measurement model was evaluated, the reliability of the scales was tested through the Cronbach's Alpha reliability coefficient. As seen in table 4, since the Cronbach's alpha values of each scale are above 0.70, the study scales have high reliability (Gürbüz and Şahin, 2018: 157-158).

Table 5: Correlations between factors and discriminant validity

| | | Corelation Between Structures | | | (AVE) ^{1/2} |
|--|-----|-------------------------------|-------|-----|----------------------|
| | | (1) | (2) | (3) | |
| Promotion Innovativeness Perception | (1) | 1 | | | 0.734 |
| Product (Menu) Innovativeness Perception | (2) | 0.701 | 1 | | 0.738 |
| Satisfaction | (3) | 0.607 | 0.605 | 1 | 0.880 |

Hypotheses Testing

Structural equation modeling was used to test the research hypotheses. Depending on the goodness-of-fit values of the model ($\chi^2/df=3.035$; GFI= .930; CFI= .957; NFI= .938; TLI= .947; RMSEA= .069), it can be said that the goodness-of-fit values of the model were good and within acceptable limits (Yaşlıoğlu, 2017: 82-83).

According to the results of the structural equation modeling analysis (Table 6), production (menu) innovativeness perception (MIP) ($\beta=0.352$, $t=5.10$, $p<0.001$) and promotion innovativeness perception (PIP) ($b=0.361$, $t=5.28$, $p<0.001$) have a statistically significant and positive effect on satisfaction (SA). That is, due to the direct effect of MIP on SA, when MIP goes up 1 standard deviation, SA goes up by 0.352. Similarly, depending on the direct effect of PIP on SA, when PIP goes up 1 standard deviation, SA goes up by 0.361. Therefore, H_A and H_B were supported.

Table 6: Structural equation model – Parameter estimates

| | | (n=427) | | | |
|-------|----------------------|---------|-------|--------|-----------|
| | | β | SE | t | Result |
| H_A | MIP \rightarrow SA | 0.352 | 0.065 | 5.10** | supported |
| H_B | PIP \rightarrow SA | 0.361 | 0.064 | 5.28** | supported |

$R^2_{MIP} = 0.918$; $R^2_{PIP} = 0.953$
 β = standardized path coefficients; $p<0.001$ **

Discussion

Direct relations between innovativeness perception and satisfaction were scrutinized. First, Gen Y consumers' innovativeness perception was determined regarding coffee-themed cafés. Then, whether Gen Y consumers' innovativeness perception affects their satisfaction was found. The results of the study are discussed in terms of three different issues; socio-demographic characteristics of the sample, scales and hypotheses.

The sample of the study included 427 Gen Y consumers from Mersin and Adana, 235 of which were women and 192 of which were men. More than half of the participants' income level was above 3.500TL and more than half of them had bachelor degree. Participants frequently preferred to visit Starbucks, Gönül Kahvesi and Kahve Dünyası. Such coffee-themed cafés were visited by participants 1-3 times (39.6%), 4-6 times (23.4%) and more than 6 times (37%) per month.

Factor structures of the scales- Innovativeness Perception and Satisfaction- were determined through exploratory factor analysis. Construct validity of them was provided through confirmatory factor analysis. The original innovativeness perception scale evaluated consumers' innovativeness in terms of product (menu), service, experience and promotion. But in the present study, six items were excluded since they were loaded into two factors at the same time and the left ones were divided into two. Thus, Gen Y consumers' innovativeness perception was assessed in terms of product (menu) and promotion. This finding differs from the original innovativeness structure suggested by Kim (2016). It can be said that consumers associate the goods with the services offered to them, see them as a single product, and match the experience they have in the coffee-themed café with the promotions offered by that café. This supports Gagic's (2016) way of classifying products and services innovativeness under one category. But in that study, there are four different categories of innovativeness: products and services, marketing, processes and social responsibility. In this respect, the finding related to the categories of the innovativeness differs from Gagic (2016). It is also different from Jin et al.'s (2015) since they have three categories of the innovativeness.

These categories are perceived food quality innovativeness, perceived environmental innovativeness and price justice.

By means of the analyses, three dimensions- product (menu) innovativeness perception, promotion innovativeness perception and satisfaction- were achieved. According to the results of these analyses, scales are reliable and valid. Thus, it can be said that the study scales measured what structures they intended to measure.

The effects of Gen Y consumers' innovativeness perception regarding coffee-themed cafés on their satisfaction were examined with the structural equation modeling analysis. According to the results, both product (menu) innovativeness perception and promotion innovativeness perception have a statistically significant and positive effect on satisfaction. These findings support the previous study conducted by Ouedraogo and Koffi (2018) in the aspect that enhancing existing products increases satisfaction in the restaurant industry. But they differ from Nyadzayo et al.'s (2022) finding that service innovativeness influences satisfaction. The finding- promotion innovativeness affects satisfaction- is different from both of the studies. Since the previous studies had participants from different ages and appealed to the general population, it can be said that the factors influencing generation Y consumers' satisfaction are different from those affecting other consumers. The other reason for the difference between the current study and the previous ones might be that the service sector is not the same. While the previous studies were conducted in the restaurant sector, the current one was conducted in the coffee-themed cafés.

Theoretical and Practical Implications

It is expected to contribute to the field both theoretically and practically since there is not sufficient number of studies in this context.

Firstly, the theoretical significance of the present study lies in the context the research was conducted. The majority of similar studies on the innovativeness perception of consumers (Jin et al., 2015; Gagic, 2016; Kim, 2016) were conducted in the context of official full-service restaurants. But the present study focuses on consumers' innovativeness

perception and its effects on satisfaction regarding coffee-themed cafés. Therefore, it is expected that the novelties in coffee shops and satisfaction with the innovations will contribute to the related literature. Secondly, the sample of this study is Gen Y consumers. Their perception and behaviors were determined by means of the study. Lastly, while the original innovativeness perception scale examines consumers' innovativeness perception in terms of product (menu), service, experience and promotion, this study scrutinizes it in terms of product (menu) and promotion. Thus, the study contributes to the related literature.

Highly satisfied consumers buy the same product again, tend to be loyal to that product longer, and have low price flexibility. In addition, these consumers share their positive attitudes about that product, brand or business (Altunışık et al., 2017: 141). Bringing innovations to production process and sales is one of the ways to satisfy customers (Daragahi, 2017: 130). As a result of this study, it can be said that it is important for businesses and marketing management to determine the satisfaction of consumers with innovations in the service sector. Coffee-themed cafés, restaurants and such places in the service sector should develop innovative strategies regarding consumers' needs, attitudes and perceptions in order to satisfy them and lead them to visit the same places. Businesses can easily understand consumers' favorite coffee flavors and carry out personalized promotion. Besides, they can expand the types of coffee flavor. They can also improve consumers' repurchase rate by developing appropriate membership strategy and establishing a good consumer community. Thus, they can maximize their profits and have loyal consumers.

Limitations and Further Research

The main limitation of the study is that consumers' perception of innovation is evaluated in terms of four dimensions of the concept as product innovativeness, service innovativeness, experience innovativeness and promotion innovativeness as stated in the study of Kim (2016). Process innovation, organizational innovation and marketing innovation specified in the Oslo guide published in 2005 in addition to product

innovation are not examined in this study. Future studies can focus on innovativeness in cafés or restaurants in terms of these different innovativeness perspectives. In this study, only Gen Y consumers' innovativeness perception and satisfaction were investigated. Future studies can compare innovativeness perception among different generations. Another limitation of the study is that the participants are obliged to go to the coffee-themed cafés at least once. Satisfaction occurs as a result of having the expectations after purchasing a good or service (Altunışık et al., 2017: 140). Thus, other variables such as attitude, intention etc. can be included in the research model in further studies.

Araştırma ve Yayın Etiği Beyanı

Bu araştırma, bilimsel araştırma ve yayın etiği kurallarına uygun gerçekleştirilmiştir.

Yazarların Makaleye Katkı Oranları

İki yazar da eşit katkı sağlamıştır.

Destek Beyanı

Bu araştırma herhangi bir kurum veya kuruluş tarafından desteklenmemiştir.

Çıkar Beyanı

Bu araştırma herhangi çıkar çatışmasına konu değildir.

References

- Alam, I. and Perry, C. (2002). A customer-oriented new service development process. *Journal of Services Marketing*, 16 (6), 515-534.
- Ali, A., Krapfel, R. & LaBahn, D. (1995). Product innovativeness and entry strategy: Impact on cycle time and break-even time. *Journal of Product Innovation Management*, 12 (1), 54-69.
- Altunışık, R., Özdemir, Ş. & Torlak, Ö. (2017). *Pazarlama ilkeleri ve yönetimi* (3rd ed.). İstanbul: Beta Yayıncılık.
- Alwin, D. F. & McCammon, R. J. (2007). Rethinking generations. *Research in Human Development*, 4 (3-4), 219-370.
- Barış, G. (2000). *Co-operation and strategy: The case of small and medium-sized Turkish textiles firms* (Unpublished PHD thesis). University of Sheffield.
- Berry, L. L., Shankar, V. Parish, J. T., Cadwallader, S. & Dotzel, T. (2006). Creating new markets through service innovation. *MIT Sloan Management Review*, 47 (2), 56.
- Biesok, G. & Wyród-Wróbel, J (2011). Customer satisfaction — Meaning and methods of measuring. H. Howaniec, W. Waszkielewicz (Ed.), *Marketing and logistic problems in the management of organization* (23-41). Bielsko-Biała: Wydawnictwo Naukowe Akademii Techniczno-Humanistycznej w Bielsku-Białej.
- Bliss, M. (2014). Is Food The New Status Symbol? Retrieved from: <https://www.mediapost.com/publications/article/235941/is-food-the-new-status-symbol.html>
- Broadbridge, A. M., Maxwell, G. A. & Ogden, S. M. (2007). Experiences, perceptions and expectations of retail employment for generation Y. *Career Development International*, 12 (6), 523-544.
- Bülbül, H. & Özoğlu, B. (2014). Tüketici yenilikçiliği ve algılana risk-in satın alma davranışına etkisi. *Erciyes Üniversitesi İktisadi İdari Bilimler Fakültesi Dergisi*, 44, 43-58.

- Castellano, G. W. (2014). *Practices for engaging the 21st century workforce: Challenges of talent management in a changing workplace*. New Jersey: Pearson Education.
- Daragahi, G. A. (2017). The impact of innovation on customer satisfaction: A study of the cosmetics producer in Tehran. *Faculty of Business Economics and Entrepreneurship International Review*, 1 (2), 121-132.
- Elegba, E. O. F. & Adah, P. D. (2015). *Satisfaction*. The Federal Polytechnic, School of Environmental Planning, Department of Urban and Regional Planning.
- Evans, M. J., Moutinho, L. & Raaji, W. F. (1996). *Applied consumer behaviour*. Harlow: Addison-Welsey.
- Evans, M., Jamal, A. & Foxall, G. (2006). *Consumer behaviour*. Chichester, West Sussex: John Wiley & Sons Ltd.
- Gagic, S. (2016). Restaurant innovativeness: A case study of Vojvodina. *The European Journal of Applied Economics*, 13 (2), 57-69.
- George, D. and Mallery, P. (2010) *SPSS for Windows Step by Step: A Simple Guide and Reference 17.0 Update* (10th ed.). Boston: Pearson.
- Goldsmith, R. E. & Foxall, G. R. (2003). The management of innovativeness. Shavinina, L. V. (Ed.), *The international handbook on innovation*. Kidlington: Elsevier Science Ltd, 321-330.
- Gözükara, İ. & Çolakoğlu, N. (2016). A research on generation Y students: Brand innovation, brand trust and brand loyalty. *International Journal of Business Management and Economic Research*, 7 (2), 603-611.
- Grewal, D., Ailawadi, K. L., Gauri D., Hall, K., Kopalle, P. & Robertson J. R. (2011). Innovations in retail pricing and promotions. *Journal of Retailing*, 87, 43-52.
- Gustafsson, A., Johnson, M.D., & Roos, I. (2005). The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention. *Journal of Marketing*, 69, 210–218.

- Gürbüz, S. & Şahin, F. (2018). *Sosyal bilimlerde araştırma yöntemleri felsefe-yöntem-analiz* (5th ed.). İstanbul: Seçkin Yayıncılık.
- Hanif, M., Hafeez, S. & Riaz, A. (2010). Factors affecting customer satisfaction. *International Research Journal of Finance and Economics*, 60 (2010), 44-52.
- Hair, J. F., Black, W.C., Babin, B.J. & Anderson, R.E. (2010). *Multivariate data analysis*, (7th Ed.). New York: Pearson.
- Hashim, N.H., Mamat, N., Nasarudin, N., & Halim, N.A. (2017). Coffee culture among generation Y. *Pertanika journal of social science and humanities*, 25, 39-48.
- Hirschman, E. C. (1980). Innovativeness, novelty seeking and consumer creativity. *Journal of Consumer Research*, 7(3), 283-295.
- Jaw, J., Leslie, S., Mattock, I., & Shahinfar, M. (2010). Coffee Shops. *ECON 205 Section A01 Pascal Courty*, 1-6.
- Jin, N. P., Goh, B. K., Huffman, L. & Yuan, J. J. (2014). Predictors and outcomes of perceived image of restaurant innovativeness in fine dining restaurant. *Journal of Hospitality Marketing and Management*, 24 (5), 457-485.
- Khadka, K. & Maharjan, S. (2017). *Customer satisfaction and customer loyalty (Unpublished Thesis)*. Centria University of Applied Sciences, Business Management.
- Kim, D. & Jang, S. S. (2014). Motivational drivers for status consumption of generation Y consumers. *International Journal of Hospitality Management*, 38, 39-47.
- Kim, E. (2016). *Understanding customer perception of restaurant innovativeness and customer value co-creation behavior (Graduate These and Dissertations)*. Retrieved from: <https://lib.dr.iastate.edu/etd/15006>
- Kopilevych, D. (2019). Customer satisfaction and retention: Is there a correlation? Retrieved from: <https://helpcrunch.com/blog/customer-satisfaction-and-retention/>

- Kotler, P. (2017). *A'dan z'ye pazarlama: Pazarlamayla ilgilenen herkesin bilmesi gereken 80 kavram*. İstanbul: MediaCat.
- Kunz, W., Schmitt, B. and Meyer, A. (2011). How does perceived firm innovativeness affect the consumer?. *Journal of Business Research*, 64 (8), 816-822.
- Li, J. (2013). Factors affecting customer satisfaction and customer loyalty towards Belle footwear company in Lanzhou city, Gansu province of the people's republic of China. *IOSR Journal of Business and Management*, 14 (2), 41-48.
- Lin, C.Y., Marshall, D. & Dawson, J. (2013) How does perceived convenience retailer innovativeness create value for the customer? *International Journal of Business and Economics*, 12 (2), 171.
- Lin, C. Y. (2015). Conceptualizing and measuring consumer perceptions of retailer innovativeness in Taiwan. *Journal of Retailing and Consumer Services*, 24, 33-41.
- Manhas, P. S., Sharma, P. & Sarangal, R. (2022). Assessing the impact of innovative practices on customer experience satisfaction and loyalty: A study on quick-service restaurants in North India. *ASEAN Journal on Hospitality and Tourism*, 20 (2), 83-99.
- Martin, C. A. & Turley, L. W. (2004). Malls and consumption motivation: An exploratory examination of older Generation Y consumers. *International Journal of Retail and Distribution Management*, 32 (10), 464–75.
- McCrindle, M. (2006). *New generations at work: Attracting, recruiting, retraining & training generation Y*. New South Wales: McCrindle Research.
- Molina-Morales, F. X., Martinez-Fernandez, M. T. & Torlo, V. J. (2011). The dark side of trust: The benefits, costs and optimal levels of trust for innovation performance. *Long Range Planning*, 44 (2), 118-133.
- Morris, S. (2011). Working with Gen-Y: An Introduction for Landcare Groups. *Resources for Landcare Groups*.1-3.

- Nyadzayo, M.W., Leckie, C. & Johnson, L.W. (2022). Customer participation, innovative aspects of services and outcomes. *Marketing Intelligence & Planning*, 41 (1), 1-15.
- Noble, S. M., et al. (2009). What drives college-age generation Y consumers? *Journal of Business Research*, 62 (6), 617-628.
- Odabaşı, Y. & Barış, G. (2002). *Tüketici davranışı* (17th ed.). İstanbul: MediaCat.
- Odun, G. (2015). Millennial (Gen Y) consumer behavior, their shopping preferences and perceptual maps associated with brand loyalty. *Canadian Social Science*, 11 (4), 40-55.
- OECD (2005). *Oslo manual: Guidelines for collecting and interpreting innovation data* (3rd ed.). OECD Publishing.
- Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of Marketing*, 63 (S), 33-44.
- Ouedraogo, A., & Koffi, V. (2018). Managing creativity and innovation in the cultural industries: Evidence from three cultural organizations in Canada. *Management Review: An International Journal*, 13(2), 34-60.
- Parment, A. (2013). Generation Y vs. baby boomers: Shopping behavior, buyer involvement and implications for retailing. *Journal of Retailing and Consumer Services*, 20(2), 189- 199.
- Ravishankar, B., & Christopher, P. B. (2020). Impact of innovative services on customer satisfaction and enhancing tourism: Airline and hotel services from tourist perspective. *Journal of Critical Reviews*, 7(11), 705-711.
- Reid, R. D. & Sandler, M. (1992). The use of technology to improve service quality. *The Cornell Hotel and Restaurant Administration Quarterly*, 33(3), 68-73.
- Roehrich, G. (2004). Consumer innovativeness: concepts and measurements. *Journal of Business Research*, 57 (6), 671-677.

- Prahalad, C. K. & Ramaswamy, V. (2003). The new frontier of experience innovation. *MIT Sloan Management Review*, 44 (4), 12-18.
- Rubera, G., Ordanini, A. & Griffith, D. A. (2011). Incorporating cultural values for understanding the influence of perceived product creativity on intention to buy: An examination in Italy and the US. *Journal of International Business Studies*, 42 (4), 459-476.
- Rugimbana, R. (2007). Generation Y: How cultural values can be used to predict their choice of electronic financial services. *Journal of Financial Service Marketing*, 11 (4), 301–313.
- Sathish, A. S., & Venkatesakumar, R. (2011). Coffee Experience and Drivers of Satisfaction, Loyalty in a Coffee outlet- With special reference to “cafe coffee day.”. *Journal of Contemporary Management Research*, 5 (2), 1-13.
- Sullivan, S.E., Forret, M.L., Carraher, S.M. & Maiminero, L.A. (2009). Using the Kaleidoscope career model to examine generational differences in work attitudes. *Fairfield University Digital Commons*, 14 (3), 284-302.
- Sullivan, P. & Heitmeyer, J. (2008). Looking at Gen Y shopping preferences and intentions: Exploring the role of experience and apparel involvement. *International Journal of Consumer Studies*, 32, 285–295.
- Tabachnick, B. G. & Fidell, L. S. (2001). *Using multivariate statistics* (4th ed.). Needham Heights: Allyn & Bacon.
- Torlak, Ö. & Altunışık, R. (2018). *Pazarlama stratejileri yönetsel bir yaklaşım* (3th ed.). İstanbul: Beta Yayıncılık.
- Toruntay, H. (2011). *Takım rolleri çalışması: X ve Y kuşağı üzerinde karşılaştırmalı bir araştırma* (Unpublished Master Thesis). İstanbul Üniversitesi, Sosyal Bilimler Enstitüsü, İstanbul.
- Truong, N., Dang-Pham, D., McClelland, R., & Nkhoma, M. (2020). Exploring the impact of innovativeness of hospitality service operation on customer satisfaction. *Operations and Supply Chain Management: An International Journal*, 13(3), 307-319.

- Turkish Statistical Institute. (2021). *Gross domestic product per capita by provinces, 2018-2020*. Retrieved from: <https://data.tuik.gov.tr/Bulten/Index?p=II-Bazinda-Gayrisafi-Yurt-Ici-Hasila-2020-37188>
- Twenge, J.M. & Campell S.M. (2008). Generational differences in psychological traits and their impact on the workplace. *Journal of Managerial Psychology*, 23 (8), 862-877.
- Twenge, J.M., Campell, S.M., Hoffman B.J. & Lance C.E. (2010). Generational differences in work value: Leisure and extrinsic value increasing, social and intrinsic value decreasing. *Journal of Management*, 36 (5), 1117-1147.
- Uyar, A. & Kılıcaslan, K. (2015). Influence of innovative businesses on consumer preferences: A study on laptop users. *Journal of Management, Marketing and Logistics*, 2 (2), 158-177.
- Wolburg, J. M., & Pokrywczyniski, J. (2001). A psychographic analysis of Generation Y college students. *Journal of Advertising Research*, 41, 33–52.
- Yaşlıoğlu, M. (2017). Sosyal bilimlerde faktör analizi ve geçerlilik: Keşfedici ve doğrulayıcı faktör analizlerinin kullanılması. *Istanbul University Journal of the School of Business*, 46, 74-85.

Genişletilmiş Özet

Y Jenerasyonu Tüketicilerin Kahve Temalı Kafelere Yönelik Yenilikçilik Algısı ve Memnuniyet Üzerindeki Etkisi

Giriş

Başarılı ticari faaliyetler için gerekli olan değişikliklerin kaynağı işletmelerin sunduğu yeniliklerdir. Yenilikçi olmayan işletmeler pazar konumlarını kaybedebilir, kalite ve değerleri düşebilir (Gagic, 2016: 57-58). Restoran endüstrisinde yenilikçilik üzerine birçok çalışma yapılmıştır. Ancak yerel, ulusal ve uluslararası birçok popüler kahve temalı kafe olmasına rağmen literatürde kahve temalı kafelerde yenilikçilikle ilgili yeterli çalışma bulunmamaktadır. Bu kapsamda yapılan araştırmalar, yenilikçiliğin marka tercihleri, marka sadakati, marka güvenilirliği, müşteri çekme, karlılığı artırma ve memnuniyet gibi farklı değişkenler üzerindeki etkilerini incelemektedir. Ayrıca, bu çalışmalar belirli tüketici gruplarının davranışlarında odaklanmamaktadır. Bu çalışmanın amacı, Y kuşağı tüketicilerinin kahve temalı kafelere yönelik yenilikçilik algılarını ve bu algının memnuniyetlerine etkisini belirlemektir.

Kavramsal Çerçeve ve Literatür Araştırması

Yeniliğin yayılması, yeniliğin zaman içinde toplumda nasıl iletildiğini ve yayıldığını ifade etmektedir (Evans vd., 1996: 70). Yeniliğin yayılmasını etkileyen faktörler şu şekildedir: ürün özellikleri, yeni ürünler, ürünün sağladığı fayda, ürün kalitesi, zaman, düşük maliyet, düşük fiyat, değer yargılarıyla uyum, demografik özellikler, pazarlama, dağıtım ve tutundurma faaliyetleri (Odabaşı and Barış, 2017: 284-288). Yenilikçilik kavramının boyutları farklı çalışmalarla tanımlanmıştır (Jin vd., 2015; Gagic, 2016; Kim, 2016). Bu çalışmada yenilikçilik algısı, Kim'in (2016) araştırmasında tanımlanan boyutları ile incelenmiştir. Kim'e (2016) göre yenilikçilik kavramının dört boyutu vardır: ürün (menü) yenilikçiliği, hizmet yenilikçiliği, deneyim yenilikçiliği ve tutundurma yenilikçiliği.

Tüketicilerin ürün veya hizmetlere yenilikçi davranışsal tepkileri aynı değildir (Goldsmith ve Foxall, 2003: 323). Y kuşağı tüketicileri çekici ve yenilikçi ürünleri tercih etmekte ve yenilikleri erken benimsemektedir (Perment, 2013: 192). Kahve temalı kafelerde ücretsiz Wi-Fi sağlamak, Y kuşağı tüketicileri çekmek için iyi bir yoldur (Jaw ve diğerleri, 2010). Ürün/hizmetlerin kalitesi ve fiyatı, kahve temalı kafelere ziyaret sıklıklarını etkilemektedir (Hashim ve diğer-

leri, 2017). Y kuşağı tüketiciler bu tür yerleri yalnızca kahve kalitesi için değil, aynı zamanda sosyal zevk ve statü tüketimi için de ziyaret etmektedirler (Kim & Jang, 2014). Kahve temalı kafelerdeki atmosfer hem orada geçirilen zamanı hem de satın alma dürtüsünü artırmaktadır (Sathish & Venkatesakumar, 2011).

Yenilik, mevcut ürün ve hizmetleri iyileştirerek tüketici memnuniyetini artırmaktadır (Ouedraogo ve Koffi, 2018). Hızlı servis yapan bir restoranda yenilikçi uygulamalar, müşteri deneyimlerini ve memnuniyetini etkilemektedir (Manhas vd., 2022: 83). Bu kavramsal bilgilere dayalı olarak oluşturulan ana hipotez şu şekildedir: H_m . Y kuşağı tüketicilerinin yenilikçilik algısı memnuniyetlerini etkilemektedir. Yapılan açıklayıcı faktör analizi sonucunda hizmet yenilikçiliği ve deneyim yenilikçiliği boyutlarına ilişkin iki alt hipotez çıkarılmıştır. Ürün (menü) ve tutundurma yenilikçiliğine ilişkin iki alt hipotez yazılmıştır. Bu alt hipotezler şu şekildedir: H_{A-} Y Kuşağı tüketicilerinin ürün (menü) yenilikçilik algısı memnuniyetlerini etkilemektedir. H_{B-} Y kuşağı tüketicilerinin tutundurma yenilikçilik algısı memnuniyetlerini etkilemektedir.

Metodoloji

427 katılımcının yer aldığı örneklem kolayda örnekleme yöntemi ile oluşturulmuştur. Araştırma Mersin ve Adana ilçelerinde uygulanmıştır. Katılımcıların %65,6'sı Adana'nın merkez ilçelerinde yaşarken, %34,4'ü Mersin'in merkez ilçelerindedir. Örneklem 235 (%55) kadın ve 192 (%45) erkek katılımcıdan oluşmaktadır. Yüz yüze anket yoluyla veriler Şubat 2022'de toplanmıştır. Anket üç bölümden oluşmaktadır. Anketin ilk bölümünde Kim (2016) tarafından geliştirilen 4 boyuttan oluşan 17 maddelik "Yenilikçilik Algısı" ölçeği yer almaktadır. İkinci bölümde, Y kuşağı tüketicilerinin kahve temalı kafelere ilişkin memnuniyetlerini belirlemek için Oliver (1999) tarafından geliştirilen "Memnuniyet" ölçeği vardır. Her ikisinde 5'li likert ölçeği kullanılmıştır. Üçüncü bölümünde demografik sorular yer almaktadır. Veri analizi üç aşamadan oluşmaktadır. Öncelikle verilerin normal dağılım varsayımını karşılayıp karşılamadığı tespit edilmiştir. Daha sonra açıklayıcı faktör analizi ve doğrulayıcı faktör analizi ile Y kuşağı tüketicilerinin yenilikçilik algısı ve memnuniyetine ilişkin faktör yapıları bulunmuştur. Son olarak, hipotezler yapısal eşitlik modellemesi ile test edilmiştir.

Bulgular

Tüm değişkenler için çarpıklık ve basıklık değerleri -2 ile +2 arasında bulunmuştur ve böylece normal dağılım varsayımı sağlanmıştır (George ve Mallery, 2010).

Veri setinin açıklayıcı faktör analizine uygunluğunu test etmek için Kaiser-Meyer-Olkin (KMO) testi, modelin uygunluğunu değerlendirmek için Bartlett küresellik testi yapılmıştır. KMO değeri 0,920'dir. Bartlett Küresellik testi ($\chi^2 = 3523.874$; $df = 91$, $p < 0.001$) istatistiksel olarak anlamlıdır. Böylece açıklayıcı faktör analizi için veri setinin yeterliliğinin sağlandığı söylenebilir (Tabachnick ve Fidell, 2001). Özdeğeri en az 1 olan ve maddelerdeki varyansın %68,295'ini açıklayan üç faktör- ürün (menü) yenilikçiliği, tutundurma yenilikçiliği, memnuniyet- belirlenmiştir.

Açıklayıcı faktör analizi ile elde edilen üç faktörlü yapının yapı geçerliliğini incelemek için doğrulayıcı faktör analizi uygulanmıştır. Modelin bir bütün olarak kabul edilebilirliğini test etmek için uyum iyiliği değerleri değerlendirilmiştir. Modelin uyum iyiliği değerleri ($\chi^2/df=3.035$; $GFI= .930$; $CFI= .957$; $NFI= .938$; $TLI= .947$; $RMSEA= .069$) iyi ve kabul edilebilir sınırlar içerisinde (Yaşlıoğlu, 2017: 82-83). Ölçek ifadeleri ilgili yapıları ölçmede başarılıdır.

Araştırma hipotezlerini test etmek için yapısal eşitlik modellemesi kullanılmıştır. Sonuçlara göre, ürün (menü) yenilikçilik algısının ($\beta=0.352$, $t=5.10$, $p<0.001$) ve tutundurma yenilikçilik algısının ($\beta=0.361$, $t=5.28$, $p<0.001$) memnuniyet (SA) üzerinde istatistiksel olarak anlamlı ve pozitif bir etkisi vardır. Bu nedenle H_A ve H_B desteklenmiştir.

Tartışma, Sonuç ve Öneriler

Orijinal yenilikçilik algısı ölçeği, tüketicilerin yenilikçiliğini ürün (menü), hizmet, deneyim ve tutundurma açısından değerlendirmektedir. Ancak bu çalışmada açıklayıcı faktör analizi ile yenilikçilik algısının ürün (menü) ve tutundurma olmak üzere iki boyutlu olduğu belirlenmiştir. Bu bulgu, Kim (2016) tarafından önerilen orijinal yenilikçilik algısı yapısından farklılık göstermektedir. Tüketicilerin malları kendilerine sunulan hizmetlerle ilişkilendirdiği, tek bir ürün olarak gördüğü ve kahve temalı kafede yaşadıkları deneyimi o kafenin sunduğu tutundurma faaliyetleriyle eşleştirdiği söylenebilir. Bu bulgu, Gagic'in (2016) ürün ve hizmet yenilikçiliğini tek bir kategori altında sınıflandırmasını desteklemektedir. Ancak Gagic'in (2016) çalışmasında dört farklı yenilikçilik kategorisi olmasından dolayı da farklılaşmaktadır. Jin vd.'nin (2015) çalışmasında üç yenilikçilik kategorisi olması nedeniyle farklıdır.

Ürün (menü) ve tutundurma yenilikçiliği algısı memnuniyet üzerinde istatistiksel olarak anlamlı ve pozitif etkiye sahiptir. Bu bulgu, Ouedraogo ve Koffi'nin (2018) çalışmasını mevcut ürünlerin geliştirilmesinin memnuniyeti artırması açısından desteklemektedir. Ancak Nyadzayo vd.'nin (2022) hizmet

yenilikçiliğinin memnuniyeti etkilediği bulgusundan farklıdır. Her iki çalışmadan farklı olan bulgu ise tutundurma yenilikçiliğinin memnuniyeti etkilemesidir. Çalışma kahve temalı kafelerde Y kuşağı tüketicilerin yenilikçilik algısını incelediğinden bulguların öncekilerden farklı olduğu söylenebilir.

Tüketicilerin hizmet sektöründeki yeniliklere ilişkin memnuniyet düzeylerinin belirlenmesi işletmeler ve pazarlama yönetimi açısından önemlidir. Hizmet sektöründe yer alan kahve temalı kafe, restoran ve benzeri mekânlar, tüketicilerin ihtiyaç, tutum ve algılarına yönelik yenilikçi stratejiler geliştirerek ve onları memnun ederek aynı mekânları tekrar ziyaret etmelerini sağlamalıdır.

Bu çalışmanın Y Kuşağı tüketicilerin yenilikçilik algısını ürün (menü) ve tutundurma açısından kahve temalı kafeler bağlamında incelemesi ilgili literatüre katkı sağlamaktadır. Yenilikçilik algısı Kim (2016) tarafından oluşturulan boyutlar temelinde incelenmiştir. Gelecek çalışmalar yenilikçilik algısını farklı araştırmacıların geliştirdiği boyutlar açısından irdeleyebilir. Gelecek çalışmalarda farklı kuşaklar arasında yenilikçilik algısı karşılaştırabilir. Ayrıca, gelecek çalışmalarda tutum, niyet vb. diğer değişkenler araştırma modeline dahil edilebilir.