

From culture to value: How product attributes and experience shape low-carbon dining intentions

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ABSTRACT

As sustainability becomes an increasingly central concern among global consumers, low-carbon dining has emerged as a key trend in the food service industry. This study explores how cultural preference and product attributes influence consumption intention, with perceived value serving as a mediating variable, and whether experiential marketing moderates these relationships. Utilizing data from a survey of 610 consumers at Vietnamese restaurants in Taiwan, the analysis employs Structural Equation Modeling (SEM), bootstrapping, and hierarchical regression techniques. The results reveal that both cultural preference and product attributes significantly enhance perceived value, which in turn positively influences consumption intention. Perceived value is found to partially mediate both effects. Furthermore, experiential marketing moderates the link between cultural preference and consumption intention: as the intensity of experiential engagement increases, the influence of cultural preference diminishes. This suggests that immersive dining experiences can effectively lower cultural entry barriers. The findings contribute to the theoretical understanding of sustainable consumer behavior and offer practical implications for ethnic restaurants seeking to integrate cultural storytelling with low-carbon strategies to strengthen brand positioning and attract environmentally conscious consumers.

Keywords:

Low-carbon dietary culture, Cultural preference, Perceived value, Purchase intention, Experiential marketing.

從文化到價值：產品屬性與體驗如何形塑低碳飲食意圖

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摘要

隨著全球消費者越來越關注永續發展，低碳飲食已成為餐飲產業中的一項重要趨勢。本研究旨在探討文化偏好與產品屬性如何影響消費意圖，其中以知覺價值作為中介變項，並進一步檢驗體驗行銷是否在其中發揮調節效果。

本研究透過對610位在台灣越南餐廳消費者的問卷調查資料，採用結構方程模型(SEM)、自助抽樣法(Bootstrapping)與階層迴歸分析進行驗證。研究結果顯示，文化偏好與產品屬性皆能顯著提升知覺價值，進而正向影響消費意圖。其中，知覺價值對兩者皆發揮部分中介效果。

此外，研究也發現，體驗行銷會調節文化偏好與消費意圖之間的關係：當體驗參與程度越高，文化偏好的影響力會相對減弱，顯示沉浸式餐飲體驗有助於降低文化進入的障礙。本研究不僅對永續消費行為的理論理解有所貢獻，同時也為欲結合文化敘事與低碳策略以強化品牌定位、吸引環保意識消費者的異國餐廳提供了實務啟示。

關鍵字：

低碳飲食文化、文化偏好、知覺價值、購買意圖、體驗行銷