



EXAMINING DESSERT CAFÉ EXPERIENCE THROUGH THE LENS OF MALE CUSTOMERS: HOW DOES WELL-BEING PERCEPTION IMPROVE CUSTOMER CITIZENSHIP BEHAVIOUR?

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Abstract:

A dessert café provides an aesthetically pleasing space for meeting, relaxation, and socialising, which benefits people's emotional and social well-being. While these cafes may have traditionally been viewed as a space for female customers, the number of male customers patronising dessert cafes has increased. Male customers' well-being perception and citizenship behaviour are the variables of interest as they may perceive dessert café visit experience differently than female customers. The present study focuses on male dessert café customers and intends to examine the positive effect of men's well-being perceptions in emotional and social aspects on customer citizenship behaviour (i.e., feedback, advocacy, helping, tolerance). The mediating effect of customer attitude towards dessert café between well-being perceptions and customer citizenship behaviour was investigated. A total of 115 valid responses were collected from male customers who had visited one of the selected dessert café brands. By adopting the Structural Equation Modeling method, the findings revealed a significant relationship between well-being perceptions and attitude. In addition, male customers' attitude significantly improved customer intention to co-create discretionary value. In the mediation analysis, attitude fully mediated the relationship between well-being perceptions and customer citizenship behaviour. The results implied that when men perceived a high level of well-being during dessert café visits, they generated positive attitudes, which in turn encouraged their intention to co-create value. This study contributes to the theoretical and practical knowledge in the sector of dessert café.

Keywords:

Dessert Café, Men Well-Being, Well-Being Perception, Customer Citizenship Behaviour, Customer Attitude

Introduction

In order to enhance one's state of being, people should begin to stay physically healthy, stay connected with others, and take time to unwind and relax. Some individuals have a tendency to improve their quality of life through material consumption, such as luxury brands, upscale bar experiences, and aesthetically pleasing dessert cafés. Cafés are becoming increasingly popular as they provide a relaxing social area, a communal centre, and an affective community space that serves as a third place between home and office. Compared to open-spaced parks and markets, cafes act as closed public areas, facilitating social interactions and forming supportive relationship bonds with mutual interests. With the presence of professional bakers and dessert specialists, desserts have been elevated to a new level, allowing it to be served as a "stand-alone dish" rather than just as a finish to a meal, contributing to the establishment of dessert cafés. A dessert café is a café specialising in desserts, including gelato, chocolates, ice cream, and pastry products (Han & Yang, 2017; Jeon, 2017). Dessert cafés integrated the concept of a café and dessert menus to offer a memorable eating experience, including speciality and photogenic desserts, themed design, and a welcoming ambience. Since then, people have been going to dessert cafés searching for high-quality desserts, a private location for gatherings, and a place to unwind and relax. Additionally, indulging in delicious desserts can bring pleasure and satisfaction, improving mood and well-being. Desserts are often associated with positive emotions and can act as a reward for a job well done or a way to commemorate a special occasion. Spending time with friends or family over a sweet treat can strengthen social bonds and foster a sense of community.

While these cafes may have been traditionally viewed as a space for female customers, the number of male customers frequenting dessert cafes has been on the rise. Previous research has examined the female and Generation Z customer perspectives on the dessert café visit experience (Lee et al., 2022; Wang & You, 2021), but the male customer perception of dessert café visits was overlooked. The well-being perception of male customers is a variable of interest as studies have demonstrated that men's health outcomes are worse than women's because men commit suicide at higher rates and with more violence than women (Seong et al., 2022). Men suffer from negative impacts such as anxiety and depression symptoms, traumatic stress, and emotional representations (Santos et al., 2021). Male customers may perceive well-being from the dessert café visit experience differently than female customers. For example, they may have different preferences regarding menu items or ambience and may seek out different types of social interactions or activities when visiting these cafes. The differences in well-being perception may affect customer behaviour when visiting dessert café. The present study piques the well-being of male customers in the dessert café and its influence on their behaviour. This study could examine how men's emotional and social well-being could affect their behaviour in dessert cafes and whether they are more likely to engage in consumer behaviours, such as socialising or being willing to advocate.

Past literature has verified that memorable dessert café dining experiences significantly induced psychological well-being and positive emotions, such as happiness and pleasure (Han & Yang, 2017; Kim, 2020; Lee & Kim, 2017). The past findings imply that customers gain a significant sense of well-being from the experience of visiting a dessert café. People can perceive the pleasure of consuming sweet foods and indulging in a relaxing atmosphere that provides a break from the stress of daily life, as well as social interaction and the formation of social connections, which can contribute to a sense of well-being. Both emotional and social well-being perception are essential factors in customers patronising dessert cafés. Therefore, men's emotional and social well-being perception and their influence on consumer attitudes and behaviour are measured.

In relation to the dessert café experience, previous studies determined that customer well-being significantly influenced the quality of life (Han & Lee, 2018) and revisit intention (Joung, 2019). However, there is a limited study on men's well-being perception and its impact towards customer value co-creation. In a foodservice company, marketing and management literature highlighted the notion of value co-creation and emphasises the customer as a value co-creator, in which the consumer generates value with the support of the supplier, which allows the service provider to obtain monetary value in exchange (Grönroos, 2011; Im & Qu, 2017; Junaid et al., 2020). In the concept of value co-creation, the customer takes an active role in the business by interacting with the environment, employees, and other customers (Yi & Gong, 2013). The company seeks financial benefits from the firm-customer relationship, while the customer seeks superior product and service offerings at a lower cost or with more value. The extra-role component of value co-creation, customer citizenship behaviour, refers to the intention to feedback, advocate for others, help, and be tolerant, where the co-created value may support the dessert café to build a better social gathering space. As such, there is a need to examine the dessert cafe experience from male customer perspectives and understand how it impacts their well-being perception and subsequent citizenship behaviour.

The present study aims to examine how the perceived well-being experienced by male customers in dessert cafes may influence their behaviour. It is hypothesised that individuals who perceive a higher level of well-being in dessert cafes will be more willing to engage in citizenship behaviours, such as assisting customers and advocating for others. By examining the influence of well-being on behaviour, the study aims to contribute to a better understanding of the factors that motivate individuals to engage in specific behaviours in dessert cafes. Furthermore, the study may shed light on the potential benefits of dessert cafes as a social and emotional well-being resource. Aside from that, the previous study overlooked the customer attitude towards dessert café as a mediator variable. The present study investigates the mediator role of attitude between well-being perception and customer citizenship behaviour. The role of attitude in this context can provide insights into the psychological mechanisms that drive customers' behaviour. Specifically, if a positive attitude mediates the relationship between well-being perception and citizenship behaviour, it suggests that customers' positive feelings towards the café are a critical factor in motivating them to act in ways that benefit the business. Therefore, this study intends to investigate the effect of the well-being perception of male customers on their citizenship behaviour through the mediating effect of attitude.

Literature Review

Well-being Perceptions

The topic of well-being has captured the attention of adults and has been widely adopted in past studies in various study settings (Jeerapatranant et al., 2022; Shariff et al., 2023; Yusoff et al., 2021). Mental health concerns like anxiety and stress have become common in today's fast-paced environment (Priya et al., 2020), and the World Health Organization (2020) states that billions of people are living with mental disorders. The Sustainable Development Goals (SDG), which includes promoting public well-being as one of its goals. Well-being is defined as feeling healthy and happy (Cambridge English Dictionary, n.d.) and is a combination of positive feelings and performing well in life, having a sense of purpose, achieving one's potential, enjoying meaningful connections, and experiencing positive emotions like happiness and pleasure (Huppert, 2009; Ruggeri et al., 2020). Well-being is the state of being associated with how people perceive their lives. The WHO also considered an individual's perception of their wellness, highlighting the importance of subjective assessment in well-being perception research (Meiselman, 2016). Well-being perception can be defined as the consumer's judgement of how the product, service or company improves the quality of life (Grzeskowiak & Sirgy, 2008). The hospitality literature considered well-being perception a significant antecedent of customer behavioural intention (Lin & Chang, 2020).

Aside from that, men's well-being was overlooked by past studies as they mainly focused on women's perspectives. In the context of dessert cafes, understanding the well-being of male customers is crucial because it can inform the development of marketing and service strategies that cater to their unique needs and preferences. While dessert cafes may have been traditionally associated with female customers, there has been a growing trend of male customers frequenting these establishments. Previous research has examined the well-being perception (Han & Lee, 2018; Joung, 2019; Kim, 2020) and the perspectives of the young generation and female customers (Lee et al., 2022; Wang & You, 2021) in the dessert café context. However, little research has been done on the well-being of male customers in dessert cafes and how it may impact their behaviour as customers. In the present study, the perceived well-being of visiting the dessert café was analysed among male customers. Men's well-being perception was measured in two domains, emotional and social well-being related to the dessert café dining experience. People can perceive the pleasure of consuming sweet foods and indulging in a relaxing atmosphere that provides a break from the stress of daily life, as well as social interaction and the formation of social connections, which can contribute to a sense of well-being. Emotional well-being, which relates to the hedonic component of well-being perception, can be described as the life evaluation of happiness and satisfaction (Keyes, 2007). Social well-being illustrates the more public and social standards for measuring an individual's performance in life, including social acceptance and integration (Keyes, 2007). In relation to a dessert café experience, emotional well-being in dessert cafes refers to how the experience of consuming dessert and being in the cafe environment affects a person's emotional state. In contrast, social well-being in dessert cafes refers to how the experience of consuming dessert and being in the cafe environment impacts a person's social impression and acceptance.

Attitude

Attitude refers to the way of thinking or a propensity to respond in a specific manner as a result of a person's perception and personality (Pickens, 2005). Personal attitude relates to direct experience and interactions with people, occasions, society, and the firm. It can be defined as

an individual's disposition appraisal of an object, event, or institution, across an opposition scale of negativity and positivity (Ajzen & Fishbein, 2000; Ajzen, 2005). The attitude was predicted to influence behavioural intent where a positive attitude should act in a positive behaviour, grounded by the Theory of Planned Behaviour (Ajzen, 1991; Ajzen & Fishbein, 1977). Previous studies assessed customer attitude in semantic differential scale with bipolar scales such as "unfavourable-favourable," "bad-good", "unpleasant-pleasant", "unattractive-attractive", and "negative-positive" (Jeong et al., 2014; Shin et al., 2019; Zadeh et al., 2019). Thus, attitude items such as positive, good, favourable, wise, pleasant, and like are widely used in judging an individual's evaluation of the hospitality firm or organisation. In the restaurant industry, past scholars adopted "attitude towards online social media or e-commerce" to examine their degree of agreement with their attitude (Park & Han, 2016). In the current study, the present study operationalised customer attitude as the personal judgement to show positive or negative reactions towards the dessert café. The semantic differential scale of "unattractive-attractive", "unfavourable-favourable", "bad-good", and "negative-positive" were used to measure the customer attitude towards the dessert café. Respondents could express their negativity and positivity evaluations by structuring the attitude measurement in the semantic differential scale (Friborg et al., 2006).

Customer Value Co-Creation Behaviour

Value co-creation highlights the concept of "customer as value co-creator" and provides the idea of the customer as the active role in the value exchange process instead of a passive value receiver (Ranjan & Read, 2016). In the hospitality industry, customer value co-creation behaviour is adopted to assess customer behaviour in a range of institutional contexts to improve customer involvement and engagement on the right track while gaining long-term competitive advantages (Albuquerque & Ferreira, 2022; Scarlett et al., 2021). Co-creating value satisfies the demands of both customers and service providers, generates feedback and valuable information, suggests areas for improvement, and fosters long-term relationships (Wernbom, 2020). Customer value co-creation behaviour carries two dimensions with different definition; customer participation behaviour refers to behavioural action (in-role), which are necessary for successful value co-creation, while customer citizenship behaviour requires customers' initiative action (extra-role) during the whole process of delivering the product and service (Yi & Gong, 2013). High customer involvement in the value co-creation process and the interaction between customer groups create great value for the firm.

Customer Citizenship Behaviour

Most prior studies focused on the employee perspectives of citizenship behaviour (Assiouras et al., 2019; Bolino & Turnley, 2003; Jiang et al., 2017; Wang et al., 2021; Zhao & Zhou, 2021). For instance, Zhao and Zhou (2021) examined the relationship between socially responsible human resources and organisational citizenship behaviour among hotel employees. Nevertheless, citizenship behaviour from foodservice customer perspectives has received less attention. Previous research undervalued the critical role of customer citizenship behaviour in improving the sense of connection and social community, providing assistance from dining companions or other customer groups, sharing positive reviews about the offerings, and tolerating mistakes and service delays from the foodservice firm without expecting additional benefits and rewards. Male customers can demonstrate citizenship behaviour in dessert cafes through their willingness to contribute positively to the cafe environment and other customers' experiences. For example, customers can provide constructive feedback to the staff and management of the dessert cafe, such as suggesting improvements to the menu or ambience.

By engaging in citizenship behaviour, male customers can help create a more positive and enjoyable experience for all customers in the firm and contribute to the business's success (Gong & Yi, 2021; van Tonder et al., 2020). Thus, this study adopted the customer citizenship behaviour dimension from the value co-creation concept. The extra-role behaviour was highlighted to determine the customer intention to perform extra-role behaviour in terms of feedback, tolerance to a service failure, advocacy and assisting others during the dessert café experience.

Hypothesis Development

Men's Well-Being Perception And Attitude Towards Dessert Café

Previous studies verified the significant relationship between well-being perception and attitude in the hospitality literature (Wang et al., 2021). Kim et al. (2021a) indicated that a high well-being perception significantly impacted hotel customers' attitudes. When consumers perceived well-being was high after purchase or a visit, their attitude towards the item or firm improved. Emotional and social well-being can have a powerful impact on shaping attitudes and behaviours. For instance, if people perceive themselves as in a positive emotional state, they may be more likely to have positive attitudes towards the environment. In this study, the perceived well-being during the dessert café visit was assessed in emotional and social aspects among male customers. Emotional well-being perception is the perceived feelings and affective states generated during a dessert café experience, and social well-being is the perceived ability of a dessert café to enhance an individual's social identity and the social implications of how the dessert café communicates with others. Thus, well-being perception was hypothesised to influence the attitude towards dessert café in this study. The hypotheses are shown below:

Hypothesis 1. Emotional well-being perception has a positive influence on attitude

Hypothesis 2. Social well-being perception has a positive influence on attitude

Attitude And Customer Citizenship Behaviour

The extent to which the behavioural intent is closely associated with the attitude, the increase in a positive attitude is likely to result in a stronger intention to involve, act, and perform (Fakih et al., 2016). According to the social exchange theory, individuals engage in social relationships with others when they perceive that the benefits they receive from the relationship outweigh the costs (Abdou et al., 2022). Customers with positive attitudes towards a company or a brand are more likely to engage in citizenship behaviours that benefit the company, such as giving feedback or suggestions or tolerating minor service failures. Previous literature demonstrated a positive effect of attitude on customer behavioural intention (Foroudi et al., 2021; Moon, 2021). Foroudi et al. (2021) showed a significant relationship between attitude toward green restaurants and intention to visit green restaurants. Moon (2021) displayed the essential role of brand attitude to link with word-of-mouth and revisit intentions in the restaurant sector. In addition, past research verified the significant relationship between attitude and customer-customer value co-creation intention in online platforms (Zadeh et al., 2019). Therefore, a positive attitude towards dessert café is predicted to improve customers' intention to engage in extra-role citizenship behaviour. Depending on the well-established link from the attitude towards behaviour, the hypothesis was developed:

Hypothesis 3. Attitude has a positive influence on customer citizenship behaviour

Men's Well-Being Perception And Customer Citizenship Behaviour

A high well-being perception can improve consumer behaviour and the intention to involve in value co-creation. Accordingly, a strong sense of well-being throughout a dessert café eating experience can improve customer behaviour. Grounded on bottom-up theory, customers' well-being can motivate their behaviour (Huang et al., 2019; Son & Hong, 2009). Customers who have a positive perception of their well-being may be more likely to engage in behaviours that contribute to the well-being of others, such as recommending to others and assisting other customers. These behaviours can be seen as bottom-up processes, accumulating positive well-being perception into behavioural action. Past studies verified the significant link between employee citizenship behaviour with well-being in the hotel industry (Wang et al., 2021; Yu et al., 2021). However, they overlooked the relationship from the foodservice's customer perspective. Therefore, the present study aimed to examine the effect of perceived well-being aspects on customer citizenship behaviour. As a result, customers who perceive high levels of well-being during the dine-in experience are more likely to show higher revisit intention. The consumption experience in the dessert café associated with people's well-being in terms of emotional and social. Thus, hypotheses relating to male customers' emotional and social well-being perception and the intention to co-create value with the dessert café were developed:

Hypothesis 4. Emotional well-being perception has a positive influence on customer citizenship behaviour

Hypothesis 5. Social well-being perception has a positive influence on customer citizenship behaviour

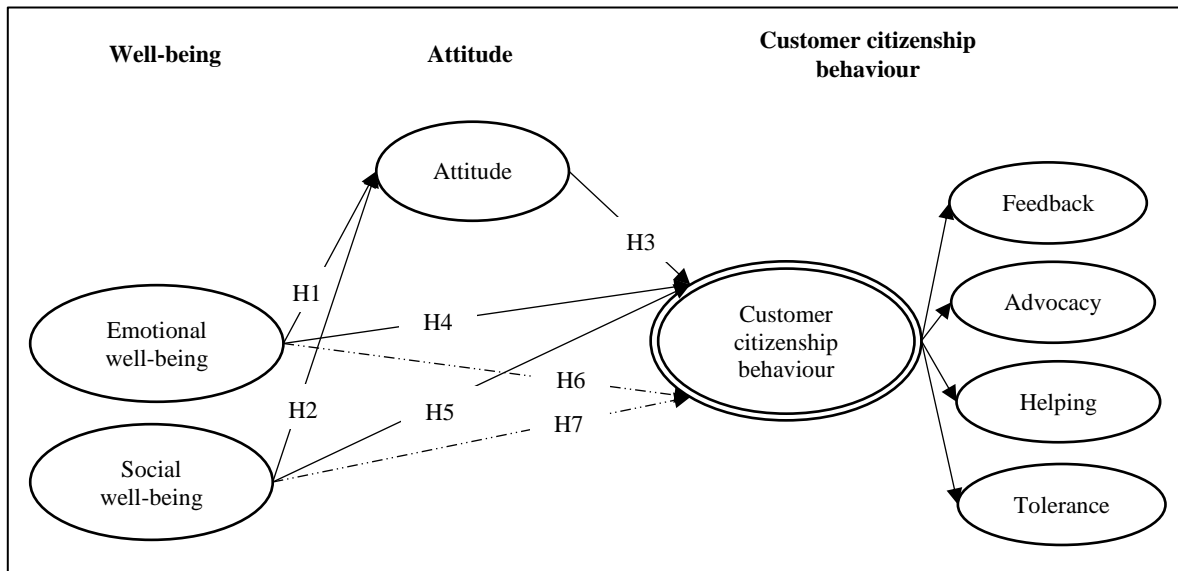
Mediating Role Of Attitude

Attitude was extensively applied in the psychological framework as people interpret and express their attitudes differently. Previous hospitality scholars adopted attitude as a mediator between the firm's attributes and the customer behavioural intention (Foroudi et al., 2021; Liu et al., 2020; Popy & Bappy, 2020; Talwar et al., 2021). Popy and Bappy (2020) determined the full mediating effect of attitude toward social media reviews in the path from perceived usefulness, perceived ease of use and trustworthiness to restaurant visit intention. In this study, attitude acts as a mediator in linking the relationship between well-being perception and customer citizenship behaviour. It is proposed that attitude can mediate the effect of perceived well-being on customer intention to co-create value with the firm. There is a need to examine the mechanism of customer citizenship behaviour from well-being perception through their attitude towards the dessert café. Through bottom-up and social exchange theories, the customer with a positive well-being perception and attitudes towards a firm may engage in citizenship behaviours that can lead to positive changes for the company or society. At the same time, customers who have positive attitudes towards a company may engage in citizenship behaviours in a way to exchange values with the company. Customers with a positive well-being perception are more likely to have positive attitudes towards a company or brand. These positive attitudes can lead to citizenship behaviour, which may engage in behaviours that benefit the firm. Customers' positive or negative attitudes toward dessert café are influenced by their appraisals of the well-being perception, which in turn impacts their intention to act citizenship behaviour. Thus, the indirect effects of attitude were hypothesised as below:

Hypothesis 6. Attitude mediates the relationship between emotional well-being perception and customer citizenship behaviour

Hypothesis 7. Attitude mediates the relationship between social well-being perception and customer citizenship behaviour

Research Framework



Note: = second-order factor; = indirect effect

Figure 1. Structural Model (Hypothesis 1 to 7)

The research framework is constructed with a total of seven hypotheses. Conceptually, well-being perception (emotional, social), attitude, and customer citizenship behaviour are linked by integrating the bottom-up and social exchange theories. This study examines the positive effect of well-being perceptions on customer citizenship behaviour through the mediation of attitude. This study addresses the lack of research on the dessert café visit experience of male customers, who may have distinct perceptions of well-being, attitudes towards dessert cafés, and a willingness to co-create value with dessert cafés.

Methodology

Measures

The self-administrated questionnaire is developed and adapted from several past research. The customer well-being perception related to the dining experience of dessert café was adapted from the past study (Han & Lee, 2018; Kwon et al., 2017; Sweeney & Soutar, 2001). Each of the four items was adapted to emotional and social well-being perception factors with slight modification to the context of the dessert café. A seven-point agreement Likert scale was measured, ranging from “strongly disagree” (1) to “strongly agree” (7). Then, four attitude measurement items are restructured and modified about the dessert café visiting experience, referring to Ahn et al. (2019), Shin et al. (2019), and Zadeh et al. (2019). The measurement items in the customer attitude towards the dessert café will be evaluated on a seven-point semantic differential scale ranging from “very negative attitude” (1) to “very positive attitude” (7). Customer citizenship behaviour is adapted from Yi and Gong (2013) with slight

moderation to fit the context of the dessert café. 13 items were used to measure the likeliness of the customer to co-create with the dessert café by a seven-point Likert scale of likelihood from “very unlikely” (1) to “very likely” (7). A set of demographics (e.g., age, gender, education level) and the dessert café visiting behaviour questions (e.g., frequency of visiting dessert café) were included in the questionnaire. The pre-test and questionnaire validation were conducted with three academic professionals in the foodservice industry, one focus group of four potential customers, and one dessert café practitioner. A pilot study involving 40 potential customers demonstrated high reliability with Cronbach alpha values of 0.70 or higher.

Sample and Data Collection

A total of 12 local dessert cafés chains were chosen, that are Bean Jr, Chewie Mellow, Crème De La Crème, Dáo, Inside scoop, Kakiyuki, Miru dessert café, Molten Chocolate Café, Mykōri dessert café, Piccoli Lotti, Snowflake, and The Soybean Factory. The keywords of “dessert café in Malaysia/Klang Valley,” “innovative dessert café”, and the “recommended dessert café” were searched on the internet browser until 18 July 2021. Out of 176 recommended cafes for desserts by the 25 website articles or food blogs such as *EatDrink*, *KL Foodie*, *KLOOK*, and *Fun N’ Taste*, 12 local dessert café chains with the following four characteristics were selected as the study's sample: serves desserts as the main menu, founded by Malaysians, has more than one outlet, and established for at least one year.

An empirical study was conducted from August 2021 to September 2021, using self-administered questionnaires distributed online through social media platforms (e.g., Facebook, and Instagram). The target population are male customers who have visited the selected dessert café at least once. From this population, the sample was gathered on the basis of convenience sampling. Male customers who visited these dessert cafes observed from social media were invited to this survey. According to G*Power 3.1.9.7 program, the minimum sample size required for the proposed model was 108 (effect size at 0.15, α at 0.05, power at 0.90, and latent variable at 4). Thus, 118 complete responses were gathered, meeting the sample size criterion with three identified invalid questionnaires, leaving 115 valid responses for further analysis. The quantitative data obtained in this study will be analysed using Statistical Package for the Social Sciences (SPSS) and SmartPLS 3.0 software. The data analysis procedures include reliability and validity analysis, measurement model, and structural model assessment under variance-based SEM using the Partial Least Square (PLS) path modeling method. Structural equation modeling (SEM) was used to test the measurement and structural model of the proposed conceptual framework.

Results

Respondents’ Demographic Background

Among the 115 male respondents collected, the highest proportion of the age group is Millennials (The year 1981-1997), comprised of 67% of the participants who were 25 to 41 years old; 30.4% of the participants were Generation Z, between 18 to 24 years old, and 2.6% of the respondents were 42 to 54 years old (Generation X). Respondents with tertiary education accounted for 72.2%, while 18.3% of respondents took a post-secondary education, and another 9.6% of participants held a secondary education. A total of 26.1% of respondents with a personal monthly income of less than RM1,000, and 5.2% reported between RM1,000 and RM1,999 monthly income. The majority of respondents with monthly income between RM 2,000 and RM 4,999 accounted for 40% of respondents, 23.5% reported RM 5,000 to RM9,999

monthly income, and 5.2% of respondents with a monthly income of more than RM 10,000. Single participants constituted 84.3% of the sample, another 14.8% were married, and 0.9% were divorced.

Measurement Model

Confirmatory Factor Analysis (CFA) will be conducted to develop and validate measures within a nomological net (Hair et al., 2020). The CFA procedures for the reflective measurement model will be applied to investigate the composite reliability, indicator reliability, convergent validity, and discriminant validity in Table 1. Composite reliability refers to the internal consistency, where Cronbach's alpha (α) and Composite Reliability (CR) of the construct will be observed, where the values of 0.70 and above indicate adequate internal consistency (Nunnally, 1978). The α value for the feedback construct was less than 0.70 (0.659) but with a CR value of 0.812, indicating relatively good composite reliability. Then, the standardised factor loadings for all the indicators were statistically significant, ranging from 0.733 to 0.949. The loading for the feedE55 item was exceptional, with a value of 0.589, but the loadings from 0.40 to 0.70 can be accepted if they lead to an Average Variance Extracted (AVE) more than 0.50 (Hair et al., 2010). Average Variance Extracted (AVE) within the range of 0.596 to 0.864 were above the recommended threshold of 0.50, indicating an acceptable degree of convergent validity (Hair et al., 2019).

Table 1: Results of the Study Measures

| Variables | Loading | Cronbach' α | CR | AVE (r^2) |
|--|---------|-----------------------|-------|------------------|
| EWB: Emotional well-being | | 0.902 | 0.932 | 0.776 |
| My mood has improved when visiting this dessert café. | 0.872 | | | |
| I feel pleasure when visiting this dessert café. | 0.781 | | | |
| I enjoy myself when visiting this dessert café. | 0.912 | | | |
| I am delighted to visit this dessert café. | 0.949 | | | |
| SWB: Social well-being | | 0.936 | 0.954 | 0.839 |
| The choice of this dessert café increased acceptance in others. (e.g., follow trend) | 0.864 | | | |
| This dessert café improves the way I am perceived by others. | 0.931 | | | |
| This dessert café helps me make good impression on people. | 0.923 | | | |
| This dessert café helps me improve social approval. | 0.944 | | | |
| ATT: Attitude | | 0.899 | 0.930 | 0.768 |
| Unattracted-attracted | 0.817 | | | |
| Unfavourable-favourable | 0.854 | | | |
| Negative-positive | 0.928 | | | |
| Bad-good | 0.902 | | | |
| CCB: Customer Citizenship Behaviour | | 0.805 | 0.873 | 0.632 |
| Feedback | 0.834 | 0.659 | 0.812 | 0.596 |
| If the dessert café hopes to get my feedback on how they can improve, I will try to let them know. | 0.856 | | | |

| | | | | |
|--|-------|-------|-------|-------|
| When I receive good service from the employee, I will give positive feedback. | 0.842 | | | |
| When I experience a problem with dining at the dessert café, I will try to reach out to the employees. (e.g., the dessert quality is not served right) | 0.589 | | | |
| Advocacy | 0.854 | 0.921 | 0.950 | 0.864 |
| I will say positive things about this dessert café and the employees to others. | 0.911 | | | |
| I will recommend this dessert café and the employees to others. | 0.931 | | | |
| I will encourage friends and family/relatives to visit this dessert café. | 0.945 | | | |
| Helping | 0.733 | 0.932 | 0.951 | 0.830 |
| If other customers need my help when using the dessert café's service, I will assist them. (e.g., to use the new technology in service) | 0.912 | | | |
| If other customers seem to have problems when using the dessert café's service, I will help them. (e.g., help in self-service tasks) | 0.932 | | | |
| If needed, I will teach other customers to use the dessert café's service correctly. (e.g., write reviews based on your experience) | 0.927 | | | |
| If other customers are using the dessert café's service incorrectly, I will give advice to them. | 0.872 | | | |
| Tolerance | 0.753 | 0.802 | 0.884 | 0.717 |
| If service is not delivered as expected, I would be willing to tolerate. | 0.879 | | | |
| If the employee makes a mistake during service delivery, I would be willing to be patient and wait for corrections. | 0.802 | | | |
| If I must wait longer than I normally expected to receive the service, I would be willing to adapt. | 0.858 | | | |

Note: $N=115$, CR=composite reliability; AVE = average variance extracted.

Lastly, discriminant validity compared each construct's AVE with the squared inter-construct correlation of the constructs, using the Fornell-Larcker and Heterotrait-Monotrait ratio of correlations (HTMT) (Fornell & Larcker, 1981; Henseler et al., 2015). The validation of discriminant aspects passed as all the variances were higher than the square of the correlation coefficients for the Fornell-Larcker criterion, while all HTMT values between the two constructs were less than the 0.90 thresholds, as shown in Table 2. Accordingly, the measures for the proposed five factors achieved adequate reliability, convergent, and discriminant validity.

Table 2: Discriminant Validity

| Fornell-Lacker criterion | | | | | | | | |
|------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Measure | ATT | CCB | EV | SV | advo | feeb | help | toler |
| ATT | 0.877 | | | | | | | |
| CCB | 0.605 | 0.795 | | | | | | |
| EWB | 0.727 | 0.541 | 0.881 | | | | | |
| SWB | 0.556 | 0.461 | 0.477 | 0.916 | | | | |
| advo | 0.656 | - | 0.603 | 0.417 | 0.929 | | | |
| feeb | 0.476 | - | 0.450 | 0.284 | 0.694 | 0.772 | | |
| help | 0.386 | - | 0.337 | 0.480 | 0.478 | 0.435 | 0.911 | |
| toler | 0.379 | - | 0.298 | 0.292 | 0.488 | 0.481 | 0.470 | 0.847 |
| Heterotrait-Monotrait Ratio (HTMT) | | | | | | | | |
| Measure | ATT | CCB | EV | SV | advo | feeb | help | toler |
| ATT | | | | | | | | |
| CCB | 0.702 | | | | | | | |
| EWB | 0.801 | 0.622 | | | | | | |
| SWB | 0.594 | 0.531 | 0.511 | | | | | |
| advo | 0.723 | - | 0.660 | 0.443 | | | | |
| feeb | 0.618 | - | 0.578 | 0.359 | 0.859 | | | |
| help | 0.421 | - | 0.362 | 0.519 | 0.508 | 0.527 | | |
| toler | 0.441 | - | 0.351 | 0.335 | 0.563 | 0.636 | 0.542 | |

Note: ATT: attitude, CCB: customer citizenship behaviour, EWB: Emotional well-being, SWB: social well-being, advo: advocacy, feed: feedback, help: helping, toler: tolerance

Structural Model

Collinearity among latent variables was first assessed to ensure the exogenous and endogenous variables vary in respondent perception. The inner VIF values range from 1.414 to 2.555, less than the 3.3 thresholds (Diamantopoulos & Siguaaw, 2006), confirming that collinearity is not an issue in the structural model. Then, the structural model was assessed to examine the path among the hypothesised relationship in the proposed conceptual model, as shown in Table 3.

Table 3: Structural Estimates (Direct Effect)

| Hypothesis | Path | Path coefficient | T-value | Results | f ² |
|------------|------------|------------------|---------|---------------|----------------|
| H1 | EWB -> ATT | 0.598 | 8.451 | Supported | 0.666 |
| H2 | SWB -> ATT | 0.271 | 3.801 | Supported | 0.137 |
| H3 | ATT -> CCB | 0.388 | 3.242 | Supported | 0.108 |
| H4 | EWB -> CCB | 0.201 | 1.722 | Not supported | 0.032 |
| H5 | SWB -> CCB | 0.154 | 1.771 | Not supported | 0.028 |

Note: ATT: attitude, CCB: customer citizenship behaviour, EWB: Emotional well-being, SWB: social well-being. T-value more than 1.96 indicates a significant relationship

SmartPLS 3.0 bootstrapping method with 5000 subsamples was utilised to test the statistical significance of the hypothesised path. The results provide empirical support for hypotheses used to structure the research model (i.e., H1, H2, H3). T-value was associated with the significance of path coefficients, where a t-value higher than 1.96 indicates a significant

relationship with a 95% confidence level. Hypothesis 1 and 2 confirmed the significant path from emotional well-being and social well-being towards attitude, respectively (H1: $\beta=0.598$, $t=8.451$, $p<0.05$; H2: $\beta=0.271$, $t=3.801$, $p<0.05$), accepting H1 and H2. In addition, attitude significantly influences customer citizenship behaviour, supporting H3 ($\beta=0.388$, $t=3.242$, $p<0.05$). Whereas, H4 and H5 did not showed enough evidence to support the hypotheses (H4: $\beta=0.201$, $t=1.722$, $p>0.05$; H5: $\beta=0.154$, $t=1.771$, $p>0.05$). The relationship between the well-being perception and customer citizenship behaviour (H4 and H5) were rejected.

The coefficient determination (R^2 , R_{adj}^2) and predictive relevance (Q^2 , q^2) were evaluated using a bootstrapping procedure with 5000 subsamples. The results of PLS-SEM stated that the proposed model accounted for the variance in customer citizenship behaviour with an adjusted R^2 value of 40.8%. In addition, 57.8% of the variance in customer attitude construct can be explained by the customer perceived values. The obtained R^2 value revealed in the study was considered moderate predictive accuracy according to the rule of thumb by Hair et al. (2014). Then, the effect size of predictive accuracy (f^2) was large for H1, the relationship between emotional well-being and attitude ($f^2=0.666$), while the small effect size between the relationship of social well-being and attitude (H2) along with attitude and customer citizenship behaviour (H3) (H2: $f^2=0.137$; H3: $f^2=0.108$). The predictive relevance (Q^2) was evaluated using the blindfolding method, with seven omission distance value (D) to yield the Q^2 value of 0.415 (attitude) and 0.236 (customer citizenship behaviour). A value larger than zero represents an adequate level of predictive relevance. Thus, these values confirmed a good predictive power of the proposed model.

Mediating Effect

Mediation analysis was conducted to test the indirect effect among the variables. The attitude was proposed as a mediator between well-being perception and customer citizenship behaviour. The specific indirect, direct, and total effects were extracted from the SmartPLS bootstrapping method with 5000 subsamples, as shown in Table 4.

Table 4: Mediation Effect Analysis

| Path | Beta | T-value | p-value | Confidence Interval | | Significant |
|--|-------|---------------------|---------|----------------------|------------------------|-----------------|
| | | | | LL (2.5%) | UL (97.5%) | |
| Mediating role of ATT between EWB and CCB | | | | | | |
| EWB -> ATT -> CCB | 0.232 | 3.227 | 0.001 | 0.083 | 0.376 | Significant |
| <i>Direct effect</i> | | | | | | |
| EWB -> CCB | 0.201 | 1.722 | 0.085 | - | - | Not significant |
| <i>Total effect</i> | | | | | | |
| EWB -> CCB | 0.598 | 8.451 | 0.000 | - | - | Significant |
| Mediating role of ATT between SWB and CCB | | | | | | |
| SWB -> ATT -> CCB | 0.105 | 2.231 | 0.026 | 0.028 | 0.216 | Significant |
| <i>Direct effect</i> | | | | | | |
| SWB -> CCB | 0.154 | 1.771 | 0.077 | - | - | Not significant |
| <i>Total effect</i> | | | | | | |
| SWB -> CCB | 0.259 | 2.877 | 0.004 | - | - | Significant |
| Path | | Total effect | | Direct effect | Indirect effect | Results |

| | | | | | |
|----|-------------------|------|----------|------|----------------|
| H6 | EWB -> ATT -> CCB | Sig. | Not sig. | Sig. | Full mediation |
| H7 | SWB -> ATT -> CCB | Sig. | Not sig. | Sig. | Full mediation |

Note: ATT: attitude, CCB: customer citizenship behaviour, EWB: Emotional well-being, SWB: social well-being.

Results showed that attitude significantly mediates the relationship between emotional well-being and customer citizenship behaviour and social well-being and customer citizenship behaviour (H6: $\beta=0.232$, $t=3.227$, $p=0.001$; H7: $\beta=0.105$, $t=2.231$, $p=0.026$), while the 95% CI does not straddle a 0 between [H6: LL= 0.083, UL=0.376; H7: LL= 0.028, UL=0.216], accepting Hypothesis 6 and Hypothesis 7. Attitude acted as a full mediator in the relationship between well-being perception (i.e., emotional, social) and customer citizenship behaviour.

Discussion

The interrelationships between well-being perception, attitude towards dessert café, and customer citizenship behaviour were examined. The study's findings showed that well-being perception (i.e., emotional, social) is significantly related to attitude towards dessert café, which is supported by past literature implying that the well-being perception of a hospitality firm can affect consumer attitude (Kim et al., 2021a). In the prior study, the well-being attribute was highlighted as an essential antecedent in the hospitality industry, which significantly influenced the constructs of restaurant choices, love marks, and quality of life (Han & Lee, 2018; Kim et al., 2021b). During dessert café visits, male customers feel great emotional and social well-being, and they would have a favourable opinion toward dessert cafés. For instance, when men felt relaxed and enjoyed the dessert café experience, their attitude toward this dessert café improved. Positive emotions and social well-being would increase customers' attractiveness to this specific dessert café they have previously visited compared to other dessert café brands.

Furthermore, the results revealed a significant relationship between attitude towards dessert café and customer citizenship behaviour. When customers' positive attitudes are induced during visiting dessert café, they are willing to engage in the extra-role citizenship behaviour, such as providing feedback, helping dining companions and other customer groups, recommending to others, and tolerating minor service failures. This finding is consistent with previous literature, which showed that consumer attitudes exerted a substantial impact on customer citizenship behaviour (Hwang & Lyu, 2020; van Tonder et al., 2020). According to the review by Gong and Yi (2021), customer attitude was a well-verified antecedent of customer citizenship behaviour in the service sector based on the social exchange theory, explaining that satisfied customers are more likely to engage in citizenship behaviours. Therefore, if male customers have positive and favourable attitudes toward dessert cafés, they are more likely to demonstrate voluntary and discretionary behaviours supporting dessert café development.

On the contrary, the well-being perception of dessert café did not significantly relate to customer citizenship behaviour. Although previous research stated the positive impact of psychological well-being on customer behaviour in the hospitality firm (Huang et al., 2019; Joung, 2019; Kim, 2020), a past study found mixed results suggesting that customer pleasure did not directly influence behavioural intention (Lee & Kim, 2017). The well-being perception is not a direct predecessor of customer intention to co-create citizenship value in the dessert café industry, perhaps because of the sample characteristics of this study. The results implied

that male customers only engage in voluntary action when drawn and favoured to a specific dessert café over other brands, which were not directly influenced by their subjective well-being.

The non-significant relationships suggested a potential mediator that could relate both constructs and produce a significant mediation model. Thus, the findings of study discovered that customer attitude significantly mediated the relationship between well-being perception and customer citizenship behaviour. The results revealed the full mediator role of customer attitude in linking the relationships of well-being perceptions (i.e., emotional, social) and with customer citizenship behaviour. The previously mentioned insignificant relationship can be linked to the role of customer attitude as a mediator. When male customers had high perceived well-being during a visit to dessert cafés, they developed positive attitudes and eventually promoted their intention to co-create discretionary value.

Implications

This study's findings provide several implications for the mechanism of customer citizenship intention. The results have provided additional knowledge by demonstrating the significant path of the well-being perceptions to customer attitude toward dessert café. The present study has proved that male customers' attitudes change according to their perceived well-being. Indeed, it would seem that the current research is among the earlier study to incorporate both emotional and social factors in men's well-being perception and relate them to customer attitude and customer citizenship behaviour in the context of the dessert cafe industry. This study adds to the existing literature of value co-creation literature by identifying the significant predictors of citizenship behaviour. This study has confirmed that male customers' attitudes exerted a significant impact in determining their intention to engage in citizenship behaviours. In addition, the study has indicated that attitude fully mediates the relationship between customer perceived well-being and their subsequent citizenship intention. Attitude served as a link between men's well-being perception and consumer citizenship behaviour. The perceived well-being of male dessert café customers drives attitude, which in turn enhances customer intentions to co-create value.

In practice, dessert café practitioners should be aware of the well-being attributes that the firm could offer. Managers of dessert cafés should emphasise a unique and trendy experience that a dessert café can provide, which in turn evokes happiness, a good mood, a break from daily routine, and conformity to the most recent trend. Dessert café operators should recognise the advantages that a positive well-being perception can provide, which are increasing the attitude of male customers and eventually improving their intention to co-create value. This study has provided valuable insights for dessert café practitioners about the mechanism of customer citizenship behaviour among male customers. High perceived well-being can significantly increase the intention to co-create value through a favourable customer attitude. Marketers should closely monitor favourable customer attitude, which can result in a better value co-creation activity and leads to interactions and communications. Furthermore, dessert café owners should think about ways to engage with consumers and invite them to participate actively in their businesses rather than acting as passive recipients. The concept of value co-creation should be reinforced among dessert café practitioners to engage and involve customers in the process of feedback, helping, recommendation, and tolerance. Dessert café managers should put effort into creating more valuable co-creation activities and experiences.

Limitation And Future Research

This study has several limitations that have to be acknowledged and addressed in future research. Firstly, this study is limited to convenience sampling, a non-probability sampling technique that might create issues of under or overestimating the population. Probability sampling, for example, time-based systematic sampling, can be used for future research to gather a better sample representative. The sample size of 115 respondents seems relatively small; however, the sample size estimation for Structural Equation Modeling (SEM) analysis using the G*Power software indicates a sufficient sample size estimation. Aside from that, future research can adopt a longitudinal design and comparative study between men and women. In future research, undervalued mediators and potential moderators should be investigated in the relationship between well-being perception and customer citizenship behaviour. Moreover, this study is limited to quantitative research with numerical data collection only. Future research can adopt qualitative research, such as in-depth interviews with customers or managers, focus group studies, or case studies in exploring customer well-being and citizenship intention in the dessert café sector. Lastly, people's perceptions of well-being might vary depending on the type of firm establishment. In the current study, only twelve dessert cafés were selected as the population, so there may be a lack of generalisation. Other independent dessert cafés may also include as the future study subject.

Ethical Approval

This research has been approved by Universiti Putra Malaysia Ethics Committee for Research Involving Human Subjects (JKEUPM) with the reference number JKEUPM-2021-706.

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