

Investigating the Determinants of Consumer Attachment to Third Places

**Stephen Mahama
Braithmah**

University of Ghana
Business School
University of Ghana
Legon- Accra

Cynthia A. Bulley

Central University Business
School
Central University
Dansoman-Accra

Correspondence:

mbraithmah@ug.edu.gh
cbulley@central.edu.gh

+233-24-375-3069

+233-24-416-0060

Abstract:

This paper examines the determinants of consumer attachment towards third places. The study explores the determinants of consumer attachment to third places to establish factors influencing consumers' decision to continue visiting and patronising third places. The study hypothesised that perceived quality, perceived value, trust, reputation, and perceived risk, significantly and positively influenced customer behavioural intentions and attachment to third places. The study again hypothesised that perceived risk was significantly but negatively related to customer attachment to third places. PLS-SEM was used to analyse data collected from 183 respondents. The results indicate that perceived quality, perceived value, trust, and reputation had a positive and significant relationship with behavioural intentions and attachment to third places, except perceived risk, which had a negative but significant relationship with customer attachment to third places. Future studies can examine moderating factors that could influence third-place attachment factors. This study makes a valuable addition to the literature on third places, offering insights into the nature of third places and factors driving consumer attachment to them..

Key words: Consumer, Attachment, Third Places, Determinants, Ghana

Introduction

Consumers of the 21st century have had to contend with rapid change, globalisation, and technological advancement, which have affected all aspects of human activity and well-being (Sharma et al., 2021; El-Said & Aziz, 2022). The rate of change in the past decade has been phenomenal and unprecedented. Changes in consumption patterns, innovations in technology and service delivery by firms have all been changes consumers have had to embrace and adapt to (Sigala, 2020). Globalisation and increased population

<https://dx.doi.org/10.4314/ajmr.v28i2.6>

have also affected urban planning and development, and consumers have had to contend with the changes that come with some of these developments (Kanai et al., 2018; Fix & Arantes, 2022). These factors could cause stress in people. Many factors account for stress among individuals and families (Brown et al., 2020). The COVID-19 pandemic, which affected society at all levels, exacerbated the situation (Yıldırım & Solmaz, 2020). The ill effects of COVID-19 on individuals' psychological, physical, and emotional well-being have been documented (Park et al., 2020). The emergence of the pandemic disrupted the hospitality, travel, and tourism industry, affecting not just global tourism but also local tourism (Duro et al., 2021). Due to the pervasive nature of the COVID-19 pandemic, governments worldwide issued orders shutting down businesses and places which meant that third places also had to be cordoned off to the public (Qiu et al., 2020). During this lockdown period, society appreciated the relevance and essence of third places.

Third places are places of interest, often in central public places that are easily accessible to people, where events, hangouts, and gatherings occur (Williams & Hipp, 2019; Fong et al., 2021). Third places play a significant role in people's lives. They offer individuals, families, and groups a place for respite, interaction, and escape from work stress and other social commitments (Dolley, 2020). The literature distinguishes third place from home, officially classified as the "first place" (Oldenburg & Brisset, 1982; Hanks et al., 2020). Third places are classified as places that facilitate and promote social interactions and have become essential to place management (Cantillon & Baker, 2022). The literature on third places has, over the years, addressed several issues

such as the promotion of sustainable relationships (Sugiyama, Shirahada & Kosaka, 2015), interaction and cohesion in the context of neighbourhoods (Williams & Hipp, 2019), and outdoor behaviour systems (Ren, Wang, Liu & Wang, 2017). Despite these studies, significant questions remain concerning factors determining people's attachment to third places (Hanks et al., 2020). Crick (2011) attempted to investigate the opportunities for maximising the potential of third places and found that managers of third places needed to implement strategies to develop consumer attachment to third places. Lestari and Sumabrata (2018) considered factors that lead to attachment to neighbourhoods, linking them to family, physical, economic, and social factors. Urban studies researchers examined characteristics that influence attachment to third places focusing on affective and "psychological ownership" ties to the place (Marques & Aleixo, 2021; Joo, 2020; Hickman, 2013). Researchers have also noted the supportive social role of third places, arguing that it promotes attachment to these facilities (Mimoun & Gruen, 2021; Luca & Pegan, 2014; Lin, 2012; Rosenbaum et al., 2007 & 2006; Milligan, 1998). Consumer attachment is a vital marketing outcome that can benefit service providers and brands (Brocato, Baker & Voorhees, 2015). Third places act as hubs for social interaction, community engagement and relaxation for individuals seeking to unwind from stress and its associated effects (Mehta & Bosson, 2010).

Investigating the determinants of consumer attachment to third places is relevant, given the role third places play in society (Yuen & Johnson, 2017). Brown and Perkins (1992, p. 284) argue that "place attachment involves positively experienced bonds,

sometimes occurring without awareness, that is developed over time from the behavioural, affective, and cognitive ties between individuals and or groups and their sociophysical environment." The concept of attachment is an emotional feeling that people have which makes them patronise a place, product, or service (Scannell & Gifford, 2017). It is reasonable to suggest that determining the factors that influence consumer attachment to third places is vital to influencing behavioural intentions towards the patronage of third places. Though scholars such as Cabras and Mount (2017) have hinted that third places are crucial in economic development, social capital and community well-being, little attention has been paid to what factors can contribute to greater patronage and loyalty to third places. This study seeks to contribute to the discourse on third places by identifying factors determining consumer attachment to third places and how they impact behavioural intentions. This study examines factors that affect consumer behavioural intentions towards third-place locations. The study investigates the role of five factors that influence consumer behavioural intentions, specifically patronage, recommendations, and loyalty. Perceived value, perceived risk, trust, reputation, and product/service quality are the five determinants of consumer behavioural intentions towards third places proposed in this study. Hence this study aims to measure the influence of these variables on consumer behavioural intentions towards third places.

Literature Review, Conceptual Framework and Hypotheses Development

Third Places

The concept of Third Places was developed by Oldenburg (1989), a sociologist who

observed that individuals spent time in other places besides home and work. Oldenburg (1989, p.2) described third places as "...a setting beyond home and work." He further explained that home was the "First place" where people spent most of their time, followed by work, which he classified as "Second place" (Oldenburg, 1989). Since the term emerged, other scholars have tried to investigate its conceptual underpinnings and gain more insight into the nature and characteristics of third places. For instance, Oldenburg and Brissett (1982) identified third places as public locations where residents and inhabitants of a geographical area frequently gather to socialise. Third places are characterised by food, drinks, landscape, and other amenities, which encourage socialisation (Tan & Lee, 2022). Over the years, researchers have found that individuals patronise third places due to the benefits of visiting such places (Elshater, 2018; Biglin, 2021). Biglin (2021) found that third places have a therapeutic effect on visitors, leaving them refreshed and willing to visit again due to the perceived benefits. Finlay et al. (2019) claimed that third places had holistic benefits for the health and well-being of individuals, a fact that place managers and city council officials should not underestimate. Williams and Hipp (2019) claimed that third places enhance individuals' well-being and deepen social relationships, such as the interaction between neighbours and individuals in a particular geographic area.

According to Oldenburg (1990; 2001), third places attract individuals seeking regular and informal conversations and interactions with like-minded individuals. Third places can thus be described as the neighbourhood space for social relaxation and everyday interactions: a bridge between

home and work and a haven for relaxation and enjoyment (Vaux & Asay, 2019). A review of the extant literature suggests that third places comprise but are not limited to bars, restaurants, parks, gardens, and corner bodegas, to name a few (Rosenbaum, 2006). Essentially, any geographical location that hosts people in a relaxed and informal setting can be described as a third place. In this study, some determinants of consumer attachment to third places are explored because third places have become so significant that some people cannot live without them and have developed some passion for them (Purnell, 2019). Hanks et al. (2020) found that place attachment moderated the relationship between perceived similarity to other customers and consumer behavioural intentions, precisely attitude and loyalty. In this study, we explore the determinants of consumer attachment to third places to establish factors influencing consumers' decision to continue visiting and patronising third places.

Place Attachment

Place attachment has emerged as an essential concept in the tourism management literature (Dwyer et al., 2019). Researchers have found several factors accounting for consumers' attachment to places (Clarke et al., 2018; Moulay et al., 2018). Social interaction and attachment to places mainly for socialising can often provide stability in human life, especially when it enhances the ability to function and perform daily duties. The effect is unique to individual consumers/employees, reflecting actual experiences at the location. Consumer loyalty develops when the intrinsic experiences and reasons for participation become a need that influences behaviour toward the place. Many service providers may not even really understand

the fundamental importance of these third places to consumers. The concept of Third Places has taken on a more significant role in people's way of life. It is no longer a recreational activity but an integral part of the consumer lifestyle (Zhang et al., 2019). Since consumers behave positively to satisfying experiences, 'Third' places tend to play a strategic role in the well-being of both employees and customers. Even though there is a growing number of academic studies on third-place attachment (Hanks et al., 2020; Lewicka, 2011; Hawkings & Ryan, 2013), none of the previous research has focused on the effect of the emanating factors on consumer behavioural intentions. This study seeks to examine five antecedents of consumer attachment to third places.

Perceived Quality and Behavioural Intentions

Consumers have been biased toward products they perceive to be high quality (Muskat et al., 2019). Quality products drive consumer patronage more than any single factor (Su et al., 2018; Hallak et al., 2018). Perceived quality has therefore become an essential factor that influences the behaviour of consumers (Kim et al., 2018). Extant literature hints at the link between perceived quality and consumer behavioural intentions towards places of relaxation and socialisation (Dolley, 2020; Hanks et al., 2020). For example, the study by Tsai (2015) explored the nexus of relationships between perceived quality, place attachment, tourist satisfaction and post-visiting behavioural intentions. The conclusion from Tsai (2015) is that the quality perception individuals attach to a place can determine whether they will return to visit the place.

Similarly, Marcheschi et al. (2015) found

that people's perceptions of the quality of a place can lead them to develop a sentimental attachment to the place. Recently, Marcheschi et al. (2022) sought to determine the link between perceived quality of life and neighbourhood attachment. They discovered they were related and influenced consumer behavioural intentions and attachment to places. Other studies have also found merit in the argument that perceived quality influences place attachment and behavioural intentions towards a place (Kim et al., 2018). Consequently, we theorise that the quality of products and services in a third place can be an instrument in stimulating consumer interest and the development of attachment to the place. Given the above, the following hypothesis is proposed:

H1: A positive and significant relationship exists between the quality of the product/service of a third place and behavioural intentions and attachments to third places.

Perceived Value and Behavioural Intentions

Perceived value refers to consumers' perceptions of a product's or service's expected performance (Sweeney & Soutar (2001). Perceived value is the mental image that consumers have about the ability of a product or service to satisfy their needs (Dedeoğlu, 2019). Scholars have confirmed that perceived value is an essential factor influencing consumer behaviour (Caber et al., 2020). Ganji et al. (2021) explored the perceived value of resident place attachment. They found strong evidence of a significant relationship between perceived value and behavioural intentions towards places. Other studies similarly found that perceived value is an essential antecedent of

place attachment (Wang et al., 2011; Butler, 2016). Therefore, the perceived value of a third place determines whether individuals will keep visiting these places, return, and recommend them to other family and friends (Um & Yoon, 2021). When individuals in a community perceive that a third place offers them an escape from home and work, they will likely develop some attachment to the place over time and subsequently develop positive behavioural intentions (Ganji et al., 2021). This study hypothesises that:

H2: A positive and significant relationship exists between the perceived value of a third-place location and consumer behavioural intentions and attachment to third places.

Trust

In the marketing and consumer behaviour literature, trust has been an important element in determining consumer response to a product, service, or brand (Narteh et al., 2013; Van Tonder & Petzer, 2018). Trust is essential in developing relationships between consumers and organisations (Morgan & Hunt, 1994), and this argument can be proffered in this study. Trust represents the degree to which an individual has confidence in the reliability and integrity of a service provider or partner (Morgan & Hunt, 1994). Third places offer residents of a community and individuals an opportunity to meet, interact and socialise. This comes with other hospitality organisations' functionality, such as serving food and drinks and running bar services for patrons (Mikunda, 2004). In the hospitality industry, trust is a critical component in determining consumer behavioural intentions and possible future behaviours (Ouyang et al., 2017). Trust can enhance a relationship

much as its lack can deteriorate it. (Narteh et al., 2013). The above implies that trust can be a critical antecedent of consumer attachment to places. If consumers perceive third places offer credible services and consistently meet their expectations, they will likely become attached to them. This, therefore, implies that:

H3: There is a positive and significant relationship between trust for a third-place location and behavioural intentions and attachment to third places.

Reputation

The reputation of a place is a strong predictor of consumer behavioural intentions towards the place (Su et al., 2020). Johnson and Grayson (2005) also confirmed that “place reputation” directly impacts tourists' intentions and attitudes toward a place. This study argues that reputation can predict and determine consumer attachment to a third place. A good reputation can result in positive intentions from consumers to continually visit and recommend to family and friends (Su et al., 2020). The literature has strong arguments suggesting that place reputation influences behavioural intentions (Darwish & Burns, 2019; Hassan & Soliman, 2021). These same arguments can be extended in the context of third places, given that third places are recreational spots and share similar attributes with tourist destinations. Consequently, as destination reputation can predict behavioural intentions, a similar argument can be advanced to the extent that the reputation of a third place can positively impact consumer behavioural intentions and attachment to the place. Given this, the following hypothesis is advanced:

H4: There is a positive and significant

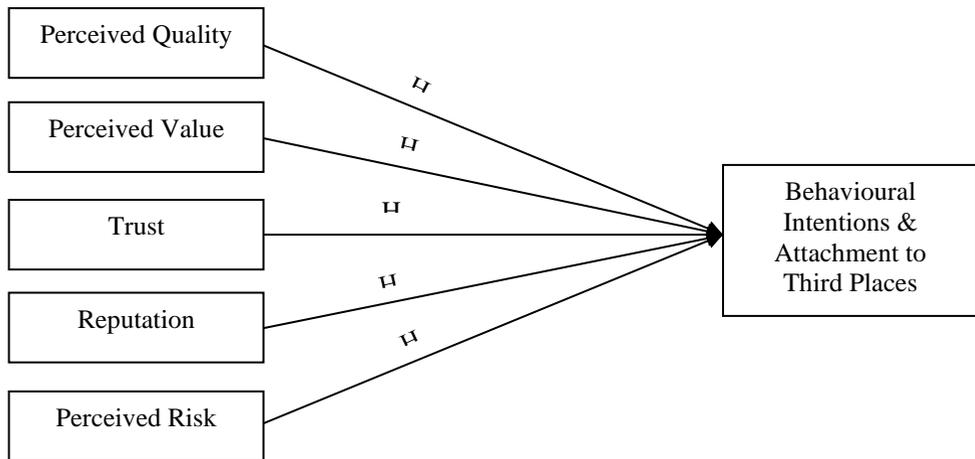
relationship between the reputation of a third-place location and behavioural intentions.

Perceived Risk

The study proposes perceived risk as a determinant of consumer behavioural intentions and attachment to third places. According to Cai et al. (2022), perceived risk determines whether consumers will react favourably to a place. Scholars have identified perceived risks to include financial, psychological, social, time, performance, and physical (Huifeng, Ha & Lee, 2020). These risks affect consumer behavioural intention and determine whether individuals develop an attachment to a place. The extant literature is replete with various studies highlighting the role of perceived risk in influencing consumer behaviour (Ali & Ali, 2021; Mortimer et al., 2020). The higher the perceived risk, the less favourable consumers are to elicit desired behaviours towards a place (Lu et al., 2016). On the contrary, scholars claim that the lower the perceived risk, the greater the opportunity for consumers to exhibit positive behavioural intentions (Martins et al., 2014). Thus, the following hypothesis is proposed:

H5: Perceived risk of a third-place location will be negatively related to behavioural intentions.

Figure 1: Conceptual Model



Methodology

A quantitative research approach was adopted to investigate the determinants of consumer behavioural intentions and attachment to third places. Respondents were sampled from third places in Accra, where people socialise, interact, wine, and dine (Jeffres, Bracken, Jian, and Casey (2009)). The respondents were selected based on their availability and willingness to participate, provided they had visited the place on at least three other occasions. A total of 20 third places were purposively selected. A third place was considered relevant for the study if it existed for at least three years, which was adequate for patrons to have an opinion of the place. Accra is a cosmopolitan city and Ghana's national and economic capital. The researchers believe that participants from Accra are reasonably reflective of the country. A structured questionnaire was designed and administered to respondents. The questionnaires were given to respondents who completed them and returned them to the researchers. Responses were captured on a 5-point Likert scale consisting of 1

(strongly disagree), 2 (agree), 3 (neither agree nor disagree), 4 (disagree), and 5 (strongly disagree). The responses were picked from a sample size of 200 participants. After examining the data and screening for missing data, 183 responses were suitable for data analysis using PLS-SEM. Scholars have opined that PLS-SEM is ideal for analysing data from smaller sample sizes due to its bootstrapping approach (Hair et al., 2019). PLS-SEM was therefore adopted to analyse the data.

Measures

The measurements used in this study were adopted from other studies measuring the various constructs: perceived value, perceived risk, trust, reputation, and product/service quality. The items and the source of scales used in measuring them are presented in Table 1.

Table 1: Source of Scales Used in Measuring Items

Concept	Items	Source	Context of Study
Perceived Quality Product/Service	4	Muskat et al. (2019)	This study examined tourists' dining experiences and tested competing model predictors of satisfaction and behavioural intentions. The study examined the influence of service quality, quality of the environment, food quality, price fairness, authenticity, and tourist satisfaction on behavioural intentions.
Perceived Value	3	Chen and Chen (2010)	This paper examined the visitor experience of heritage tourism. The paper investigated the relationships between the quality of those experiences, perceived value, satisfaction, and behavioural intentions.
Trust	3	Chen et al. (2019)	The study developed a model linking perceived greenwashing, green trust, intention to revisit, intention to participate, and intention to spread negative word of mouth, based on Attribution Theory and Trust-Based Marketing Theory.
Reputation	3	Tavitiyaman and Qu (2013)	The study examined the influence of destination image and overall satisfaction toward the behavioural intention of travellers to Thailand.
Perceived Risk	4	Lu et al. (2016)	This study applied the Theory of Planned Behaviour (TPB) as a framework and perceived risk as a moderator to explore international students' intention to participate in leisure travel activities while staying in Taiwan.
Behavioural Intentions	4	Prayag and Ryan (2012)	The article evaluated a theoretical model based on hypothesised relationships among four constructs: destination image, place attachment, personal involvement, and visitors' satisfaction as antecedents of loyalty.

Data Analysis

The Statistical Package for Social Sciences (SPSS) was used for data entry screening. During the data screening process, it was found that out of the 200 questionnaires distributed, 17 instruments were either incomplete or poorly completed. The

usable questionnaires were analysed, constituting about 92% of all questionnaires administered. A test for common method bias was conducted using Harman's (1967) one-factor test. Additionally, a test for the normality of data distribution was undertaken. This study

followed the approach Lings and Greenly (2010) adopted by conducting tests for Skewness, Kurtosis, Komogorov-Smirnov, and Shapiro-Wilk test. Skewness and Kurtosis should be zero for a data set to be normally distributed, and the Komogorov-Smirnov and the Shapiro-Wilk test should not be statistically significant. These were done with the help of IBM SPSS version 20 software, and it was found that there was no common method bias, and the data was also normally distributed. The profile of the respondents is presented in Table 2.

Measurement Model Analysis

The measurement model was estimated using Smart PLS, and the six constructs were modelled. The choice of the Smart PLS software was predicated on its reliability in handling smaller sample sizes and transforming non-normal data during the estimation process, unlike in the case of covariance-based SEM (Hair et al., 2014). Partial Least Squares (PLS) was performed using SmartPLS version 3.2.7. Researchers have found that PLS is suited for predictive models using much smaller or much larger samples (Chin, 1998; Hair et al., 2011) and is the preferred approach when assumptions of normality are not satisfied (Chin & Newstead, 1999). The significance of each path was tested using bootstrap t-values (5000 sub-samples) (Tortosa et al., 2009), and this information is available in Table 4.

Validity and Reliability Analysis

The latent constructs were examined using Fornell and Larcker's (1981) recommendation. They suggested that the Average Variance Extracted (AVE) for each variable needed to be compared to the shared variance between the constructs in testing for validity. The recommended

threshold for testing for convergent validity is when AVE values are greater than 0.50 and Composite Reliability (CR) values are greater than 0.70 (Fornell & Larcker, 1981; Hair et al., 2014). In this study, all the AVE results obtained were greater than 0.50, whilst the CR values were also all above 0.70, thus confirming convergent validity as illustrated in Table 2. In testing for discriminant validity, the AVE values were assessed to determine whether they were greater than the square of the correlations. The results from Table 3 indicate that the AVE values are greater than the square of the inter-item correlations, thus confirming the discriminant validity of the constructs (Hair et al., 2014; Hair et al., 2019). Recent research on variance-based structural equation modelling has suggested that the Fornell and Larcker (1981) criterion alone is not conclusive on discriminant validity (Henseler et al., 2015; Osei-Frimpong, 2017). As a result, the correlations' heterotrait-monotrait ratio (HTMT) was assessed using a specificity criterion rate of 0.85 (HTMT0.85). The results presented in Table 4 show that none of the correlations exceeded 0.85. As a result, the six-construct model demonstrates discriminant validity.

Table 2: Profile of Respondents

Variables	Frequency	Per cent
Gender		
Male	116	63.4
Female	67	36.6
Age group		
Less than 16 years	1	0.5
16-25yrs	28	15.3
26-35yrs	110	60.1
36-45yrs	39	21.3
46-55yrs	5	2.7
Educational level		
Junior High School or lower	3	1.6
Senior High School	65	35.5
College or equivalent	36	19.7
Bachelor's Degree	68	37.2
Master's degree or higher	11	6
Occupation Status		
Full-time student	46	25.1
Unemployed	5	2.7
Employed	132	72.1
Occupation		
Professional, managerial, or skilled manual worker	30	16.4
Junior professional, managerial, or skilled manual worker	59	32.2
Semi-skilled and unskilled manual worker or casual worker	54	29.5
Non-Response	40	21.9
Income group		
Nil	28	15.3
Below GHC1000	41	22.4
1001-3000 GHC	50	27.3
3001-5000 GHC	5	2.7
Refused to answer	55	30.1
Non-Response	4	2.2
Total	183	100.0

Table 3: Reliability and Validity Tests

Factor	Item code	Loading	t-value (Bootstrap)	CA	Composite Reliability	AVE
Quality of Products /Services	qua1	0.748**	16.647	0.657	0.814	0.593
	qua2	0.777**	18.860			
	qua3	0.784**	22.009			
Perceived Value	pv1	0.781**	20.984	0.736	0.850	0.654
	pv2	0.841**	35.314			
	pv3	0.803**	11.564			
Trust	tr1	0.655**	7.297	0.602	0.752	0.503
	tr2	0.771**	13.330			
	tr3	0.697**	8.561			
Reputation	rep1	0.864**	37.917	0.721	0.877	0.781
	rep2	0.903**	53.013			
Perceived Risk	pr1	0.698**	7.627	0.712	0.818	0.533
	pr2	0.888**	39.269			
	pr3	0.689**	7.416			
	pr4	0.619**	6.829			
Behavioural Intentions	bi1	0.712**	13.418	0.759	0.848	0.583
	bi2	0.724**	13.522			
	bi3	0.860**	41.503			
	bi4	0.750**	17.227			

Note: **t-value is significant at 0.01 level of significance; Items deleted during CFA: qua4 and rep3

Table 4: Discriminant Validity (Square root of AVEs in bold diagonal)

Factor	Fornell-Larcker Criterion						Heterotrait-Monotrait Ratio (HTMT)					
	1	2	3	4	5	6	1	2	3	4	5	6
1. Quality of Products/ Services	0.77											
2. Perceived Value	0.56	0.81					0.80					
3. Trust	0.45	0.43	0.71				0.79	0.69				
4. Reputation	0.49	0.53	0.35	0.88			0.69	0.73	0.57			
5. Perceived Risk	-0.46	-0.33	-0.33	-0.36	0.73		0.66	0.45	0.55	0.488		
6. Behavioural intentions	0.61	0.54	0.45	0.52	-0.47	0.76	0.85	0.71	0.73	0.697	0.60	

Structural Model Analysis

Having confirmed the psychometric properties of the scales used, the next stage of the analysis entailed an examination of the structural model to assess the model's explanatory power and the significance of the hypothesised paths (Lings & Greenly, 2010). The model's predictive accuracy (R²) showed that quality, perceived value, trust, reputation, and perceived risk explained about 50% of the variance in behavioural intentions exceeding the moderate level of 33% suggested by (Chin, 1998) for good explanatory power. In addition to the R², this study utilised cross-validated redundancy (Q²), a blindfolding procedure, as a criterion for predictive relevance (Chin, 2010) of the endogenous variables. Q² –a value of 0.267 was obtained for behavioural intentions greater than 0, showing predictive relevance (Fornell & Cha, 1993; Chin, 2010). Finally,

the effect sizes (f²) computed for the exogenous variables showed that all the exogenous variables had small effect sizes on behavioural intentions. The results of the predictive accuracy (R²), predictive relevance (Q²) test and effect sizes (f²) are presented in Table 5.

The structural model with beta coefficient values for the parameters is indicated in figure 1. The beta value for perceived quality (0.287), perceived value (0.165), trust (0.133), and reputation (0.181) show a positive relationship with behavioural intention and indicate their relative importance concerning the independent variable. However, the negative beta value between perceived risk (-0.176) shows an inverse impact.

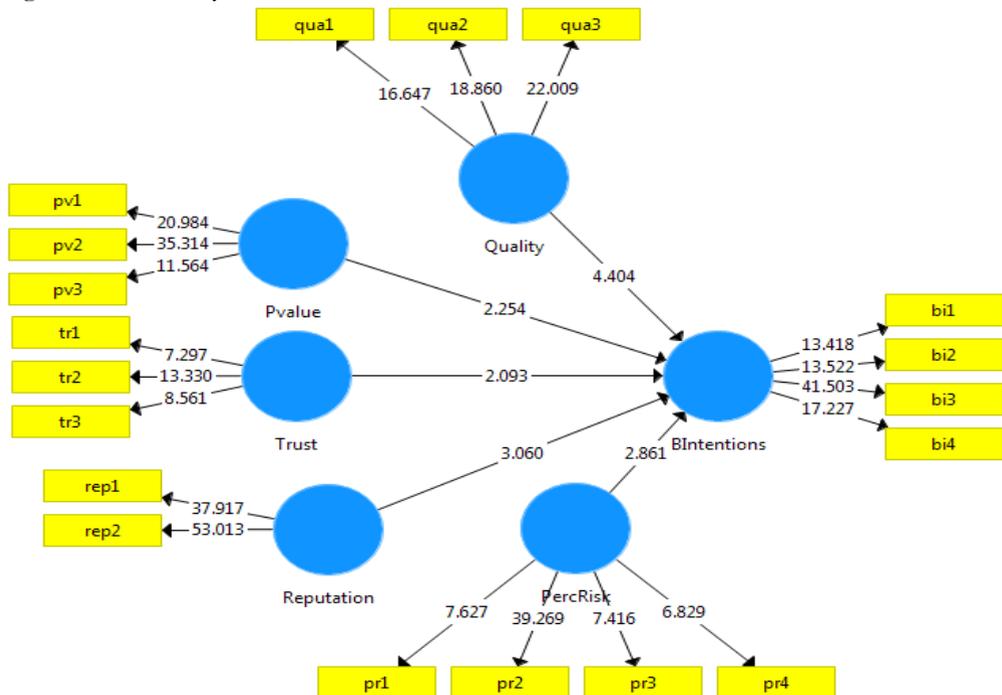
Table 5: Predictive Accuracy (R²), Predictive Relevance (Q²) and Effect Sizes (f²)

Constructs	R ²	Q ²	f ² (Behavioural Intentions)
Quality of Products/Services	–	–	0.09(Small)
Perceived Value	–	–	0.03(Small)
Trust	–	–	0.03(Small)
Reputation	–	–	0.04(Small)
Perceived Risk	–	–	0.07(Small)
Behavioural intentions	0.501	0.267	–

The analysis results in the structural model are presented in Figure 1. All paths are statistically significant. As a result, all the study hypotheses are supported in the present context. Specifically, a positive and significant relationship exists between quality and behavioural intentions, perceived value and behavioural intentions,

trust and behavioural intentions, and reputation and behavioural intentions. On the other hand, a significant negative relationship exists between the perceived risk associated with a third-place location and behavioural intentions. This is illustrated in Figure 1.

Figure 2: Path Analysis



Discussion

This study found that five factors predict

behavioural intentions and consumer attachment to third places. Perceived

quality, perceived value, trust, and reputation; were found to have a positive and significant relationship with the dependent variables (behavioural intentions and attachment to third places), except perceived risk, which had a significant and negative impact on the outcome variable hypothesised. Perceived quality has predominantly been an antecedent and determinant of behavioural intentions in the hospitality sector, and the findings of this study confirm previous works by Kim et al. (2018). Other studies have similarly found that perceived quality significantly impacts behavioural intentions (Su et al., 2018; Hallak et al., 2018). This backs up the findings of this study and establishes perceived quality as a determinant of consumer behavioural intentions and attachment to third places. This study also found a positive and significant effect between perceived value and behavioural intentions. This confirms existing studies and highlights perceived value's critical role in stimulating consumer interest and loyalty to hospitality organisations and places (Caber et al., 2020; Ganji et al., 2021).

Trust was examined as another determinant of consumer behavioural intention and attachment to third places, and a significant and positive impact on behavioural intentions was found. This again confirms the theory by Morgan and Hunt (1994), which established that trust was a critical factor that triggers positive customer behaviours. Previous studies have suggested that trust plays a crucial role in facilitating revisits from patrons of third places (Kim et al., 2009; Sirimongkol, 2022). In this study, trust was also found to have a positive and significant relationship with behavioural intentions and consumer attachment to third places, suggesting that

trust is a vital component in the service delivery process at third places and can facilitate the development of relationships between consumers and third places. Interestingly, this study also found that reputation was a predictor of consumer behavioural intentions in the context of third places. Data analysis showed a significant positive relationship between reputation, behavioural intentions, and attachment to third places. This reinforces established notions in the literature, which argues that the reputation of a place, especially hospitality organisations or third places, is vital to consumer perception and behavioural intentions (Huifeng et al., 2020; Hassan & Soliman, 2021).

Finally, this study confirmed that perceived risk negatively affects behavioural intentions and attachment to third places. This continues the current debate on the role of perceived risk in influencing behaviour (Huifeng et al., 2020; Huifeng & Ha, 2021). Previous studies have also observed that the greater the perceived risk, the less likely consumers are to patronise a product or service (Jeon et al., 2020). These findings have contributed to the literature on third places by revealing five determinants influencing consumer response and attachment to third places. Perceived quality, perceived value, trust, reputation, and perceived risk have all been significantly related to consumer behavioural intentions and attachment to third places.

Managerial Implications

The findings of this study offer some perspective to managers of third places. The study identifies factors influencing consumers' behavioural intentions and

attachment to third places, providing invaluable insights for management and researchers. The key factors can be translated into marketing strategies, market segmentation and service improvement programmes. Third places are places of social interest and interaction, and as such, the quality of the environment, food and drinks needs to be the priority of management. It has been established through this study that perceived quality influences behavioural intentions and attachment to third places. Therefore, managers of such places need to prioritise service quality in beverages, food, and ambience. It was also observed that perceived value was crucial in determining consumer behavioural intentions. Managers of third places need to invest in their facilities and service delivery processes to ensure that customer perception is always positive. Quick service recovery strategies must be implemented to ensure that customers can be placated to pacify them and restore their perception of value in a service failure.

Following the findings of this study, management of third places need to guard their reputations by engaging customers, offering them an avenue for feedback and complaints, and ensuring that customer service issues are handled professionally to avoid lousy publicity, especially in the era of social media. Furthermore, it is imperative to examine security at third places and other factors that can increase perceived risk to prevent a negative correlation and brand association between the place and consumers. The management of third places also needs to ensure that customers receive value for money whenever they

spend on food, drinks, or other services. Finally, the findings of this study suggest that it is vital for managers of third places to ensure that staff are familiar with customers and their orders, preferences, and seating locations. Advanced booking services and reservations must be established for exclusive members who frequent. This will help to guarantee their satisfaction and continuous patronage.

Theoretical implication

Theoretically, this study expands the literature on the factors that serve as variables for consumers' intention and attachment to third places to aid in building theory. The study's findings and discussions strengthen the association between customer attachment to a facility and revisiting intention. Finally, developing a conceptual model for third-place revisit and behavioural intention calls for more empirical studies to test the factors in different settings, especially the digital space.

Directions for Future Research

The study identified and empirically tested five determinants of consumer attachments to third places and their significant relationship with third places. Future studies could look at the moderating effect of demographic variables such as gender and age on the relationship between these five determinants discussed in this study and attachment to third places. The sample size limits the study. Future studies can expand the scope and employ longitudinal methods.

REFERENCES

- Ali, M., Raza, S. A., Khamis, B., Puah, C. H., & Amin, H. (2021). How perceived risk, benefit and trust determine user Fintech adoption: a new dimension for Islamic finance. *Foresight*, 23(4), 403-420.
- Biglin, J. (2021). Photovoice accounts of third places: Refugee and asylum seeker populations' experiences of therapeutic space. *Health & Place*, 71, 102663.
- Brocato, E. D., Baker, J., & Voorhees, C. M. (2015). Creating consumer attachment to retail service firms through sense of place. *Journal of the Academy of Marketing Science*, 43(2), 200-220.
- Brown, B. B., & Perkins, D. D. (1992). Disruptions in place attachment. In *Place attachment* (pp. 279-304). Springer, Boston, MA.
- Brown, S. M., Doom, J. R., Lechuga-Peña, S., Watamura, S. E., & Koppels, T. (2020). Stress and parenting during the global COVID-19 pandemic. *Child abuse & neglect*, 110, 104699.
- Butler, J. (2016). Predicting loyalty in clubs through motivation, perceived value, satisfaction, and place attachment (Doctoral dissertation, Iowa State University).
- Caber, M., Albayrak, T., & Crawford, D. (2020). Perceived value and its impact on travel outcomes in youth tourism. *Journal of Outdoor Recreation and Tourism*, 31, 100327.
- Cabras, I., & Mount, M. P. (2017). How third places foster and shape community cohesion, economic development and social capital: The case of pubs in rural Ireland. *Journal of Rural Studies*, 55, 71-82.
- Cai, R., Leung, X. Y., & Chi, C. G. Q. (2022). Ghost kitchens on the rise: Effects of knowledge and perceived benefit-risk on customers' behavioral intentions. *International Journal of Hospitality Management*, 101, 103110.
- Cantillon, Z., & Baker, S. (2022). DIY heritage institutions as third places: Caring, community and wellbeing among volunteers at the Australian Jazz Museum. *Leisure sciences*, 44(2), 221-239.
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioural intentions for heritage tourists. *Tourism Management*, 31(1), 29-35.
- Chen, H., Bernard, S., & Rahman, I. (2019). Greenwashing in hotels: A structural model of trust and behavioural intentions. *Journal of Cleaner Production*, 206, 326-335.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern Methods for Business Research*, 295(2), 295-336.
- Chin, W. W. (2010). How to write up and report PLS analyses, in *Handbook of Partial Least Squares: Concepts, Methods and Application*. Esposito Vinzi, V.; Chin, W.W.; Henseler, J.; Wang, H. (Eds.), Springer, Germany, 645-689.
- Chin, W. W., & Newsted, P. R. (1999). Structural equation modeling analysis with small samples using partial least squares. *Statistical Strategies for Small Sample Research*, 1(1), 307-341.
- Clarke, D., Murphy, C., & Lorenzoni, I.

- (2018). Place attachment, disruption and transformative adaptation. *Journal of Environmental Psychology*, 55, 81-89.
- Crick, A.P. (2011). New third places: opportunities and challenges, in Woodside, A.G. (Ed.), *Advances in Culture, Tourism and Hospitality Research*, 5, Emerald Group Publishing, Bingley, 63-77.
- Darwish, A., & Burns, P. (2019). Tourist destination reputation: an empirical definition. *Tourism Recreation Research*, 44(2), 153-162.
- Dedeoğlu, B. B. (2019). Shaping tourists' destination quality perception and loyalty through destination country image: The importance of involvement and perceived value. *Tourism Management Perspectives*, 29, 105-117.
- Dolley, J. (2020). Community gardens as third places. *Geographical Research*, 58(2), 141-153.
- Duro, J. A., Perez-Laborda, A., Turrión-Prats, J., & Fernández-Fernández, M. (2021). Covid-19 and tourism vulnerability. *Tourism Management Perspectives*, 38, 100819.
- Dwyer, L., Chen, N., & Lee, J. (2019). The role of place attachment in tourism research. *Journal of Travel & Tourism Marketing*, 36(5), 645-652.
- El-Said, O., & Aziz, H. (2022). Virtual tours a means to an end: An analysis of virtual tours' role in tourism recovery post COVID-19. *Journal of Travel Research*, 61(3), 528-548.
- Elshater, A. (2018). What can the urban designer do for children? Normative principles of child-friendly communities for responsive third places. *Journal of Urban Design*, 23(3), 432-455.
- Finlay, J., Esposito, M., Kim, M. H., Gomez-Lopez, I., & Clarke, P. (2019). Closure of 'third places'? Exploring potential consequences for collective health and wellbeing. *Health & place*, 60, 102225.
- Fix, M., & Arantes, P. F. (2022). On urban studies in Brazil: The favela, uneven urbanisation and beyond. *Urban Studies*, 59(5), 893-916.
- Fong, P., Haslam, C., Cruwys, T., & Haslam, S. A. (2021). "There's a bit of a ripple-effect": A social identity perspective on the role of third-places and ageing in place. *Environment and Behavior*, 53(5), 540-568.
- Fornell, C., & Cha, J. (1993). Partial least squares (PLS). Unpublished working paper. Ann Arbor: University of Michigan Business School, 16.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Ganji, S. F. G., Johnson, L. W., & Sadeghian, S. (2021). The effect of place image and place attachment on residents' perceived value and support for tourism development. *Current Issues in Tourism*, 24(9), 1304-1318.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed, a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24.

- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106-121.
- Hallak, R., Assaker, G., & El-Haddad, R. (2018). Re-examining the relationships among perceived quality, value, satisfaction, and destination loyalty: A higher-order structural model. *Journal of vacation marketing*, 24(2), 118-135.
- Hanks, L., Zhang, L., & Line, N. (2020). Perceived similarity in third places: Understanding the effect of place attachment. *International Journal of Hospitality Management*, 86, 102455.
- Harman, H.H. (1967). *Modern factor analysis*. Chicago: University of Chicago Press.
- Hassan, S. B., & Soliman, M. (2021). COVID-19 and repeat visitation: Assessing the role of destination social responsibility, destination reputation, holidaymakers' trust and fear arousal. *Journal of Destination Marketing & Management*, 19, 100495.
- Hawkins, C. J., & Ryan, L. A. J. (2013). Festival spaces as third places. *Journal of place management and development*, 6(3), 192-202.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.
- Hickman, P. (2013). Third places and social interaction in deprived neighbourhoods in Great Britain. *Journal of Housing and the Built Environment*, 28(2), 221-236.
- Huifeng, P., & Ha, H. Y. (2021). Temporal effects of online customer reviews on restaurant visit intention: the role of perceived risk. *Journal of Hospitality Marketing & Management*, 30(7), 825-844.
- Huifeng, P., Ha, H. Y., & Lee, J. W. (2020). Perceived risks and restaurant visit intentions in China: Do online customer reviews matter? *Journal of Hospitality and Tourism Management*, 43, 179-189.
- Jeffres, L. W., Bracken, C. C., Jian, G., & Casey, M. F. (2009). The Impact of Third Places on Community Quality of Life. *Applied Research in the Quality of Life*, 4 (4), 333-345.
- Jeon, H. M., Sung, H. J., & Kim, H. Y. (2020). Customers' acceptance intention of self-service technology of restaurant industry: expanding UTAUT with perceived risk and innovativeness. *Service Business*, 14(4), 533-551.
- Jojo, J. (2020). Customers' psychology ownership toward the third place. *Service business*, 14, 333-360.
- Johnson, D., & Grayson, K. (2005). Cognitive and affective trust in service relationships. *Journal of Business Research*, 58(4), 500-507.
- Kanai, J. M., Grant, R., & Jianu, R. (2018). Cities on and off the map: A bibliometric assessment of urban globalisation research. *Urban Studies*, 55(12), 2569-2585.
- Kim, S. S., Choe, J. Y. J., & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination*

- Marketing & Management, 9, 320–329.
- Kim, T. T., Kim, W. G., & Kim, H. B. (2009). The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels. *Tourism Management*, 30(1), 51–62.
- Lestari, W. M., & Sumabrata, J. (2018, March). The influencing factors on place attachment in the neighbourhood of Kampung Melayu. In IOP Conference Series: Earth and Environmental Science (Vol. 126, No. 1, p. 012190). IOP Publishing.
- Lewicka, M. (2011). Place attachment: How far have we come in the last 40 years? *Journal of Environmental Psychology*, 31(3), 207–230.
- Lin, E. Y. (2012). Starbucks as the Third Place: Glimpses into Taiwan's consumer culture and lifestyles. *Journal of International Consumer Marketing*, 24(1-2), 119–128.
- Lings, I. N., & Greenley, G. E. (2010). Internal market orientation and market-oriented behaviours. *Journal of Service Management*, 21, 321–343.
- Lu, C. Y., Yeh, W. J., & Chen, B. T. (2016). The study of international students' behavior intention for leisure participation: Using perceived risk as a moderator. *Journal of Quality Assurance in Hospitality & Tourism*, 17(2), 224–236.
- De Luca, P., & Pegan, G. (2014). The coffee shop and customer experience: A study of the US market. In *Handbook of research on retailer-consumer relationship development* (pp. 173–196). IGI Global.
- Marcheschi, E., Laike, T., Brunt, D., Hansson, L., & Johansson, M. (2015). Quality of life and place attachment among people with severe mental illness. *Journal of Environmental Psychology*, 41, 145–154.
- Marcheschi, E., Vogel, N., Larsson, A., Perander, S., & Koglin, T. (2022). Residents' acceptance towards car-free street experiments: Focus on perceived quality of life and neighborhood attachment. *Transportation Research Interdisciplinary Perspectives*, 14, 100585.
- Marques, J. F., & Aleixo, F. (2021). Contributing and disruptive factors to place attachment. The inhabitants of Fuzeta (the Algarve, Portugal) and their connection to the Ria Formosa lagoon. *Cidades. Comunidades e Territórios*, (43).
- Martins, C., Oliveira, T., & Popovič, A. (2014). Understanding the Internet banking adoption: A unified theory of acceptance and use of technology and perceived risk application. *International journal of information management*, 34(1), 1–13.
- Mehta, V., & Bosson, J. K. (2010). Third places and the social life of streets. *Environment and behavior*, 42(6), 779–805.
- Mikunda, C. (2004). *Brand lands, hot spots & cool spaces: Welcome to the third place and the total marketing experience*. Kogan Page Publishers.
- Milligan, M. J. (1998). Interactional past and potential: The social construction of place attachment. *Symbolic*

- interaction, 21(1), 1-33.
- Mimoun, L. & Gruen, A. (2021). Customer work practices and the productive third place. *Journal of Service Research*, 24 (4), 563-581.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38.
- Mortimer, G., Fazal-e-Hasan, S. M., Grimmer, M., & Grimmer, L. (2020). Explaining the impact of consumer religiosity, perceived risk and moral potency on purchase intentions. *Journal of Retailing and Consumer Services*, 55, 102115.
- Moulay, A., Ujang, N., Maulan, S., & Ismail, S. (2018). Understanding the process of parks' attachment: Interrelation between place attachment, behavioural tendencies, and the use of public place. *City, Culture and Society*, 14, 28-36.
- Muskat, B., Hörtnagl, T., Prayag, G., & Wagner, S. (2019). Perceived quality, authenticity, and price in tourists' dining experiences: Testing competing models of satisfaction and behavioral intentions. *Journal of Vacation Marketing*, 25(4), 480-498.
- Narteh, B., Agbemabiese, G. C., Kodua, P., & Braimah, M. (2013). Relationship marketing and customer loyalty: Evidence from the Ghanaian luxury hotel industry. *Journal of Hospitality Marketing & Management*, 22(4), 407-436.
- Oldenburg, R. (1989). *The Great Good Place*. New York, NY: Marlowe & Company.
- Oldenburg, R., & Brissett, D. (1982). The third place. *Qualitative Sociology*, 5(4), 265-284.
- Oldenburg, R. (1990). Food, drink, talk, and the third place. *Journal of Gastronomy*, 6(1), 2-15.
- Oldenburg, R. (2001). *Celebrating the third place: inspiring stories about the great good places at the heart of our communities*. De Capo Press: Boston, MA.
- Osei-Frimpong, K. (2017). Patient participatory behaviours in healthcare service delivery: Self-determination theory (SDT) perspective. *Journal of Service Theory and Practice*, 27(2), 453-474.
- Ouyang, Z., Gursoy, D., & Sharma, B. (2017). Role of trust, emotions and event attachment on residents' attitudes toward tourism. *Tourism Management*, 63, 426-438.
- Park, Y. S., Konge, L., & Artino, A. R. (2020). The positivism paradigm of research. *Academic Medicine*, 95(5), 690-694.
- Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of travel research*, 51(3), 342-356.
- Purnell, D. (2019). Public parks: third places or places eliciting moral panic? *Qualitative Inquiry*, 25(6), 531-534.
- Qiu, R. T., Park, J., Li, S., & Song, H. (2020). Social costs of tourism during the COVID-19 pandemic. *Annals of Tourism Research*, 84, 102994.
- Ren, K., Wang, Y., Liu, T., & Wang, G. (2017). Dataset on outdoor behavior-system and spatial-pattern in the third place in cold area-based on the perspective of new energy structure.

- Data in brief, 10, 593-597.
- Rosenbaum, M. S. (2006). Exploring the social supportive role of third places in consumers' lives. *Journal of Service Research*, 9(1), 59-72.
- Lu, C. Y., Yeh, W. J., & Chen, B. T. (2016). The study of international students' behavior intention for leisure participation: Using perceived risk as a moderator. *Journal of Quality Assurance in Hospitality & Tourism*, 17(2), 224-236.
- Scannell, L., & Gifford, R. (2017). Place attachment enhances psychological need satisfaction. *Environment and Behavior*, 49(4), 359-389.
- Sharma, G. D., Thomas, A., & Paul, J. (2021). Reviving tourism industry post-COVID-19: A resilience-based framework. *Tourism management perspectives*, 37, 100786.
- Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of business research*, 117, 312-321.
- Sirimongkol, T. (2022). The effects of restaurant service quality on revisit intention in pandemic conditions: an empirical study from Khonkaen, Thailand. *Journal of Foodservice Business Research*, 25(2), 233-251.
- Su, L., Huang, S., & Huang, J. (2018). Effects of destination social responsibility and tourism impacts on residents' support for tourism and perceived quality of life. *Journal of Hospitality & Tourism Research*, 42(7), 1039-1057.
- Su, L., Lian, Q., & Huang, Y. (2020). How do tourists' attribution of tourism intention. *Journal of Tourism and Cultural Change*, 19(3), 345-361.
- Van Tonder, E., & Petzer, D. J. (2018). destination social responsibility motives impact trust and intention to visit? The moderating role of destination reputation. *Tourism Management*, 77, 103970.
- Sugiyama, D., Shirahada, K., & Kosaka, M. (2015). Elements to organize the third place that promotes sustainable relationships in service businesses. *Technology in Society*, 43, 115-121.
- Sweeney, J., & Soutar, G. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77, 203-220.
- Tan, T. H., & Lee, J. H. (2022). Residential environment, third places and well-being in Malaysian older adults. *Social Indicators Research*, 1-18.
- Tavitiyaman, P., & Qu, H. (2013). Destination image and behavior intention of travelers to Thailand: The moderating effect of perceived risk. *Journal of travel & tourism marketing*, 30(3), 169-185.
- Tortosa, V., Moliner, M. A., & Sánchez, J. (2009). Internal market orientation and its influence on organisational performance. *European Journal of Marketing*, 43(11/12), 1435-1456.
- Tsai, C. F. (2015). The relationships among destination image, perceived quality, emotional place attachment, tourist satisfaction, and post-visiting behavior intentions. *Marketing Review/Xing Xiao Ping Lun*, 12(4).
- Um, J., & Yoon, S. (2021). Evaluating the relationship between perceived value regarding tourism gentrification experience, attitude, and responsible The interrelationships between relationship marketing constructs and

- customer engagement dimensions. *The Service Industries Journal*, 38(13-14), 948-973.
- Vaux, D. E., & Asay, S. M. (2019). Supporting families in crisis: awareness and use of third places. *Family and Consumer Sciences Research Journal*, 48(1), 22-36.
- Wang, L. H., Weng, T. S., & Yeh, S. S. (2011). A study of the relationship among experience value, destination image and place attachment. *African Journal of Business Management*, 5(26), 10869-10877.
- Williams, S. A., & Hipp, J. R. (2019). How great and how good?: Third places, neighbor interaction, and cohesion in the neighborhood context. *Social science research*, 77, 68–78.
- Yildirim, M., & Solmaz, F. (2020). COVID-19 burnout, COVID-19 stress and resilience: Initial psychometric properties of COVID-19 Burnout Scale. *Death Studies*, 1-9.
- Yuen, F., & Johnson, A. J. (2017). Leisure spaces, community, and third places. *Leisure Sciences*, 39(3), 295-303.
- Zhang, C. X., Fong, L. H. N., & Li, S. (2019). Co-creation experience and place attachment: Festival evaluation. *International Journal of Hospitality Management*, 81, 193-204