

Exploring Luxury Hotel Consumption Values, Attitudes and Revisit Intention in the Post-Pandemic Era

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ABSTRACT

In the post-pandemic era, luxury hotels face recovery challenges owing to economic recession, heightened safety awareness among consumers, and uncertainty. To address this, we proposed a modified value-attitude-behaviour model based on consumption value and human values theory. Our study sample included 421 Chinese consumers. The findings show that functional, social, epistemic, and security values significantly influence attitudes towards luxury hotels, which, in turn, affect revisit intentions. Attitudes mediate these relationships, with a positive impact on revisit intentions. Emotional value's influence on attitudes and revisit intentions has decreased post the pandemic, providing practical insights for luxury hotel management. This research provides empirical evidence supporting both theoretical and managerial insights, offering perceptions into the formation of customer attitudes and revisit intentions towards luxury hotels in the post-pandemic era.

Keywords: Theory of Consumption Value, The Value-Attitude-Behaviour (VAB) Model, Security Value, Luxury Hotels, Revisit Intention, the post-pandemic era

INTRODUCTION

Luxury hotels, designed for affluent guests, offer exclusive private spaces and tailored services. In this study, a luxury hotel is defined as a high-quality establishment known for its exceptional service, unique identity, and symbol of wealth and status (Peng & Chen, 2019). However, luxury hotels are considered high-risk during public emergencies, as exemplified by the significant impact of the COVID-19 pandemic.

For instance, in early 2020, China suspended non-essential activities, causing luxury hotels like IHG Hotels & Resorts and Hilton Hotels & Resorts to close a substantial number of properties, resulting in occupancy rates dropping below 10% (Yang, Li, Lau, & Zhu., 2021). Marriott has also experienced an 80% decline in revenue per available room in Greater China (Hao, Xiao, & Chon, 2020). Even as the tourism market gradually recovers, luxury hotel marketing faces the uncertainty of potential COVID-19 wave. Restoring growth, enhancing service quality, and increasing customer revisit intentions in the post-pandemic era have become the crucial challenges for the luxury hotel industry and researchers (Bharwani & Mathews, 2021; Czyzewska, 2022; Giousmpasoglou, Marinakou, & Zopiatis, 2021).

Previous studies highlight the importance of luxury hotels within the global luxury market, focusing on improving customer experiences by aligning with their values (Feng, Wang, &

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Ryan, 2018; Khoi & Le, 2022; Peng & Chen, 2019). For example, Le, Khoi, and Nguyen (2021) emphasized luxury hotels' brand strategies in delivering consumer value, enhancing service experiences and customer engagement. Shin and Jeong (2022) pointed out that luxury hotels adopt digital technologies to meet their guests' experience and satisfaction and improve the guest-perceived value expectations of a luxury hotel. Peng and Chen (2019) highlighted the influence of luxury consumption value on customers' emotions, impacting their revisit intentions towards luxury hotels.

However, the pandemic has shifted customer values towards safety and hygiene (Ozdemir, Dogru, Kizildag, Mody, & Suess, 2021). Many luxury hotel consumers now prioritise safety and hygiene, which are potentially driven by their security value (Schwartz, 1994). Luxury hotels have responded with measures, such as regular disinfection, healthy food options, and temperature checks, to protect guests and provide a safe environment. However, there is a gap in understanding the role of safety values in luxury hotel customers' behaviour.

Consumer value dimensions may vary across contexts and cultures (Smith & Colgate, 2007). While China boasts a growing middle class and thriving luxury hotel market, research on consumer value in this context remains limited (Wu & Yang, 2018). Thus, this study investigates the factors influencing Chinese consumers' revisit intentions towards luxury hotels, especially in the post-pandemic era, when value priorities may shift. This study addresses three key research questions: (1) Do consumption values influence attitudes towards luxury hotels? (2) Do attitudes influence revisit intentions towards luxury hotels? (3) Do attitudes mediate the relationship between consumption values and revisit intentions towards luxury hotels?

This study employs a value-attitude-behaviour model that incorporates consumption values and attitudes, building on the established theory of consumption value, and integrating security value as a conditional factor (Homer & Kahle, 1988; Schwartz, 1994; Sheth, Newman, & Gross, 1991). The findings provide valuable insights for luxury hotel operators in China as they adapt their strategies in the post-pandemic era. This paper proceeds with a literature review, conceptual model, and hypotheses development, followed by methods and results, and concludes with discussion on contributions, implications, limitations, and future research directions.

LITERATURE REVIEW

Defining Luxury Hotels

Luxury hotels are exclusive, high-quality establishments affiliated with luxury brands. They are typically located in city centres or popular tourist destinations, boasting impressive architectural styles and exquisite designs. A previous study has emphasised the significance of a five-star rating as a key indicator of luxury hotels (Tomašević, 2018). Five-star hotels are categorised as luxury hotels that provide extraordinary accommodation and deliver excellent guest experiences through impeccable service and premium amenities. Their commitment to excellence extends from design and craftsmanship to product quality, with employees being consistently attentive, friendly, and eager to exceed customer expectations (Buehring & O'Mahony, 2019).

Furthermore, Mattila's (1999) definition emphasised that luxury hotels and top-tier business hotels are distinguished by their physical environments and services. Tomašević (2018)

reported that the distinction between luxury hotels and ordinary ones lies in both tangible assets, such as visually appealing aesthetics and sensory experiences, and intangible assets, such as a superior reputation, recognition, and intellectual property. In the context of this study, a luxury hotel is defined as a five-star hotel known for its exceptional quality, delivery of unparalleled service, embodiment of a unique identity, and representation of wealth and social status for customers (Peng & Chen, 2019).

Theory of Consumption Value

Consumer decision-making in product and service adoption is well researched, with consumption value recognised as a pivotal factor (Sheth et al., 1991; Turel, Serenko, & Bontis, 2010). The theory of consumption value (TCV) comprehensively explains consumer choices using five distinct values: functional, social, emotional, epistemic, and conditional values (Sheth et al., 1991). These values significantly influence purchasing decisions based on context. Functional value pertains to product utility and performance (Kaur, Dhir, Talwar, & Ghuman, 2021). Social value involves acceptance, relationships, and image (Sweeney & Soutar, 2001). Emotional value encompasses feelings evoked by consumption (Sheth et al., 1991). Epistemic value stimulates curiosity and knowledge acquisition, and conditional value reflects situational influences (Sheth et al., 1991). TCV supports the prediction and explanation of consumer decisions (Ghorbani et al., 2023; Sheth et al., 1991).

Luxury consumption differs from conventional consumption in terms of distinct value dimensions (Wu & Yang, 2018; Yang & Mattila, 2016;). Several researchers have identified the unique consumption values of luxury hotels (Berthon, Pitt, Parent, & Berthon, 2009; Kim & Park, 2016). In addition to quality and functional value, social value signifies joy and status symbolism (Yang & Mattila, 2016). Luxury providers excel in sensory experiences, emotional connections, knowledge acquisition, behaviour, and relationships (Schmitt, 2003; Tynan & McKechnie, 2009; Wu & Yang, 2018). Conditional value follows the situational influences of the pandemic, which have shifted customer values towards safety and hygiene (Ozdemir et al., 2021). A previous study confirmed the relevance of security values for human values in previous evolutionary phases (Bharwani & Mathews, 2021; Schwartz, 1994). Considering that customers are now more concerned about safe hygiene during luxury hotel services in the post-pandemic era, the security value from Schwartz's theory of basic human values may contribute to the consumption value dimensions proposed by Sheth et al. (1991) in the context of luxury hotel revisit intentions in the post-pandemic era.

Meanwhile, the consumption value's relevance in the context of luxury hotels is widely acknowledged, especially in the study of Chinese luxury hotel consumption (Peng & Chen, 2019). For instance, Chen and Peng (2014) showed that luxury consumption value positively affects Chinese consumers' choice of luxury hotels. Wu and Yang (2018) found that hedonic, financial, and utilitarian values predict Chinese customers' intentions to purchase luxury hotel services, whereas symbolic and relational values do not significantly affect their intentions. Given TCV's multidimensional perspective (Williams & Soutar, 2009), it can provide a crucial framework for capturing unique consumption values in the context of luxury hotel revisit intentions in the post-pandemic era.

Value-Attitude-Behaviour Model

Value-attitude-behaviour (VAB) is a cognitive hierarchy model proposed by Homer and Kahle (1988). The process revolves around the concept of value, which directs individuals' decision-

making and behaviour, while value serves as a fundamental criterion for customers when making purchase decisions (Jun, Kang, & Arendt, 2014). Attitude refers to how an individual evaluates or appraises a particular behaviour positively or negatively (Ajzen, 2001). The VAB theoretical framework aims to connect the dots between the conceptualisation of values, formation of attitudes, and execution of actions (Han, Hwang, Lee, & Kim, 2019), which flow from values to attitudes and then to behaviour. It has been extensively employed in research and has become a popular framework for examining measurement and structural models that seek to explain or predict behavioural intentions (Homer & Kahle, 1988; Johnston, Jai, Phelan, & Velikova, 2022).

The VAB model has found widespread application in understanding consumer behaviour in the hospitality industry. For example, scholars have highlighted that the VAB model plays an active and crucial role in researching the formation of the intention to stay at Airbnb and hotel accommodations (Tajeddini, Rasoolimanesh, Gamage, & Martin, 2021), choosing peer-to-peer accommodation (Mao & Lyu, 2017), and luxury hotel behaviour (Chen & Peng, 2014). Chen and Peng (2014) used a value-attitude-behaviour model to investigate the relationship between consumers' luxury values and purchase intentions, circumventing the unique facility requirements of each hospitality product and offering further theoretical and practical implications. Thus, VAB model is the logical choice for this study. We employ an adapted VAB model that incorporates security value from Schwartz's theory of basic human values to expand on the theory of consumption value to examine consumers' consumption values, attitudes, and revisit intentions towards luxury hotels in the post-pandemic era.

Research Hypotheses

Functional Value

Functional value refers to the perceived advantages that customers derive from the practical and physical utilities of a product or service. It encompasses elements such as usability, functionality, quality, uniqueness, reliability, and durability as outlined by Sheth et al. (1991). Essentially, it pertains to the tangible benefits obtained through the effective performance of a product or service shaped by its utilitarian features (Suki, 2013).

Several studies have highlighted the significance of functional value in luxury products and services. For instance, Berthon et al. (2009) found that consumers expect high functional value from luxury offerings, whereas Hartmann, Nitzko and Spiller (2016) identified functional value as the most crucial dimension of luxury food. Researchers have also established a connection between functional values and customer attitudes. For example, Vigneron and Johnson (2004) suggested that consumers who perceive functional value exhibit positive attitudes towards purchasing luxury products and services.

In the context of luxury hotels, functional value is evident through the core benefits provided by these establishments, which significantly influence consumer attitudes (Chen & Peng, 2014). Luxury hotels excel at delivering high-quality and specialised functional services, encompassing reception, guest room facilities, dining, fitness and leisure amenities, business services, and concierge assistance (Ole-Sereni, 2023). Some researchers have reported that functional value is a primary motivator for consumers to choose luxury hotels (Lu & Ahn, 2022; Peng & Chen, 2019; Yang & Mattila, 2016). Given these observations, functional value is

expected to remain a crucial determinant of consumers' attitudes towards luxury hotels in the post-pandemic era. Based on this rationale, we propose the following hypothesis:

H1: *Functional value positively influences consumers' attitudes towards luxury hotels.*

Social Value

Sheth et al. (1991) defined social value as the perceived utility derived from consumers' affiliations with specific societies or particular groups within those societies. The assessment of social value often involves the choice of imagery profiles, with scholars typically utilizing symbolic values for measurement (Alganad, Isa, & Fauzi, 2023; Chen & Peng, 2014; Han & Kim, 2020).

In the realm of luxury goods and services consumption, researchers have identified the social value of luxury items, including luxury hotels, as their ability to convey symbolic information about a customer's status and wealth (Chen & Peng, 2014; Kang, 2018). Based on their social value, consumers often opt for products or services with high visibility that can be shared with others based on their social value (Sheth et al., 1991). The social symbolism of luxury products and services, marked by their high costs and conspicuousness, positively influences consumers' attitudes towards purchasing luxury goods (Berthon et al., 2009; Han, Nunes, & Drèze, 2010).

In the context of luxury hotels, consumers choose these establishments to showcase their success and affluence and seek social approval from reference groups (Yang & Mattila, 2016). This concept was reinforced by Jang and Moutinho (2019), who noted that consumers use luxury hotel services to enhance their social standing. Customers perceive social value in luxury hotel services. For example, the renowned 24-hour personal butler service at the St. Regis Hotel exemplifies this by providing meticulous attention to customers' needs, including packing luggage and ironing clothes, highlighting the esteemed social status of guests (Vora, 2018). Moreover, Chen and Peng (2014) demonstrated that luxury hotels' provision of social symbolism positively influences consumer attitudes towards these establishments. Therefore, it is reasonable to expect social value to continue to be a significant driving factor in shaping consumer attitudes towards luxury hotels in the post-pandemic era. Thus, we propose the following hypothesis:

H2: *Social value positively influences consumers' attitudes towards luxury hotels.*

Emotional Value

Emotional value refers to the benefits that customers gain from evoking sensations, memories, emotional states, and the impact of emotions (Sheth et al., 1991). In simpler terms, customers often associate their emotional responses with goods and services, and their perception of a product or service's intrinsic properties and the resulting emotional value it provides can significantly shape their overall purchase experience, ultimately influencing their product choice (Lin, Guo, Turel, & Liu, 2020).

Luxury consumers often seek emotional gratification in addition to functional and social values (Hirschman & Holbrook, 1982). Choo, Moon, Kim, and Yoon (2012) suggested that luxury goods and services should offer consumers suitable emotional values such as hedonic, experiential, and aesthetic values. Previous studies have highlighted the prominence of hedonic value within the emotional value in luxury hotel services, as this type of consumption is

primarily driven by emotions related to experiential value and pleasure (Appiah-Nimo, Muthambi, & Devey, 2023; Hirschman & Holbrook, 1982; Sheth et al., 1991; Wu & Yang, 2018; Yang & Lau, 2015; Yang & Mattila, 2016). In this study, emotional value refers to the emotional benefits that consumers derive from luxury hotel consumption, such as indulgence and happiness. This represents the extent to which luxury hotel products and services create a pleasant emotional experience for customers (Yang & Mattila, 2016).

Furthermore, environment can influence customers' emotional experiences (Asadi, Costa, & Da Silva, 2011). Luxury service providers often employ various methods to elicit positive emotions from consumers and establish emotional connections (Chen, Peng, & Hung, 2015; Sen, Johnson, Bhattacharya, & Wang, 2015; Tantantewin & Inkarojrit, 2018). Many luxury hotels and restaurants prioritise customers' emotional values and incorporate emotional appeals and benefits into their advertising to influence customers (Yang & Mattila, 2016). For example, Shangri-La collaborated with the renowned global advertising agency Ogilvy to create a captivating three-minute TV commercial that told the story of the coexistence of wolves and people, conveying warmth and thoughtfulness with the tagline "There is no greater act of hospitality than to embrace a stranger as one's own, Shangri-La is in our nature" (Roll, 2017). This approach aims to evoke emotional resonance in consumers, establish a positive image of the Shangri-La Hotel in their minds, and foster a positive attitude towards the brand.

Additionally, Wang and Zhao (2015) revealed that an increasing number of Chinese consumers choose luxury hotels mainly because they seek experiential and emotional benefits as their primary consumption goals. Therefore, it is reasonable to believe that emotional value may serve as a key value-driven variable in the luxury hotel context, influencing consumer attitudes towards luxury hotels in the post-pandemic era. Thus, we propose the following hypothesis.

H3: *Emotional value positively influences consumers' attitudes towards luxury hotels.*

Epistemic Value

Epistemic value pertains to a product or service's capacity to offer unique or informative insights (Sheth et al., 1991). It is widely recognised as a pivotal factor that influences consumer behaviour. Notably, products and services characterised as 'new', 'unusual', or 'fashionable' often possess a high degree of epistemic value.

The applicability of epistemic value has been well-documented in tourism and hotel industries (Yan, Zhang, & Yu, 2019). For instance, Zhang, Liu, Zhang, and Pang (2021) identified that customers are highly motivated by experiences that involve new and different lifestyles, interactions with new people, exposure to diverse social and cultural environments, culinary exploration, knowledge enhancement, learning opportunities, and discovery. These motivators are associated with customers' perceived epistemic value, which positively influences their intention to revisit accommodations. Küpeli and Özer (2020) conducted a comprehensive analysis of the perceived value in hotel services, expanding the value scale developed by Sweeney and Soutar (2001) to incorporate epistemic value. Their findings revealed that multidimensional perceived value and customer satisfaction exert stronger positive effects on behavioural intention.

Luxury hotels are pioneers in adopting innovative business practices to deliver top-tier services. They are committed to offering personalised experiences and emphasizing epistemic value for their guests. This commitment is demonstrated through the incorporation of both high-tech and

technology-mediated experiences, fostering an environment that prioritises creativity and innovation (Han, Lee, Edvardsson, & Verma, 2021). For example, the St. Regis hotel enhances the overall customer experience and service quality by introducing intelligent room systems featuring smart control systems, innovative audio solutions, and advanced lighting controls, among other high-tech amenities (Escobar, 2018). This innovative approach provides a unique and intelligent service experience that piques customers' curiosity and interest. Hence, there is strong rationale to believe that epistemic value may serve as a key value-driven variable in the context of luxury hotels, influencing consumer attitudes towards these establishments in the post-pandemic era. Hence, we propose the following hypothesis:

H4: *Epistemic value positively influences consumers' attitudes towards luxury hotels.*

Conditional Value (Security Value)

Conditional value, influenced by situational and external factors, underscores the dynamic utility of goods and services (Sheth et al., 1991). Notably, in the post-pandemic luxury hotel context, safety and hygiene-related considerations have emerged as pivotal components of this value proposition (Bharwani & Mathews, 2021; Ghorbani et al., 2023).

Drawing from Schwartz's theory, security value, encompassing personal well-being, societal stability, and safety are of heightened importance in the context of COVID-19 (Schwartz & Bilsky, 1987; Schwartz et al., 2012). Consumers now prioritise reassurance, efficiency, intimacy, and proximity in their customer experiences owing to pandemic-induced concerns (Bonfanti, Vigolo, & Yfantidou, 2021). This shift aligns security value with the demand for hygiene and safety (Bharwani & Mathews, 2021), potentially making luxury hotels key players in promoting public health and responsible customer behaviour (Ghorbani et al., 2023). Hotel managers are responding with investments in controlled touchpoints to ensure safe guest experiences (Bonfanti et al., 2021), resulting in increased customer satisfaction and behavioural intention (Untaru & Han, 2021). Consequently, it is plausible that security value serves as a critical driver of consumer attitudes towards luxury hotels in the post-pandemic era. Thus, we propose the following hypothesis:

H5: *Security value positively influences consumers' attitudes towards luxury hotels.*

Attitude as Mediator

Fishbein and Ajzen (1975, p.6) defined attitude as "a learned predisposition to consistently respond favourably or unfavourably to a given object." In the realm of luxury consumer behaviour, attitudes play a crucial role as mediators in the relationship between consumers' perceived value and intention. For instance, Chen and Peng (2014) demonstrated that customers' perceptions of symbolic, experiential, and functional values can positively influence their attitudes towards luxury hotels, thereby enhancing their intention to engage with them. Moreover, the value-attitude-behaviour model posits that values precede attitudes and, in turn, shape specific attitudes that indirectly impact visitors' intention in hotel and Airbnb contexts (Tajeddini et al., 2021). Here, attitude represents a customer's emotional assessment of a luxury hotel influenced by a multitude of factors, including consumption values. These attitudes have a significant influence over a customers' intention to revisit and support luxury hotels. Therefore, this study proposes that attitude functions as a mediating factor between consumer consumption values and intention to revisit luxury hotels. Thus, we propose the following hypothesis:

H6a-e: Customers' attitudes towards luxury hotels mediate the relationship between customers' consumption values [i.e., functional value(H6a), social value(H6b), emotional value (H6c), epistemic value (H6d), and security value (H6e)] and revisit intentions towards luxury hotels.

Attitude and Revisit Intention

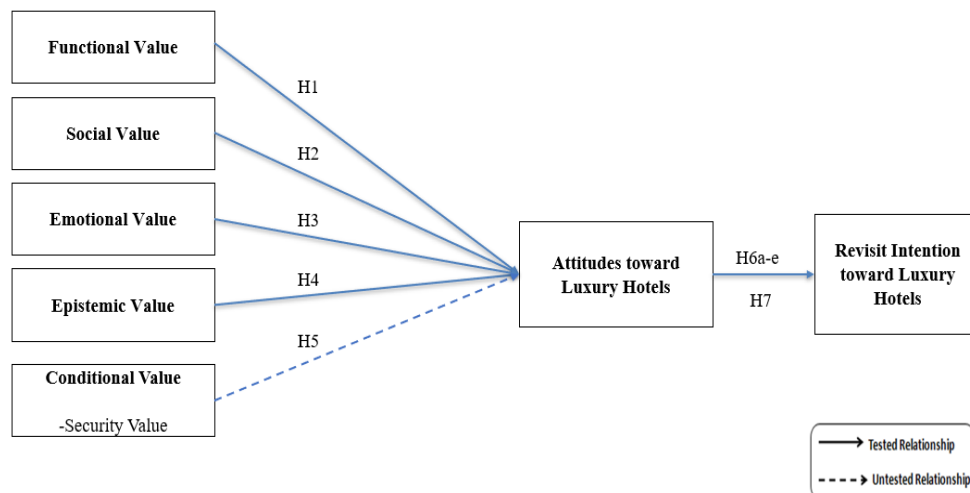
Conversely, Fishbein and Ajzen (1975) proposed that attitude serves as a direct predictor of behavioural intention in the consumer decision-making process. In the realm of luxury consumption, the direct relationship between attitude and intention has been extensively investigated (Aksoy & Abdulfatai, 2019; Jain, 2020; Yang, Cheng, Schaefer, & Kojo, 2022). Specifically, in the context of luxury hotel experiences, the intention to revisit, a significant behavioural indicator (Jani & Hwang, 2011), pertains to a customer's willingness to return to the same destination in the future (Ryu, Kim, Kim, Hahn, & Lashmore, 2010). A positive attitude towards luxury hotels serves as a foundational factor that stimulates the intention to revisit these establishments. Moreover, the attitudes of Chinese consumers towards luxury brands have been found to significantly influence their purchase intentions and the likelihood of revisiting these brands (Li, Robson, & Coates, 2013; Siu, Kwan, & Zeng, 2016).

Hasan and Rahman (2023) underscored the pivotal role of attitude as a determinant shaping Bangladeshi consumers' green hotel revisit intention in the aftermath of the COVID-19 pandemic. This suggests that individuals with favourable attitudes towards hotels may be more inclined to revisit such establishments in the post-pandemic era. Consequently, it is plausible that attitude is a crucial prerequisite for customers intentions to revisit luxury hotels in the post-pandemic landscape. Therefore, we propose the following hypothesis:

H7: Customers' attitudes towards luxury hotels are positively related to their revisit intentions towards luxury hotels.

Underpinned by the value-attitude-behaviour model and the theory of consumption value, a research framework was developed for testing. As depicted in Figure 1, the framework was designed to explore the relationship between five consumption values and the intention to revisit luxury hotels, incorporating attitudes towards luxury hotels as a mediating variable.

Figure 1: A conceptual model



RESEARCH METHOD

Data Collection and Sampling Methods

Chinese consumers were recruited for data collection using a nonprobability purposive sampling method in Sanya City, a prominent luxury hotel destination in China (Wang, Ying, Lyu, & Qi, 2019). Five trained interviewers approached individuals either entering or leaving luxury hotels in Yalong Bay, a well-known tourist resort in Hainan province that was affected by COVID-19. Yalong Bay boasts over 20 five-star luxury hotels, including renowned brands, such as Ritz-Carlton, Conrad, and St. Regis. To minimise disruption, interviewers approached individuals who did not seem to be in a rush while waiting outside the hotel or in public areas (Peng & Chen, 2019).

Participants were asked to assess their consumption values based on their most recent luxury hotel stay. To ensure the sample's suitability, the participants provided informed consent, were informed of their right to withdraw from the survey, and were given the option to skip questions that they did not want to answer. Interviewers also verified that the participants had previous experience staying in luxury hotels, requiring that they had stayed in one within the past six months and were at least 18 years old. As an accuracy check, participants were asked to name the luxury hotel that they had stayed before proceeding with the survey. The interviewers then provided a QR code or web link to Chinese online questionnaire and guided the participants through its completion. The online questionnaires were administered using the widely used Wenjuanxing website and a monetary incentive was provided to ensure high response rate. Consequently, 453 respondents were invited to participate between March 2023 and May 2023, 421 completed the questionnaires with valid responses (e.g., no straight-lining issues). Table 1 presents the sample's demographic profile. The demographic results revealed that 63.4% of the sample was male. The majority fell within the 31-42 age range (43.0%), and a significant portion held bachelor's or postgraduate degrees (77.4%). The primary purpose of their visit was 'Holidays' (68.4%), 'Honeymoon' (13.8%), and 'Business' (9.7%).

Table 1: Demographic Profile

	Frequency	Percent
Gender		
Male	267	63.4
Female	154	36.6
Age		
18~30	55	13.1
31~42	181	43.0
43~55	124	29.5
>55	61	14.5
Education level		
High school and below	45	10.7
Bachelor's degree	214	50.8
Postgraduate degree	112	26.6
Other	50	11.9
Purpose of visit		
Business	41	9.7
Honeymoon	58	13.8
Holidays	288	68.4
Others	34	8.1

Questionnaire Design

This study employed established measurement scales comprising 26 items across seven constructs (see Table 2). Functional and social values were measured using three items adapted from Peng and Chen (2019). Emotional value was assessed using five items adapted from Walsh, Shiu, and Hassan (2014). Epistemic value was derived from three items adapted from Yan et al. (2019), while security value relied on four items adapted from Ghorbani et al. (2023). Attitudes towards luxury hotels were evaluated using five items adapted from Quan, Al-Ansi, and Han (2022), and revisit intentions towards luxury hotels were assessed using three items adapted from Hasan and Rahman (2023).

A uniform Likert scale with five points was employed for all variables, requiring participants to indicate their agreement levels, ranging from 1 (strong disagreement) to 5 (strong agreement). Given that the survey was conducted in China, it was initially developed in English and then back-translated to ensure the quality of the Chinese version. This entailed translating the original English measurement items into Chinese and then back into English with no observed semantic discrepancies between the two versions.

Table 2: Measurement item

Factors	
Functional Value (FUV) (Peng & Chen, 2019)	
FUV1	This luxury hotel is aesthetically appealing.
FUV2	This luxury hotel is sophisticated.
FUV3	The service provided by this luxury hotel service staff is attentive.
Social Value (SOV) (Peng & Chen, 2019)	
SOV1	Staying at this luxury hotel is considered a symbol of social status.
SOV2	Staying at this luxury hotel helps me to express myself for social approval.
SOV3	Staying at this luxury hotel helps me communicate my self-identity and makes a good impression on other people.
Emotional Value (EMV) (Walsh et al., 2014)	
EMV1	Staying at this luxury hotel is for the pure enjoyment of it.
EMV2	Staying at this luxury hotel is the one that I would enjoy.
EMV3	Staying at this luxury hotel would give me pleasure.
EMV4	Staying at this luxury hotel is for self-indulgence.
EMV5	Staying at this luxury hotel is the one that I would feel relaxed about Staying.
Epistemic Value (EPV) (Yan et al., 2019)	
EPV1	This luxury hotel design and service satisfied my curiosity.
EPV2	Staying at this luxury hotel was an authentic experience with a luxury lifestyle.
EPV3	Staying at this luxury hotel helps me learn new knowledge from a variety of things, activities and services they provide.
Security Value (SEV) (Ghorbani et al., 2023)	
SEV1	This luxury hotel had technologies (AI and robotics) and hygiene-trained staff, and I felt confident and trusting of the hotel's medical, diagnostic, and treatment facilities.
SEV2	This luxury hotel had technologies (AI and robotics) and hygiene-trained staff, and I found the hotel's medical, diagnostic, and treatment facilities convenient.
SEV3	This luxury hotel had technologies (AI and robotics) and hygiene-trained staff, and I felt reassured by the hotel's medical, diagnostic, and treatment facilities.
SEV4	I was sure that this luxury hotel was fully committed to protecting my health against the Coronavirus.
Attitudes toward luxury hotels (ATL) (Quan et al., 2022)	
ATL1	For me, staying at this luxury hotel is good.
ATL2	For me, staying at this luxury hotel is wise.
ATL3	For me, staying at this luxury would is pleasant.
ATL4	For me, staying at this luxury would is beneficial.
ATL5	For me, staying at this luxury would is attractive.
Revisit intention toward luxury hotels (RIL) (Hasan & Rahman, 2023)	
RIL1	I will revisit this luxury hotel in the post-pandemic era.
RIL2	I will continue to revisit this luxury hotel in the post-pandemic era.
RIL3	I will continue to revisit this luxury hotel even though the cost is high after the post-pandemic era.

Note(s): In the survey, "this luxury hotel" is the hotel respondent stayed.

Data Analysis

We used the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach with SmartPLS 4 to test and validate our hypotheses. PLS-SEM was selected as the preferred method for our research because it can provide both explanations and predictions, ensuring the practical relevance of causal explanations (Becker, Cheah, Gholamzade, Ringle, & Sarstedt, 2023). This demonstrates its superiority over regression analysis, particularly in assessing

mediation (Hair, Hult, Ringle, & Sarstedt, 2021). We conducted a path estimation using a bootstrapping technique (with a sample size of N=5,000), employing a component-based approach to test the proposed hypotheses.

Measurement Model

Table 3 presents the loading, reliability, and validity results. The reliability analysis indicated that Cronbach's alpha values ranged from 0.814 to 0.892, exceeding the 0.7 threshold (Netemeyer, Bearden, & Sharma, 2003). Factor loading values ranged from 0.718 to 0.854, surpassing the 0.5 threshold (Chin, 1998). Furthermore, the results demonstrated that both CR and AVE values for all measurement items exceeded the minimum cutoff of 0.5, aligning with the criteria established by Nunnally and Bernstein (1994) and Fornell and Larcker (1981).

Table 3: Loadings, reliability and validity

Constructs	Items	Mean (SD)	Outer VIF	Factor loadings	Cronbach's alpha	CR	AVE
Functional Value	FUV1	3.397 (1.177)	2.161	0.836	0.844	0.845	0.645
	FUV2	3.375 (1.214)	1.907	0.789			
	FUV3	3.401 (1.270)	2.036	0.783			
Social Value	SOV1	3.449 (1.247)	1.858	0.840	0.814	0.815	0.596
	SOV2	3.425 (1.218)	1.903	0.746			
	SOV3	3.454 (1.249)	1.675	0.726			
Emotional Value	EMV1	3.520 (1.187)	2.068	0.823	0.892	0.892	0.622
	EMV2	3.565 (1.155)	2.223	0.776			
	EMV3	3.563 (1.233)	2.311	0.768			
	EMV4	3.620 (1.203)	2.416	0.774			
	EMV5	3.656 (1.197)	2.094	0.801			
Epistemic Value	EPV1	3.515 (1.187)	1.864	0.750	0.820	0.820	0.603
	EPV2	3.482 (1.169)	1.747	0.786			
	EPV3	3.477 (1.205)	1.902	0.793			
Security Value	SEV1	3.976 (1.237)	1.998	0.807	0.858	0.858	0.602
	SEV2	4.021	2.081	0.718			

		(1.234)					
	SEV3	4.092	2.050	0.804			
		(1.196)					
	SEV4	4.090	1.973	0.771			
		(1.148)					
Attitudes toward luxury hotels					0.890	0.890	0.617
	ATL1	3.456	2.074	0.775			
		(1.290)					
	ATL2	3.423	2.235	0.803			
		(1.210)					
	ATL3	3.499	2.173	0.771			
		(1.225)					
	ATL4	3.399	2.218	0.773			
		(1.232)					
	ATL5	3.487	2.181	0.804			
		(1.207)					
Revisit intention toward luxury hotels					0.842	0.842	0.641
	RIL1	3.333	1.666	0.772			
		(1.287)					
	RIL2	3.451	2.021	0.854			
		(1.252)					
	RIL3	3.425	1.849	0.771			
		(1.241)					

SD: Standard deviation; CR: Composite reliability; AVE: Average variance extracted; VIF: Variance inflation factor.

To assess discriminant validity, we employed the Fornell and Larcker (1981) criterion, which compares the square root of the Average Variance Extracted (AVE) by a construct to its correlations with other constructs. In Table 4, the square root of the AVE for each construct exceeds the correlations with any other construct, indicating adequate discriminant validity. Additionally, we used Henseler's Heterotrait-Monotrait (HTMT) ratio as another measure of discriminant validity (Henseler, Ringle, & Sarstedt, 2015). Table 5 presents the results following the HTMT Criterion, showing that all HTMT values for the correlations were below the 0.85 threshold, signifying satisfactory discriminant validity for all constructs.

Table 4: Fornell-Larcker criteria

	ATL	EMV	EPV	FUV	PIL	SEV	SOV
ATL	0.785						
EMV	0.552	0.789					
EPV	0.571	0.592	0.777				
FUV	0.579	0.477	0.482	0.803			
PIL	0.620	0.565	0.579	0.600	0.800		
SEV	0.625	0.610	0.650	0.566	0.633	0.776	
SOV	0.577	0.551	0.545	0.555	0.609	0.580	0.772

Note(s): ATT, Attitudes toward luxury hotels; EMV, Emotional Value; EPV, Epistemic Value; FUV, Functional Value; RIL, revisit intention toward luxury hotels; SEV, Security Value; SOV, Social Value

Table 5: Discriminant validity (HTMT Criterion)

	ATL	EMV	EPV	FUV	PIL	SEV	SOV
ATL							
EMV	0.551						
EPV	0.571	0.591					
FUV	0.579	0.477	0.482				
PIL	0.619	0.565	0.580	0.602			
SEV	0.624	0.610	0.649	0.566	0.633		
SOV	0.577	0.552	0.545	0.558	0.613	0.580	

Note(s): ATT, Attitudes toward luxury hotels; EMV, Emotional Value; EPV, Epistemic Value; FUV, Functional Value; RIL, Revisit intention toward luxury hotels; SEV, Security Value; SOV, Social Value

Structural Model

The bootstrapping subsampling approach was employed to assess the significance of the standard errors and examine whether the path coefficients of the research model were as hypothesised (see Table 6). All direct hypotheses were supported, except one (H3). Concretely, results show that H1 is supported as FUV positively relates to ATL ($\beta=0.225$, $p=0.001$). H2 is supported as SOV ($\beta=0.172$, $p=0.017$) is positively related to ATL; there is no direct effect of EMV observable on ATL ($\beta=0.125$, $p=0.065$), thus H3 is not supported; EMV is related to ATL ($\beta=0.148$, $p=0.043$), thus H4 is supported; H5 and H7 are supported as SEV is positively related to ATL and ATL is positively related to PIL (respectively $\beta=0.227$, $p=0.005$ and $\beta=0.620$, $p=0.000$).

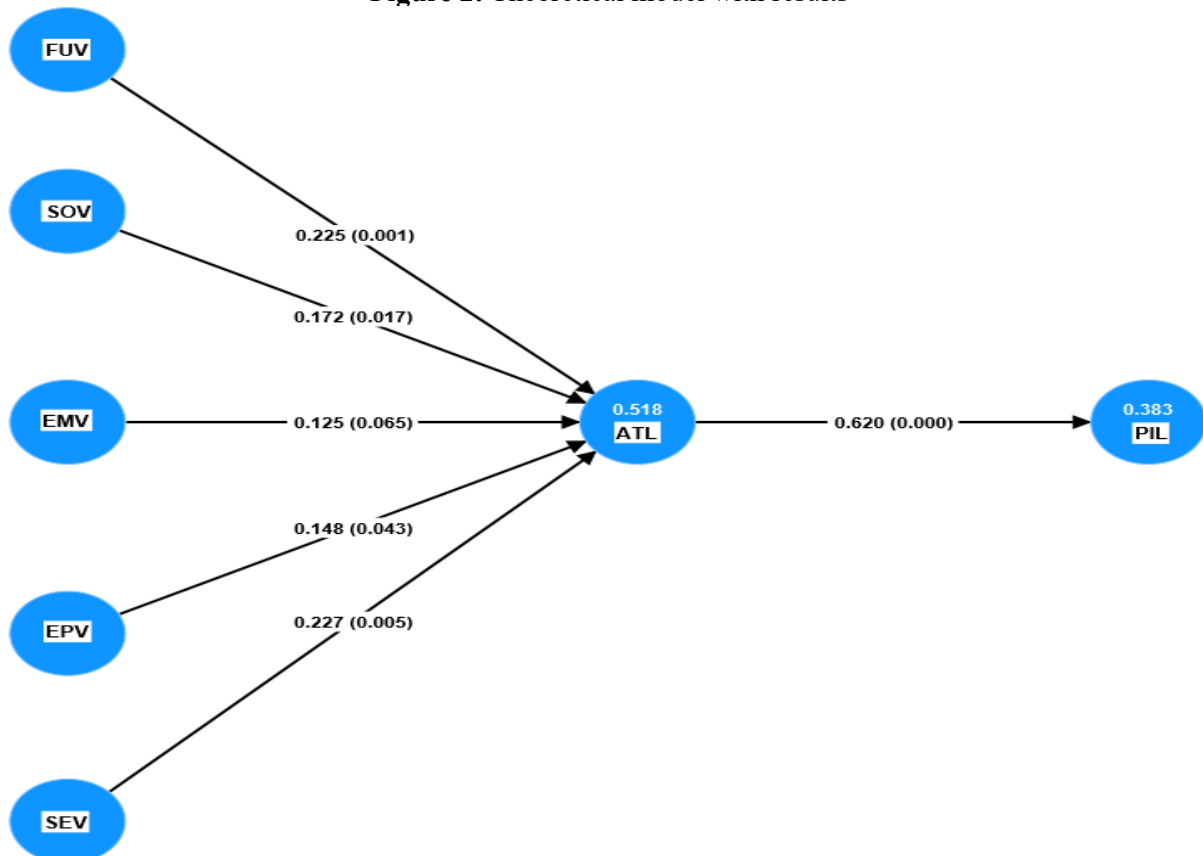
Figure 2: Theoretical model with results

Table 6: Hypotheses testing results

Hypothesis	Path coefficient	f^2	t-value	p-values	Results
H1: FUV → ATL	0.225	0.063	3.313	0.001**	Supported
H2: SOV → ATL	0.172	0.033	2.386	0.017*	Supported
H3: EMV → ATL	0.125	0.017	1.848	0.065 ns	Not supported
H4: EPV → ATL	0.148	0.023	2.020	0.043*	Supported
H5: SEV → ATL	0.227	0.047	2.787	0.005**	Supported
H7: ATA → RIL	0.620	0.625	17.040	0.000***	Supported

Note (s): * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; ns=nonsignificant at .05 level

FUV, Functional Value; SOV, Social Value; EMV, Emotional Value; EPV, Epistemic Value; SEV, Security Value; ATT, Attitudes toward luxury hotels; RIL, Revisit intention toward luxury hotels

The adjusted coefficient of determination (R^2) represents the proportion of variance accounted for in a given model. The results attitudes towards luxury hotels ($R^2=0.518$) and revisit intentions towards luxury hotels ($R^2=0.383$) demonstrate that the structural model has reasonable explanatory and predictive power (Hair, Hult, Ringle, & Sarstedt, 2013). In addition, researchers often examine the Stone-Geisser's Q^2 value (Geisser, 1975; Stone, 1974) as a criterion for predicting correlations. By using the blindfolding procedure, the results show that the Q^2 values for attitudes towards luxury hotels ($Q^2=0.421$) and revisit intentions towards luxury hotels ($Q^2=0.344$) are greater than zero, indicating the model's predictive relevance.

Assessment of Mediating Effects

Table 7 presents the results of hypotheses testing of mediating effects with ATL playing mediating role in the relationship among FUV ($\beta=0.139$, $p=0.001$), SOV ($\beta=0.107$, $p=0.002$), EPV ($\beta=0.092$, $p=0.004$), SEV ($\beta=0.141$, $p=0.006$) and RIL, thus, H6a, H6b, H6d and H6e are supported. On the contrary, ATL is not a significant mediating effect in affecting the relationship between EMV and RIL ($\beta=0.077$, $p=0.069$), thus, H6c showed insignificant mediating effects.

Table 7: Hypotheses testing of Mediating effects results

Hypothesis	Path coefficient	t-value	p-values	Results
H6a: FUV → ATL → RIL	0.139	3.181	0.001**	Supported
H6b: SOV → ATL → RIL	0.107	2.318	0.020*	Supported
H6c: EMV → ATL → RIL	0.077	1.820	0.069 ns	Not supported
H6d: EPV → ATL → RIL	0.092	2.014	0.044*	Supported
H6e: SEV → ATL → RIL	0.141	2.752	0.006**	Supported

Note (s): * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; ns=nonsignificant at .05 level

FUV, Functional Value; SOV, Social Value; EMV, Emotional Value; EPV, Epistemic Value; SEV, Security Value; ATT, Attitudes toward luxury hotels; RIL, Revisit intention toward luxury hotels

DISCUSSION AND CONCLUSIONS

This study emphasises the significance of security values in the post-pandemic era. The advent of the COVID-19 pandemic has brought forth new service expectations and delivery requisites, encompassing aspects such as disinfection and minimised personnel contact (Das & Tiwari,

2021). Luxury hotels can meet these evolving expectations by prioritising safety measures, thereby boosting consumer attitudes and influencing purchase intentions (Song, Liu, Guo, Yang, & Jin, 2022). Additionally, previous studies have highlighted that consumer seeking luxury goods value functional and social attributes, particularly hotel services (Chen & Peng, 2014; Hirschman & Holbrook, 1982; Sheth et al., 1991; Wang & Zhao, 2015). Numerous studies have demonstrated the significance of epistemic value in shaping customer attitudes and purchases in the luxury hotel sector (Küpelı & Özer, 2020; Yan et al., 2019; Zhang et al., 2021). Thus, consistent with previous studies, our study reaffirms that functional, social, and epistemic values remain pivotal in influencing Chinese consumers' attitudes towards luxury hotels in the post-pandemic era.

Furthermore, our research findings support the value-attitude-behaviour model, demonstrating the substantial explanatory power of consumers' attitudes towards luxury hotels (H6) on their intentions to revisit these establishments in the post-pandemic era. This aligns with Yang and Lau's (2015) argument that more positive attitudes towards luxury hotels lead to a higher likelihood of revisits. Additionally, our study contributes to the literature by affirming the mediating role of consumer attitudes towards luxury hotels in the relationship between consumption values and revisit intentions in the post-pandemic period. These results are consistent with the direct effects observed. Specifically, consumer attitudes mediate the relationships between functional value (H6a), social value (H6b), epistemic value (H6d), security value (H6e), and revisit intentions towards luxury hotels.

However, our data analysis did not support the positive effect of emotional value (H6c), on attitudes or its significant mediating effect on the relationship between emotional value and revisit intentions. One plausible explanation for this finding is that consumers are becoming more rational and less emotionally driven, prioritising factors such as product or service quality, and price comparisons over emotional indulgence. This shift is in line with trends observed in the Chinese market, where consumers make more pragmatic and rational choices, particularly after the pandemic (Deloitte, 2023). Indulgence and hedonism may have become less significant in the face of more pragmatic and rational customer behaviour. Additionally, the post-pandemic context may have amplified the importance of health and safety as value dimensions, overshadowing other dimensions (Ghorbani et al., 2023). Fear of the pandemic and the stringent control measures have likely contributed to consumers' emotional distress and reduced the perceived value of emotional factors in luxury hotel experiences in the post-pandemic era.

Theoretical Implications

Given the dynamic expansion of luxury hotels in the hospitality industry, it is imperative to understand the motivations behind consumers' choices of luxury services and how their perceptions of value influence their intention to make purchases (Yang & Mattila, 2016). Nonetheless, there is a dearth of studies exploring value-driven determinants in the context of luxury hotel consumption in the post-pandemic period. Consequently, the findings hold theoretical significance for luxury hospitality literature in the post-pandemic era.

This study contributes to the literature in three key ways. First, it introduces a framework applicable for examining attitudes and revisit intentions towards luxury hotels in the post-pandemic period. Specifically, this study extends the value-attitude-behaviour model by incorporating the theory of consumption value and Schwartz's theory of basic human values, focusing on identifying the critical value factors shaping consumer attitudes and revisit

intentions towards luxury hotels.

Second, although not all consumption values have a positive impact on attitudes towards luxury hotels, the outcomes of this study indicate that attitudes towards luxury hotels exert a positive influence on purchase intentions for these establishments. This underscores the applicability of the value-attitude-behaviour hierarchy model (Homer & Kahle, 1988) in the context of luxury hotels. Furthermore, this study highlights the fact that most consumer consumption values indirectly affect consumers' intentions to revisit luxury hotels based on their attitudes towards these establishments. Attitudes towards luxury hotels exhibit a notably strong direct impact on revisit intentions towards luxury hotels. This insight suggests that attitudes play a mediating role within the values-attitude-behaviour model, thereby offering new perspectives on the mediating role of attitudes between consumption value and intentions to revisit luxury hotels.

Last, this study offers theoretical insights and introduces novel explanatory variables to enhance our understanding of consumer values, attitudes, and the formation of behavioural intentions towards luxury hotels in the post-pandemic era. Particularly noteworthy is the incorporation of security value from Schwartz's theory of basic human values, which can be regarded as a component of conditional value in consumption theory. The findings affirm that security and functional values exert the most significant influence on consumer attitudes and intentions to revisit luxury hotels, followed by social and epistemic values.

Practical Implications

In addition to these theoretical contributions, our findings have significant implications for industry practitioners.

First, the COVID-19 pandemic has brought about fundamental changes in the business environment of Chinese consumers and the luxury hotel industry in China. The ongoing uncertainty regarding the post-pandemic impact of COVID-19 poses substantial operational challenges to the luxury hotel industry. This study offers valuable insights for luxury hotels in China to discern consumer value preferences in the post-pandemic era, thereby assisting them in navigating these challenges effectively.

Second, luxury hotels can employ the research framework provided in this study to gain a deeper understanding of the drivers of customers' attitudes and intentions to revisit the Chinese market. Armed with this knowledge, they can introduce new services and enhance their existing offerings. For instance, security value has emerged as a pivotal factor that positively influences customer attitudes and intentions to revisit luxury hotels in the post-pandemic period. Therefore, luxury hotel managers should proactively communicate the unique circumstances created by COVID-19 to guests and implement stringent safety measures. Luxury hotels can also focus on incorporating human-centric care and smart technologies, such as artificial intelligence applications (e.g., ChatGPT) and service robots, to enhance service quality and mitigate perceived health and safety risks for customers in the post-pandemic era. An example is the integration of technology and personalised services through a 24-hour private information interaction service supported by ChatGPT. This service aims to provide intelligent, prompt, and convenient responses to customer needs, ensuring a safe, private, intelligent, and personalised luxury experience. Customers can use their mobile devices to access information regarding health services and guarantees provided by luxury hotels, inquire about cultural experiences in the city, plan travel itineraries, and send real-time questions or requests to luxury hotels.

Third, our research findings highlight that functional, social, epistemic, and security values positively influence customer attitudes and intentions to revisit luxury hotels, while emotional value does not exert a positive influence on these factors. Consequently, luxury hotel managers should emphasise the value of security, functionality, social symbolism, and epistemic experiences when promoting their establishments to potential customers, as these aspects have a direct impact on consumer attitudes and intentions in the post-pandemic context. In essence, practitioners should underscore the superior functional service quality, social significance, unique and intelligent personalised experiences, and absolute safety of luxury hotels.

Last, cultivating a positive customer attitude towards luxury hotels can enhance their intention to revisit in the post-pandemic context. To foster positive attitudes and boost customer intentions to revisit, luxury hotel managers should continue to offer unique experiences while providing high-end personalised services and safety measures through advanced management and technology. Additionally, luxury hotel managers should regularly assess changes in customer attitude, enabling them to take recovery measures whenever needed.

Limitations and Future Research

This study has some limitations. First, the research was conducted in China, with data collected from tourist resorts where the primary purpose of visitors was leisure travel. It is important to recognise that value-driven consumer preferences in the post-pandemic context may exhibit variations across different countries and regions. Hence, future studies should seek to validate the proposed framework model in various cities and countries to gain a more comprehensive understanding of this phenomenon.

Second, this study specifically targets luxury hotel consumers. Subsequent research endeavours could yield meaningful results by extending the investigation to include general hotels and eco-friendly lodging options.

Third, this study focused on the influence of consumption value dimensions and security value on attitudes and revisit intentions. Future studies could broaden the conceptual framework by examining additional values and potential outcomes to enrich our understanding of luxury hotel consumers during the post-pandemic era. For instance, exploring the role of cultural values and health risk perceptions concerning luxury hotels and the pandemic could offer valuable insights.

Last, this study identifies security value as a significant driver of positive attitudes and intentions to revisit luxury hotels. Future investigations could explore the influence of security value on other industries in the post-pandemic era, shedding light on its implications beyond the realm of luxury hospitality.

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