









consumer medium, and what are the main experiential value factors that impact on loyalty as well as the extent of the impact.

Our results must be viewed in light of the study's limitations. First, as we only select coffee chain as our sample and this may have a big difference with other food and beverage industry. Secondly, we only conduct this survey in Guangzhou and consumer preferences and experiences will be influenced by its economic strength and geographical factors to a large extent. So in future work, researchers should strive for a broader sample of China. Thirdly, there may be other factors besides environment and service as the main experience medium. Future studies may introduce other factors in the model.

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