**A STUDY ON THE IMPACT OF AMBIENCE ON RESTAURANT CHOICE: A CONSUMER PERSPECTIVE**

**Project Report**

**Submitted by:**

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In partial fulfilment of the requirements for award of the degree of

**Bachelor of Management Studies (International Business)**



**ST. TERESA’S COLLEGE (AUTONOMOUS), ERNAKULAM**

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at ‘A++’ Level (NAAC Fourth Cycle)

**March 2024**

ST. TERESA’S COLLEGE (AUTONOMOUS), ERNAKULAM, KOCHI - 682011



**CERTIFICATE**

*This is to certify that the project report entitled, “A study choice: a consumer perspective on the impact of ambience on restaurant.”, has been successfully completed by Ms. Andrika A J, Reg. No.SB21BMS003, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business under my guidance during the academic years 2021-2024.*

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**DECLARATION**

*I, Andrika A J, Reg. No.SB21BMS003, hereby declare that this project work entitled “A study choice: a consumer perspective on the impact of ambience on restaurant.” is my original work. I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.*

DATE ANDRIKA A. J.

(SB21BMS003)

**ACKNOWLEDGEMENT**

I would like to place on Project Report my debt of gratitude to those who helped me in the preparation of this project.

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**ANDRIKA A. J.**

**EXECUTIVE SUMMARY**

This study explores the complex relationship between atmosphere and customer behaviour in the restaurant business, concentrating on the elements of lighting, music, and décor. It looks at how these factors affect customers' perceptions, feelings, and decision-making while choosing a restaurant, drawing on psychological studies.

The total dining experience in a restaurant is greatly shaped by its ambiance, which is impacted by its decor. Restaurant design components, colour palettes, and furniture can be carefully chosen to create distinct moods and satisfy a range of customer preferences. Despite the fact that décor enhances a restaurant's aesthetic appeal, the study indicates that it may not have as much of an immediate influence on customer preference as other elements.

The music selection in a restaurant has a big influence on how customers enjoy their meals. Different musical styles, tempos, and loudness levels can elicit different feelings and change how people see the dining room. The correct music selection can improve ambience, extend dwell time, and even affect food tastes. It can include anything from classical melodies to modern hits. The study emphasizes how crucial it is to match musical selections to the restaurant's target market and brand identity in order to maximize their influence on patron behaviour.

It becomes clear that lighting has a significant role in influencing customers' decisions while choosing restaurants. Different moods can be produced by adjusting the brightness, colour temperature, and arrangement of lights, from warm and inviting to vivacious and exuberant. Studies show that thoughtful lighting design may improve food presentation, provide a more pleasant atmosphere, and lengthen dining times. Restaurants may stand out from the competition and draw in a discerning clientele by carefully matching their lighting to their décor and music.

In conclusion, this study highlights how important ambiance—which includes lighting, music, and décor—is in influencing patron preferences and decisions in the restaurant business. Through a thorough comprehension of the psychological mechanics involved and the strategic use of these ambiance elements, restaurants may create enduring eating experiences, enhance customer contentment, and eventually propel business success amidst a progressively competitive market

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**CHAPTER 1**

**INTRODUCTION**

* 1. **INTRODUCTION TO THE STUDY**

The dining experience is more than just consuming food; it's an immersive, multisensory adventure. Ambience is one of the many elements that make up this experience, and it is one that has a significant impact on the decisions that customers make while dining out. Ambience, which encompasses everything from the lighting and music to the décor and general ambiance, is crucial in creating unique dining experiences. This study explores how different sensory aspects affect customers' perceptions, emotions, and eventually their decision-making process by looking at it from the consumer's point of view on how ambiance affects restaurant choice.

Growing awareness of the importance of ambience in the hotel industry has occurred in recent years. Restaurants are spending more and more money to design carefully chosen spaces that speak to their target market and embody their brand. Even if there is a wealth of anecdotal data demonstrating the significance of ambience, empirical research is still required to fully comprehend its influence on consumer behaviour and preferences.

This study looks at the customer's point of view in an effort to understand the subtleties of ambiance preferences across various demographic groupings, cultural backgrounds, and dining contexts. It is vital for restaurant managers and owners to comprehend these preferences in order to maximize their ambience strategies and increase client happiness and loyalty.

Moreover, ambience can work as a potent distinction in the highly competitive restaurant market. Businesses with distinctive and welcoming environments may draw in more customers, differentiate themselves from rivals, and establish a strong sense of identity.

In order to give industry stakeholders important information, this study will examine consumer perceptions, feelings, and decision-making related restaurant ambience. This research attempts to educate strategic decisions and promote innovation within the hospitality industry by comprehending the subtleties of ambience's influence on restaurant choice.

In conclusion, the ambiance of a restaurant significantly shapes the dining experience and influences patron decisions. In order to improve customer happiness, educate ambience tactics, and propel success in the cutthroat restaurant market, this study aims to investigate the consumer's perspective on the effects of ambience.

* 1. **PROBLEM STATEMENT**

This study investigates the role that ambiance plays in patrons' decision-making while selecting eateries. It examines the visual, auditory, and emotional dimensions to comprehend the intricate dynamics underlying decisions. The research demonstrates the transformative potential of ambience in boosting dining experiences and provides substantial understanding to the evolving culinary landscape through a careful analysis of these minor aspects. These are vital pieces of information for everyone looking for enjoyable dining experiences as well as for establishments that want to create memorable, customer-focused environments.

* 1. **LITERATURE REVIEW**
     1. **LIGHTING**

Soft, warm lighting creates a cozy atmosphere, while brighter lights can convey a more energetic vibe. Ryu and Jang (2007) using structural equation modelling analysis found that facility aesthetics, involving visual cues like: furniture, colour, lighting and décor, ambience (non visual cues) and employees influenced significantly on the level of customer pleasure, and particularly ambience and employees gave impact significantly to arousal. lighting can be defined as the deliberate and strategic use of artificial and natural illumination within a physical space, specifically within the confines of a restaurant or hospitality setting. It encompasses the manipulation of light sources, intensity, colour temperature, and placement to create a tailored visual environment that contributes significantly to the overall atmosphere and mood experienced by patrons. The study of lighting in this context involves investigating its impact on consumer perceptions, behaviours, and the overall dining experience, with a particular emphasis on how lighting design influences the ambiance of the space. This definition forms the foundation for exploring the nuanced relationship between lighting and the creation of a distinctive and engaging ambiance in hospitality settings.

* + 1. **MUSIC**

According to Scott (1990, cited in Sullivan, 2002), music has the capability to evoke the emotions by providing a link to prior experiences, reduce boredom, could be viewed the best as message enhancer, Kellaris and Mantel (1996, cited in Sullivan, 2002). As Troxel (1999) explained that, when customers eat out, they wish to be entertained that involves all of the five senses, for instance, the sight of nice décor, the smell and taste of delicious food. Nevertheless, the hearing sense is often overlooked regardless the fact that music (background music) surrounds the customers from the moment they walk in up to the moment they walk out.

Music, within the realm of ambiance research, refers to the intentional and curated use of auditory stimuli to shape the perceptual atmosphere of a given space. It is a key element in the sensory composition of environments, contributing to the overall mood, emotional resonance, and experiential quality of a setting. In this context, music serves as an atmospheric tool, capable of influencing individual and collective behaviours, emotions, and perceptions within a given space, thereby playing a crucial role in the creation and enhancement of ambiance.

* + 1. **DECOR**

According to Zeithaml & Bitner, the ambient conditions in restaurants include the background characteristics of the restaurant environment such as interior decoration, exterior appearance, room temperature, lighting, music, noise and odour. Decor refers to the aesthetic elements and visual components intentionally arranged within a space to create a specific atmosphere or mood. It encompasses the deliberate selection and placement of items such as furniture, artwork, colour schemes, lighting fixtures, and other decorative elements, all of which contribute to the overall sensory experience of the environment. The purpose of decor within the scope of ambiance research is to influence the perceptions and emotions of individuals, enhancing their overall engagement and satisfaction within a given setting, such as a restaurant, hotel, or retail establishment. Understanding the impact of decor on ambiance is integral to comprehending the holistic nature of environmental design and its influence on human behaviour and experiences.

* + 1. **ATMOSPHERIC CONDITION**

Psychological studies show that the environment could exercise its effects on human mental states and behavioural patterns in terms of physical perception, psychological perception, and value judgment (DellaVigna 2009). In physical terms, the temperature could alter human behaviours (Bowler and Tirri 1974; Schiff and Somjen 1985; Yablonskiy et al. 2000). This study explores the critical role that ambience plays in influencing restaurant choices made by patrons. By analysing the visual, sensory, and emotional aspects, it seeks to clarify the complex dynamics affecting choices. The research sheds light on the transformative power of ambiance in enhancing dining experiences and offers insightful observations into the changing gastronomic landscape by comprehending these subtle factors. Such knowledge is crucial for patrons looking for fulfilling culinary adventures as well as for establishments hoping to establish memorable, customer-focused environments.

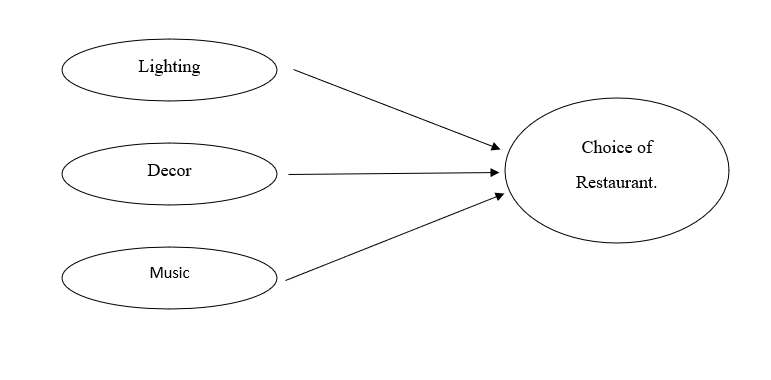
* 1. **SIGNIFICANCE OF STUDY**

In order to create welcoming surroundings that increase customer happiness and loyalty, restaurants must have a thorough understanding of consumer viewpoints regarding ambiance. Businesses can make well-informed judgments on ambiance design by researching customer preferences for lighting, music, decor, and atmosphere. This knowledge also spurs innovation in the sector, resulting in better eating experiences and the establishment of new benchmarks for excellence. Essentially, customer perceptions of ambience direct strategic choices, encourage creativity, and ultimately support the prosperity of eateries and the hospitality industry at large.

* 1. **SCOPE OF STUDY**

The purpose of this research is to determine how ambiance affects restaurant preferences and purchase intents among consumers. It will examine certain aspects of the ambiance, demographic and psychographic data, and the general eating experience. The goal of the study is to shed light on the complex interactions between these variables, giving marketers and restaurant owners useful knowledge. The study aims to provide a succinct, yet thorough, explanation of how ambiance affects customer behaviour in the ever-changing hospitality business by comparing various restaurant types and taking potential regional variances into account.

* 1. **OBJECTIVES OF STUDY**

1. To Identify and analyse the key elements of ambiance that affect decision making in the context of restaurant selection.
2. Explore the impact of demographic factors that influence consumer decision making in the context of restaurant selection.
3. Assess the extent to which ambiance factors like lighting, music and décor affects customers decision making in a restaurant selection.
   1. **CONCEPTUAL MODEL**
   2. **RESEARCH HYPOTHESIS**

H1: There is a positive relationship between lighting within a restaurant and the decision-making process of consumers when choosing where to dine.

H2: There is a positive relationship between music played in a restaurant and the decision-making process of consumers when selecting a dining establishment.

H3: There is a positive relationship between decor in a restaurant and the decision-making process of consumers when deciding where to dine.

* 1. **RESEARCH METHODOLOGY**
     1. **DATA COLLECTION**

The methodical process of obtaining information or data from diverse sources for study or analysis is known as data collection. It entails gathering pertinent data or observations through organized techniques like surveys, interviews, observations, or experiments. Accurate and trustworthy data that can be examined to answer research questions and objectives is the goal. Depending on the study's objectives and the type of data required, different data gathering techniques may be used. In order to assure the validity, dependability, and ethical integrity of the data collected for meaningful analysis and interpretation, it is imperative that data collection protocols be carefully designed.

The questionnaire approach will be the only means of collecting data for this study in order to learn more about how customers perceive restaurant atmosphere and how they make decisions about it.   
  
The questionnaire, which focuses on participants' preferences for lighting, music, decor, and atmospheric circumstances in restaurants, will be thoughtfully created to contain Likert scale questions and structured replies. Additionally, open-ended questions will be included to let participants contribute to their comments and offer more insights.

The tool used by researcher for the primary data collection to understand the impact of ambience on restaurant was through questionnaires.

Secondary data in research was used to find about the industry profile. It was also used for introduction of the study and literature review. All secondary data related information has been collected from previously done research papers, and credible internet websites

* + 1. **SAMPLING**
       1. POPULATION

A population is an elemental collection that shares some or all of its properties. The amount of elements inside the population determines its size. Customers in the restaurant industry or restaurant consumer customers make up the population in this survey. Sampling was done in Kochi area.

* + - 1. SAMPLE SIZE

Owing to time and budget limitations, a sample size of 51 responders was selected.   
To lower sample mistakes, questionnaires were sent to respondents through social media sites including Instagram and WhatsApp. Enough time was given for them to finish the surveys.

* + - 1. SAMPLING TECHNIQUE

Convenience sampling is the sample method employed in this investigation. The selection of participants was based on their availability and accessibility, mostly via social media sites such as Instagram and WhatsApp. Convenience sampling is useful for gathering data, but because the participants might not be representative of the whole community, biases could be introduced. However, using social media to disseminate questionnaires widely made it possible to gather information from a wide range of people who had eaten at restaurants.

* + 1. **TOOLS USED FOR DATA COLLECTION**

Questionnaire was developed with the needs of the study in mind, with the majority of the questions prepared in scale and nominal form. The first portion focused on demographics, but the sections that followed in order of importance were the second, third, fourth, and fifth. These sections discussed the effects of various variables on how customers interpret ambiance, music, decor, and atmospheric circumstances.

* + 1. **DATA ANALYSIS TECHNIQUES**

Entire data has been analysed using SPSS (version 20) software. The tools used for analysis in SPSS for this research are as follows

* 1. **LIMITATION OF THE STUDY**
* One of the main constraints had been time because the research was conducted in addition to academic work.
* Adding more questions will get more difficult as the answer rate drops.
* A fair number of respondents were reluctant to fill out the survey.
* Exploring and covering a broad population can appear challenging.

**CHAPTER – 2**

**INDUSTRY PROFILE**

**2.1 INDUSTRY PROFILE OF THE STUDY**

**2.1.1 RESTAURANT INDUSTRY**

An immersive experience that goes much beyond the plate is what the restaurant sector, an essential part of the world economy, offers. The ambience is essential to this experience and a crucial distinction that may turn an ordinary dinner into an occasion to remember. A restaurant's ambience, which includes its layout, lighting, music selection, and general vibe, is a major factor in drawing and keeping patrons. The setting in which food is served is just as important as the dish itself. Eating out can become a multisensory experience that evokes strong feelings and leaves enduring memories when the environment is designed to match the food.

Restaurants are realizing more and more how important ambience is in influencing patron views and decisions in today's cutthroat market. The correct atmosphere can boost patron pleasure, affect how much a meal is thought to be worth, and promote return business. The ambiance is designed to cater to particular demographics and dining situations, ranging from colourful and dynamic settings ideal for social groups to comfortable and intimate settings ideal for romantic nights. The restaurant's concept and brand are in line with this deliberate use of ambiance, which helps set it apart from rivals and secure a special place in the market.

Looking ahead, the desire of customers for eating experiences that provide an escape from the everyday is expected to fuel the restaurant industry's growing emphasis on ambiance. The future of restaurant atmosphere is being shaped by advancements in design, technology, and sustainability. These developments are resulting in environments that are not only aesthetically pleasing but also represent wider social and environmental principles. The importance of ambiance in defining the eating experience and setting industry trends is becoming more and more apparent as restaurants work to create more interesting, cozy, and unique spaces. This underscores the relevance of ambiance to a restaurant's overall performance.

**2.1.2 HISTORY OF RESTAURANT INDUSTRY**

The history of the restaurant business is one of social change and gastronomic advancement. The idea of serving food to customers outside of one's house is not new; nonetheless, the modern restaurant business as we know it started to emerge in Europe in the 18th century. A. Boulanger established a store in Paris in 1765 that sold "restaurants" or restoratives. His nutritious soups, which were thought to have therapeutic qualities, made the business popular. This was the first instance of a modern restaurant.

Restaurants began to spring up all over Europe in the 19th century, serving a wide range of gastronomic preferences and socioeconomic strata. The rise of the sector was further stimulated by the Industrial Revolution and urbanization, as more people looked for dining options outside of their homes. Taverns and inns continued to be well-liked social hubs for the general public, while fine dining places appeared that catered to the higher classes.

The restaurant sector became more globalized in the 20th century as fast food franchises, informal dining establishments, and foreign cuisine gained popularity. Technological developments in communication and transportation have made it easier for dining experiences and culinary trends to travel the world.

The restaurant business is a vibrant, varied field that includes a broad spectrum of businesses that serve a variety of customers' preferences, spending ranges, and events. Eating out has become a staple of contemporary living, with options ranging from gourmet restaurants and fashionable cafes to quick food establishments and food trucks. The food industry is always changing due to shifting consumer tastes, technology advancements, and cultural influences, which are influencing how people eat, interact with one another, and experience food globally.

**2.1.2 RESTAURANT SECTOR IN INDIA**

The dynamic and diverse Indian restaurant industry is a reflection of the nation's rich culinary legacy, cultural variety, and changing consumer preferences. The business offers a wide range of dining experiences that suit a wide range of tastes and budgets, from street food vendors to fine dining places.   
  
The great diversity of the Indian restaurant business is one of its distinguishing features. There aremany different regional cuisines in India, each with unique flavors, ingredients, and cooking methods. Restaurants all around the nation highlight the variety and richness of India's culinary scene, with dishes ranging from the spicy spices of North Indian cuisine to the delectable treats of South India flavored with coconut.

The Indian restaurant sector has experienced notable expansion and innovation in recent times, primarily due to shifting consumer preferences and technology breakthroughs. The desire for eating out has increased due to factors including urbanization, rising disposable incomes, and an expanding middle class. As a result, new restaurant concepts, formats, and cuisines have emerged. Furthermore, the rise of online restaurant aggregators and food delivery apps has changed how customers communicate with restaurants, making dining more convenient and accessible than before.

India's restaurant industry is renowned for its wide range of culinary specialties and intricate cultural offerings, with ambiance being a key factor in elevating the eating experience. Every location, from thriving metropolises to tranquil seaside villages like Kochi in Kerala, has a distinct atmosphere that enhances the taste experience. Restaurants in Kochi, a seaside city in Kerala, frequently highlight the area's natural beauty by providing waterfront settings with alfresco dining areas and expansive views of the Arabian Sea. The eating area is calm and pleasant, with thick foliage and serene backwaters that invite guests to unwind and enjoy their meals in the breathtaking scenery of nature.

In summary, the Indian restaurant industry relies heavily on ambience, which enhances the eating experience with its unique cultural nuances, regional flavors, and thematic aspects. Restaurant ambiances offer guests an immersive experience through the sights, sounds, and aromas of India, reflecting the rich tapestry of Indian culture and hospitality, from urban sophistication to traditional charm.

**2.1.3 EVOLUTION OF RESTAURANT SECTOR**

The restaurant industry has evolved throughout centuries and continents, mirroring shifts in trade, technology, and societal dynamics. The contemporary restaurant sector has its roots in ancient civilizations when visitors could find food and drink at roadside cafes and taverns. It was first developed in Europe in the eighteenth century. After A. Boulanger's business opened and the idea of providing healthy soups in "restaurants" was established, Paris became a center of culinary innovation. This was a big change from the old taverns and inns, and it set the stage for the modern restaurant to flourish.

The restaurant industry developed further during the 19th century as a result of shifting social conventions, industrialization, and urbanization. There were several aristocratic and bourgeoisie-oriented fine dining restaurants with complex menus and opulent decor. In the meantime, more humble restaurants that served cheap food to the working class could be found in taverns, cafes, and on street corners. By enabling the movement of people and commodities between areas, the development of transportation networks, such as steamships and railways, further encouraged the growth of the restaurant sector.

The restaurant industry saw significant globalization and modernization in the 20th century as a result of shifting consumer preferences, cultural interaction, and technology breakthroughs. Fast food restaurants, popularized by names like KFC and McDonald's, transformed eating out by providing convenient and reasonably priced meals to a large number of people. In order to accommodate a broad range of tastes and preferences, the business became even more diverse with the introduction of international cuisine, themed restaurants, and casual dining establishments.

Fast food restaurants, food trucks, high-end fine dining places, and everything in between are all included in the vast and varied restaurant industry that exists today. Dining out is now more convenient and accessible than ever thanks to technological advancements like digital payment systems and online ordering platforms, which are continuously changing how customers interact with restaurants. The restaurant industry, which offers customers a sensory trip through culture, cuisine, and community, is still firmly entrenched in tradition even in the face of constant change.

**2.1.4 MAJOR PLAYERS IN RESTAURANT INDUSTRY**

**McDonald's Corporation**: With hundreds of locations across the globe, McDonald's is well-known for its signature fast food items, such as burgers and fries.   
  
**Yum! Brands**: KFC, Pizza Hut, Taco Bell, and other well-known chains are owned by a multinational conglomerate. Delicious! Brands is well-known in more than 150 nations.   
  
**Starbucks Corporation**: Starbucks is a worldwide chain of coffee shops with thousands of locations, known for its specialty coffee drinks and welcoming cafe atmosphere.   
  
**Subway**: Known for its adaptable salads and sandwiches, Subway is one of the biggest submarine sandwich restaurants in the world, operating in more than 100 nations.   
  
**Domino's Pizza, Inc.**: With a wide range of pizza selections and sides, Domino's Pizza is a well-known pizza delivery and takeout brand that operates in over 90 countries.

These major players have made names for themselves in the restaurant business, influencing customer tastes and setting trends around the world.

**2.1.5 FUTURE OF RESTAURANT INDUSTRY**

As the restaurant sector adjusts to shifting consumer preferences, technology breakthroughs, and shifting societal trends, it will face both possibilities and problems in the future. The following are some major variables influencing the industry's future:   
  
**1. Technology Integration**: As contactless payments, digital menus, and smartphone ordering become more common, technology adoption will continue to transform the restaurant business. Streamlining operations and improving client experiences could potentially be more significantly aided by automation and artificial intelligence (AI).

**2. Health and Wellness**: With consumers becoming more aware of their health, there is a growing desire for sustainable dining options, transparent sourcing methods, and better menu options. Restaurants may obtain a competitive advantage by emphasizing the use of fresh, locally produced ingredients and providing plant-based or allergy-friendly options.

**3. Delivery and Takeout**: Due to convenience and shifting eating habits, the popularity of food delivery and takeout services is predicted to continue. To satisfy the demand for off-premise dining experiences, restaurants will need to make investments in effective delivery infrastructure, digital platforms, and packaging solutions.

**4. Sustainability and Social Responsibility**: In the future, restaurants will need to take social responsibility and environmental sustainability into account. Concerns about things like food waste, carbon footprints, and ethical sourcing are becoming more and more prevalent among consumers. Restaurants that put an emphasis on sustainability initiatives—like cutting down on food waste, adopting eco-friendly procedures, and assisting local communities—may draw in customers who care about the environment.

**5. Experience-driven Dining**: Demand for distinctive dining experiences is predicted to be high even with the growth of delivery and takeout. Restaurants that provide immersive experiences—like chef-driven tasting menus, themed pop-up events, and interactive dining concepts—may draw in sophisticated diners looking for noteworthy and photogenic eating encounters.

**6. Adaptation to Changing Demographics**: The kinds of cuisines, dining styles, and services that restaurants provide will change as a result of demographic changes such an older population and an increase in ethnic variety. Adapting to a wide range of dietary requirements, cultural preferences, and lifestyle choices will be crucial to remaining relevant in a market .

All things considered, the restaurant business's future will be defined by creativity, adaptability, and a stronger emphasis on customer-centric solutions

**2.1.6 AMBIANCE IN RESTAURANT INDUSTRY**

Ambiance is the collective term for a location's overall mood or atmosphere, which is shaped by a variety of sensory factors such the lighting, furnishings, music, and air quality. In the context of the restaurant business, ambiance is vital in determining the quality of the eating experience and how patrons view the business. A well-designed atmosphere may make a meal more enjoyable, leave guests with unforgettable memories, and even affect their decision to come back.

A restaurant's ambiance is deliberately chosen to generate a certain atmosphere or theme that complements its idea, menu, and target clientele. A casual bistro may choose to create a more laid-back and lively atmosphere with brighter lighting, eclectic design, and lively music, whereas a fine dining restaurant may strive to create an exquisite and sophisticated ambiance with soft lighting, plush furnishings, and classical music.

In the restaurant business, ambiance is produced by combining many sensory components. Important components include:   
  
**Lighting**: To establish the tone and create different atmospheres, a variety of lighting styles, including ambient, accent, and natural light, are used.   
  
**Decor**: Various components, including furniture, artwork, color schemes, and architectural details, enhance the visual appeal of the area while mirroring the concept and theme of the restaurant.   
  
**Music**: Background music improves the atmosphere and affects how customers feel and see their meal. The music's genre, pace, and loudness can all have a big effect on the atmosphere.   
  
**Atmospheric conditions**: Ensuring that indoor temperatures are reasonable, humidity levels are appropriate, and ventilation is sufficient guarantees that customers can dine in comfort.

Everything being considered, atmosphere plays a crucial role in the restaurant business. By thoughtfully selecting elements like lighting, décor, music, and atmospheric conditions, restaurant managers may improve customer satisfaction and loyalty by creating a warm and inviting environment.

**2.1.7 TRENDS IN RESTAURANT INDUSTRY**

The restaurant sector has seen a significant shift in ambiance trends in recent years, with businesses placing a greater emphasis on producing immersive and unforgettable dining experiences. The increasing popularity of al fresco dining experiences has led to a notable trend in the proliferation of outdoor dining venues. Restaurants are making investments to create quaint outdoor spaces that are furnished with cozy seats, soft lighting, and lush vegetation to provide customers with a revitalizing and laid-back dining experience.

The incorporation of technology into restaurant environments, which offers more personalization and control, is another noteworthy trend. Diners can personalize their eating experience by modifying the visual ambiance, lighting settings, and music playlists through the use of interactive displays, digital interfaces, and smart lighting systems.   
  
In order to offer distinctive and engaging eating experiences, restaurants are embracing holidays, cultural events, and seasonal changes through the use of themed and seasonal decor. A themed atmosphere creates excitement and originality and entices guests to return for special occasions or events. Examples of this include festive décor and meal offers.

Furthermore, there's a rising focus on customized experiences; dining establishments are customizing their environment to fit specific tastes and events. Whether designing cozy spaces for romantic dinners or vibrant settings for festive events, a customized ambiance improves the entire dining experience and encourages patron satisfaction and loyalty.   
  
All things considered, the industry's dedication to innovation and guest-centered experiences is reflected in these atmospheric trends. Restaurants may create distinctive and attractive environments that appeal to customers and help them stand out in a crowded market by utilizing outdoor areas, technological integration, themed decor, and customized techniques.

**CHAPTER – 3**

**DATA ANALYSIS AND INTERPRETATION**

**DESCRIPTIVE STATISTICS**

Descriptive statistics were conducted to analyse the variables of lighting, decor, and music in the context of consumer preferences for restaurant ambiance. For lighting, the mean rating indicated the overall perception, while standard deviation measured the variability in responses. Frequency distributions showed the distribution of ratings across different lighting levels. Similar analyses were performed for decor and music, providing insights into their perceived importance and influence on dining experiences. These statistics offer valuable insights for restaurant owners to understand and cater to consumer preferences, ultimately enhancing the overall dining ambiance and customer satisfaction.

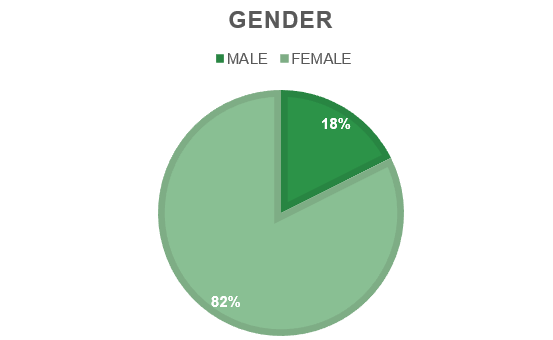
**3.1 DEMOGRAPHIC REPRESENTATION OF RESPONDANTS**

The researcher has tried to study the demographic variables of the respondents.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Demographic Characteristics** | | | **Number of Respondents** | **Percentage (%)** |
| **Gender** | Male | | 9 | 17.6% |
| Female | | 42 | 82.4% |
| **Total** | | | 51 | 100% |
| **Age** | | Less than 20 | 7 | 13.7% |
| 20 - 30 | 40 | 78.4% |
| 30 - 40 | 2 | 3.9% |
| 40 - 50 | 1 | 2% |
| 50 or above | 1 | 2% |
| **Total** | | | 51 | 100% |

*Table 3.1.1 Demographic Representation of Respondents*

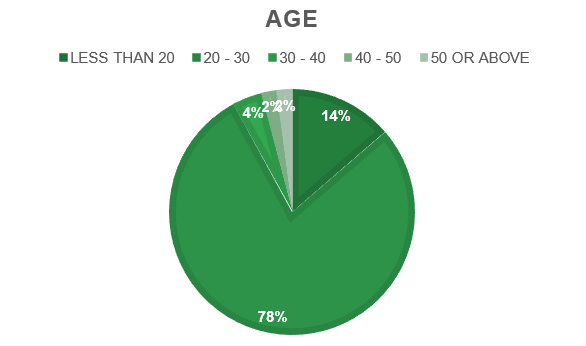
**GENDER**

****

*Figure 3.1.1 Gender Representation of Respondents*

**Interpretation**: About 82.4% of people are females. The group of males had 17.6% falling under it.

**AGE**

****

*Figure 3.1.2 Age Representation of Respondents*

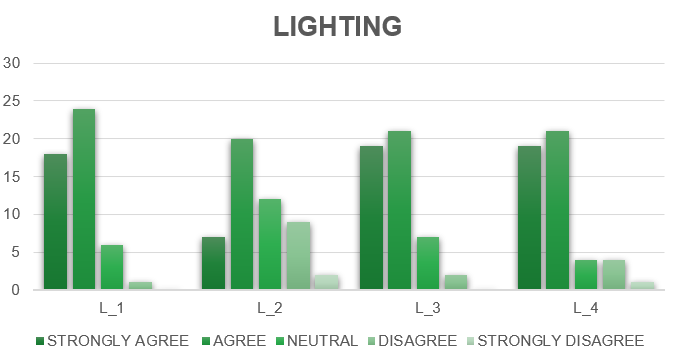
**Interpretation**: About 78.4% of people fell under the 20 -30 age group. The less than 20 age group had 13.7% coming next in line. The 30-40 age group had 3.9% falling under it. The 40 -50 age group and people in more than 50 age group had 2% each of respondents.

**3.2 GRAPHICAL REPRESENTATION**

**LIGHTING**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Lighting Factors | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
| Lighting is an important consideration for selecting a restaurant | 18 | 24 | 6 | 1 | 0 |
| Lighting in a restaurant influence my perception of food taste | 7 | 20 | 12 | 9 | 2 |
| Lighting in a restaurant affect my dining experience | 19 | 21 | 7 | 2 | 0 |
| Lighting in a restaurant influence my decision to stay longer or leave earlier | 19 | 21 | 4 | 4 | 1 |

*Table 3.2.1 showing the frequencies of the responses of Lighting*

****

*Figure 3.2.1 Graphical representation of lighting effecting the decision during the selection of a restaurant.*

*(Where,*

*L\_1 – Lighting is an important consideration for selecting a restaurant.*

*L\_2 – Lighting in a restaurant influence my perception of food taste.*

*L\_3 – Lighting in a restaurant effect my dining experience.*

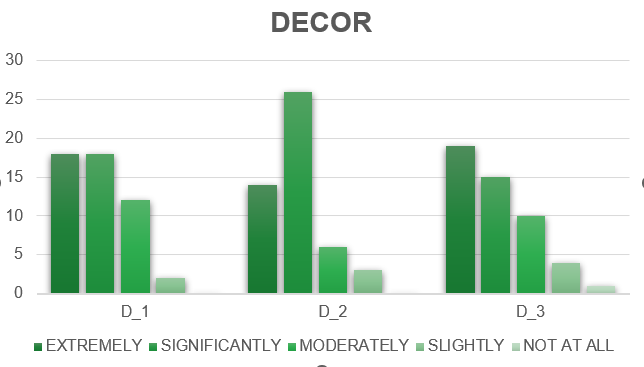
*L\_4 – Lighting in a restaurant influence my decision to stay longer or leave earlier.)*

The graph above illustrates how a customer's decision on which restaurant will enhance their dining experience and whether or not to stay is influenced by the lighting. Based on the comments, most people concur that lighting has a significant role in their decision-making.

**DECOR**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Décor Factors | Extremely | Significantly | Moderately | Slightly | Not at all |
| How important is the decor of a restaurant when choosing where to dine? | 18 | 18 | 12 | 2 | 0 |
| Does the decor of a restaurant influence your overall dining experience? | 14 | 26 | 6 | 3 | 0 |
| Do you choose a restaurant with unique and creative decor? | 19 | 15 | 10 | 4 | 1 |

*Table 3.2.2 showing the frequencies of responses of Decor*

****

*Figure 3.2.2 Graphical representation of décor effecting the decision during the selection of a restaurant.*

*(Where,*

*D\_1 – How important is the decor of a restaurant when choosing where to dine.*

*D\_2 – Does the decor of a restaurant influence your overall dining experience.*

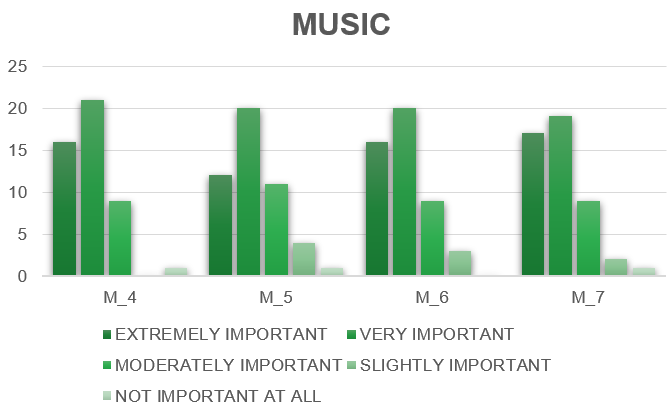
*D\_3 – Do you choose a restaurant with unique and creative décor)*

The graph above illustrates how customers' perceptions of decor affect their decision-making when choosing a restaurant to enhance their dining experience. The majority of respondents are satisfied with the décor after evaluating restaurants, and they also attribute their decision to the restaurant's unique decor.

**MUSIC**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Music Factors | Extremely important | Very important | Moderately important | Slightly important | Not important at all |
| How important is the background music in creating a pleasant ambience in a restaurant | 16 | 21 | 9 | 0 | 1 |
| Is the music played in a restaurant influence your overall dining experience? | 12 | 20 | 11 | 4 | 1 |
| How important is the volume of music in a restaurant to you? | 16 | 20 | 9 | 3 | 0 |
| How important is the choice of music in creating a specific atmosphere in a restaurant? | 17 | 19 | 9 | 2 | 1 |

*Table 3.2.3 showing the frequencies of responses of Music*

****

*Figure 3.2.3 Graphical representation of music effecting the decision during the selection of a restaurant.*

*(Where,*

*M\_4 – How important is the background music in creating a pleasant ambience in a restaurant*

*M\_5 – Is the music played in a restaurant influence your overall dining experience*

*M\_6 – How important is the volume of music in a restaurant to you*

*M\_7 – How important is the choice of music in creating a specific atmosphere in a restaurant.)*

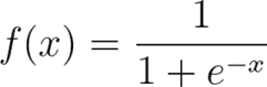
This graph shows the responses of customers who are willing to eat at a restaurant with music. Comparatively, the chart shows that most people enjoy dining in restaurants with lively music environments since it enhances the overall dining experience.

**3.3 INFERENTIAL STATISTICS**

**3.3.1 LOGISTIC REGRESSION**

The probability of a binary result dependent on one or more predictor variables can be modelled using the statistical technique of logistic regression. This method is frequently applied in situations when the dependent variable is categorical and denotes two possible outcomes, such as "yes" or "no," "success" or "failure," or "positive" or "negative."   
  
The logistic function—also called the sigmoid function—converts the linear combination of predictor variables into probabilities between 0 and 1, from which the logistic regression equation is constructed. This is the definition of the logistic function:

The sigmoid function is referred to as an activation function for logistic regression and is defined as:

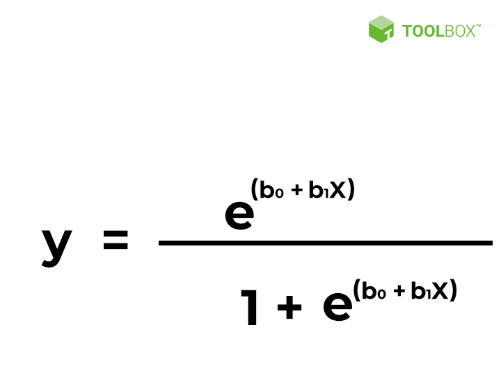


**Equation of Logistic Regression**

where,

* e = base of natural logarithms
* value = numerical value one wishes to transform

The following equation represents logistic regression:



**Logistic Regression – Sigmoid Function**

here,

* x = input value
* y = predicted output
* b0 = bias or intercept term
* b1 = coefficient for input (x)

This equation is similar to linear regression, where the input values are combined linearly to predict an output value using weights or coefficient values. However, unlike linear regression, the output value modelled here is a binary value (0 or 1) rather than a numeric value.

**3.3.2 HYPOTHESIS TESTING**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Omnibus Tests of Model Coefficients** | | | | | |
|  | | Chi-square | df | Sig. |
| Step 1 | Step | 31.917 | 3 | .000 |
| Block | 31.917 | 3 | .000 |
| Model | 31.917 | 3 | .000 |

*Table 3.3.2.1 Tabular representation of Omnibus Tests Of Model Coefficients showing the impacts of variables in dining experiences.*

The omnibus test results for a logistic regression model are shown in the table 3.3.2.1. The model coefficients, which comprise three predictor variables, are tested for overall significance using the chi-square statistic. A statistically significant impact of the predictor variables on the outcome variable, which is probably related to dining experiences, is indicated by the very significant chi-square value of 31.917 (p < 0.001). In summary, this indicates that the model fits the data well and that the predictor variables it includes have a significant role in explaining variation in the outcome variable.

|  |  |  |  |
| --- | --- | --- | --- |
| **Model Summary** | | | |
| Step | -2 Log likelihood | Cox & Snell R Square | Nagelkerke R Square |
| 1 | 38.764a | .465 | .620 |
| 1. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001. | | | |

*Table 3.3.2.2 Tabular representation of Model Summary showing the impacts of variables in dining experiences*.

The table 3.3.2.2 displays the logistic regression model's summary statistics. A lower number suggests an improved fit, and the -2 Log likelihood value of 38.764 shows the quality of fit. With respect to the outcome variable pertaining to dining experiences, the Cox & Snell R Square value of 0.465 and the Nagelkerke R Square value of 0.620 show that the model explains 46.5% and 62.0% of the variance, respectively. When it comes to explaining a sizable amount of the fluctuation in the outcome variable, the model fits the data rather well overall.

|  |  |  |  |
| --- | --- | --- | --- |
| **Hosmer and Lemeshow Test** | | | |
| Step | Chi-square | df | Sig. |
| 1 | 6.548 | 8 | .586 |

*Table 3.3.2.3 Tabular representation of Hosmer and Lemeshow Test showing the impacts of variables in dining experiences.*

The table 3.3.2.3 displays the results of the Hosmer and Lemeshow Tests, which evaluate a logistic regression model's quality of fit. The model appears to match the data well based on the chi-square statistic of 6.548 with 8 degrees of freedom and a significance value (Sig.) of 0.586. The observed and expected frequencies are likely similar, and the model effectively captures the relationship between the predictor variables and the outcome variable pertaining to dining experiences, if the p-value is non-significant (greater than 0.05). Based on the Hosmer and Lemeshow Test, the logistic regression model thus seems to have a good fit to the data.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Variables in the Equation** | | | | | | | | |
|  | | B | S.E. | Wald | df | Sig. | Exp(B) |
| Step 1a | Light | 2.508 | .763 | 10.815 | 1 | .001 | 12.285 |
| Decor | -.232 | .670 | .120 | 1 | .729 | .793 |
| Music | 1.646 | .556 | 8.763 | 1 | .003 | 5.184 |
| Constant | -8.870 | 2.765 | 10.294 | 1 | .001 | .000 |
| 1. Variable(s) entered on step 1: Light, Decor, Music. | | | | | | | | |

*Table 3.3.2.4 Tabular representation of Variables in the Equation showing the impacts of variables in dining experiences.*

This table 3.3.2.4 presents the results of a logistic regression analysis illustrating how ambiance characteristics affect dining experiences. Remarkably, Light turns out to be a significant predictor (p =.001), showing a strong positive correlation with positive dining experiences with an odds ratio of 12.285. On the other hand, Decor has no significant effects (p =.729), suggesting that it has little effect. With an odds ratio of 5.184, music, on the other hand, demonstrates statistical significance (p =.003) and highlights the beneficial impact it has on eating experiences. These results indicate the limited influence of decor on diners' perceptions while also emphasizing the critical role that atmosphere components like light and music play.

The tables (3.3.2.1, 3.3.2.2, 3.3.2.3, 3.3.2.4) mentioned earlier show that logistic regression analysis was carried out in order to examine the hypothesis of whether light decor and music influence a customer's decision while selecting a restaurant. The researcher decided to apply a logistic regression since the dependent variable—consumer choice—is a binary variable that can have two possible answers: yes or no. After doing a logistic regression, the researcher discovered a strong correlation between the independent and dependent variables.

**CHAPTER – 4**

**FINDINGS, SUGGESTIONS AND CONCLUSIONS**

* 1. **FINDINGS**

1. Table 3.3.2.4 indicates that illumination has a substantial impact on dining experiences; a higher rating is associated with a higher chance of having a good dining experience (p = 0.001).
2. According to Table 3.3.2.4, the likelihood of having a satisfying dining experience increases by a factor of 12.285 for each unit rise in illumination rating.
3. According to Table 3.3.2.4, decor has no bearing on patrons' opinions and choices of restaurants (p = 0.729), and it has no discernible impact on dining experiences.
4. Furthermore, Table 3.3.2.4 shows that music has a substantial effect on dining experiences; a higher rating is linked to a higher chance of having a good dining experience (p = 0.003).
5. Based on Table 3.3.2.4, there is a 5.184-fold increase in the likelihood of a favourable dining experience for every unit rise in music rating.
6. According to Table 3.3.2.1, the research's conclusions highlight the vital roles that ambiance—including lighting and music—play in improving eating experiences and influencing patrons' restaurant choices.
7. Tables 3.3.2.1 and 3.3.2.4 offer insights into how restaurants can use these findings to enhance the atmosphere of their lighting and music to create more comfortable dining experiences and draw in more patrons.

­

1. The study highlights how important ambiance aspects are in influencing customer satisfaction and perceptions in the restaurant business, as shown by Tables 3.3.2.1 and 3.3.2.4.
   1. **SUGGESTIONS**
2. Restaurants can generate a variety of moods and atmospheres by adjusting the colour temperature and intensity of the light in addition to optimizing the lighting arrangements. In informal or family-oriented settings, brighter lighting may be appropriate, but warmer tones can create a comfortable atmosphere for special dining occasions.
3. In addition to providing a wide variety of musical styles, restaurants can improve the eating experience by choosing music that complements their brand and target audience. In order to convey elegance and sophistication, a fine dining business can use classical or instrumental music, whilst a fashionable urban restaurant might choose lively, modern music.
4. Although the study did not find a substantial effect of décor, it is still a crucial component in establishing a visually pleasing dining atmosphere. In order to create memorable eating experiences that appeal to patrons, restaurants might experiment with creative decor features like distinctive artwork, bold furniture pieces, or themed decor.
5. In order to convey the ideal atmosphere, lighting, music, and design must be carefully integrated and coordinated. Creating a unified ambiance involves more than just individual aspects. Restaurants should think about creating an all-encompassing ambiance strategy that improves overall customer happiness and is consistent with their brand concept.
6. Restaurants can set themselves apart from the competition by adopting innovative ambiance technology, such as intelligent lighting systems that can be programmed to alter colour and intensity in response to the time of day or special occasions. The eating experience can also be made more memorable and personalized with individualized music playlists that are produced according to the tastes of the customers.
7. Restaurants can use technology to collect data on customer preferences and behaviour in real-time, in addition to collecting input through conventional techniques like as questionnaires. Restaurants may swiftly adjust their ambiance tactics to suit changing customer expectations by using this data-driven strategy to make well-informed judgments.
   1. **CONCLUSION**

To summarize , the findings from the study provide strong proof of the importance of ambiance in dining experiences and restaurant preferences. According to the study, while decor is important, it did not significantly influence customers' attitudes or restaurant choices. Instead, lighting and music were found to be important factors in influencing customers' perceptions and satisfaction levels.

These findings offer practical suggestions that restaurant managers and owners can implement to improve the atmosphere of their spaces in order to draw in and keep customers. Restaurants may create immersive eating spaces that leave a lasting impression on customers by carefully altering lighting settings and selecting music playlists that appeal to their target demographic. Moreover, there are exciting chances to improve the overall eating experience and set yourself apart from competitors with the integration of cutting-edge ambiance technology like dynamic lighting systems and personalized music platforms.

The study also emphasizes how crucial it is to approach ambiance design comprehensively, taking into account the interactions between lighting, music, and decor. Restaurants may create harmonious and welcoming environments that appeal to a wide variety of customers by balancing these components. Additionally, restaurants may continuously improve their ambiance tactics and remain sensitive to changing consumer trends by using technology to acquire real-time data on customer preferences.

In conclusion, this study highlights the critical role that ambiance plays in fostering customer loyalty and happiness in the restaurant business. Through the application of ambiance improvement methods that are based on evidence and influenced by these results, restaurants may build memorable dining experiences, strengthen their relationships with customers, and ultimately achieve long-term commercial success despite a progressively competitive market.

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**ANNEXURE**

Q1. What is your name?

Q2. What is your gender?

* Male
* Female
* Prefer not to say

Q3. What is your age?

* less than 20
* 20 – 30
* 30 – 40
* 40 – 50
* 50 or above

Q4. To assess the impact of ambient lighting on the mood and experience of individuals who visit restaurants. Please rate your level of agreement to the below statements.

**(Strongly agree, Agree, Neutral Disagree, Strongly disagree)**

* Lighting is an important consideration for selecting a restaurant.
* Lighting in a restaurant influence my perception of food taste.
* Lighting in a restaurant affect my dining experience.
* Lighting in a restaurant influence my decision to stay longer or leave earlier.

Q5. Which lighting style do you prefer in a restaurant?

* Modern
* Traditional
* Aesthetic
* Minimalistic

Q6. What type of lighting do you find most appealing in a restaurant?

* Warm
* Classic
* Cool

Q7. Please read the below statements and mark your response

**(Extremely, Significantly, Moderately, Slightly, Not at all)**

1. How important is the decor of a restaurant when choosing where to dine?
2. Does the decor of a restaurant influence your overall dining experience?
3. Do you choose a restaurant with unique and creative decor?

Q8. Which decor elements do you find appealing in  a restaurant? (Select all that apply)

1. Modern
2. Traditional
3. Minimalistic
4. Rustic
5. Vintage
6. Industrial
7. Cozy
8. Elegant

Q9. Which seating arrangement do you prefer in a restaurant?

1. Booths
2. Tables and Chairs
3. Bar stools
4. Outdoor seating
5. Communal tables

Q10. Have you gone back to a restaurant because of the type of music they play?

1. Yes
2. No
3. Maybe

Q12. Do you enjoy live music performances in restaurants?

1. Yes
2. No
3. Maybe

Q13. How likely are you to return to a restaurant that offers live music based o your experience during your initial visit?

1. Very unlikely
2. Unlikely
3. Neutral
4. Likely
5. Very likely

Q14. What are your music preference in a restaurant?

**(Extremely important, Very important, Moderately important, Slightly important, Not important at all)**

1. How important is the background music in creating a pleasant ambience in a restaurant?
2. Is the music played in a restaurant influence your overall dining experience?
3. How important is the volume of music in a restaurant to you?
4. How important is the choice of music in creating a specific atmosphere in a restaurant?

Q15. How often do you consider the temperature of a restaurant when making a dining decision?

1. Always
2. Often
3. Sometimes
4. Rarely
5. Never

Q16. Have you ever left a restaurant due to uncomfortable temperature conditions?

1. Yes
2. No

Q17. Would you be willing to pay more for a restaurant with optimal temperature conditions?

1. Yes, definitely
2. Maybe, depending on the price difference
3. No, it doesn't matter to me

Q18. Even if the ambient condition of a restaurant is not as per your expectations but the taste of food served there is great, would you still go there?

1. Yes
2. No
3. Maybe