INFLUENCE OF RESTAURANT ATMOSPHERICS ON CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTIONS

A
Thesis
Submitted in partial fulfillment of the
requirements for theaward of the degree of

DOCTOR OF PHILOSOPHY
IN
COMMERCE

By

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PUNJAB
2021

DECLARATION

I, Bindu Aggarwal, student of Ph.D. (Commerce) hereby declare that this thesis entitled '**INFLUENCE OF RESTAURANT ATMOSPHERICS ON CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTIONS**' is an original work done by me and has not been published or submitted elsewhere for the requirement of the degree program. Any literature, data or work done by others and cited within this thesis has been given due acknowledgement and listed in the reference section.

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TO WHOMSOEVER IT MAY CONCERN

I, Dr. Pawan Kumar, do herewith certify that Bindu Aggarwal, has prepared her thesis entitled **'INFLUENCE OF RESTAURANT ATMOSPHERICS ON CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTIONS'** under my guidance and supervision. This thesis is being submitted by her in partial fulfilment of the requirements for the award of the Doctor of Philosophy in Commerce from Lovely Professional University, Phagwara.

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ABSTRACT

Atmospheric variables potentially play a very important role in service consumer decision processes**.** It is proposed to play a critical role in forming customer satisfaction evaluations by managing consumer expectations and perceptions. Due to the increase in customer expectations and the wide array of restaurants to choose from, restaurateurs have found ways to differentiate themselves from the competition. One of the ways to do so is through their physical environment. Second is Services cape which is the man- made, physical surroundings as opposed to the natural or social environment (Bitner, 1992). The third is TANGSERV which is the ambience, design, and product/service factors in the foodservice industry (Raajpoot, 2002). Whether we define the physical environment as man-made surroundings or ambient factors, they all state a similar thing. The design and layout of an establishment evoke feelings of pleasure to facilitate employee productivity. Interior design and atmospheric elements provide the perceptions and mental images which the customers take with them and which would affect their intent to recommend or revisit. As such the managers use atmospherics as a virtual metaphor to convey an image, manipulate attitudes, or assist in the recall of existing positive attitudes. The managers can manipulate exterior and interior design, as well as the overall atmospherics so that they could use it as differentiating tool in their marketing and promotions.

Atmospherics to a large extent determines the overall degree of satisfaction in the restaurant industry by taking into account the intangible nature of service processes (Ryu and Han, 2009). Good atmospherics and better qualities of services help in creating satisfied customers and build their post dining behavioural intentions which create positive word-of-mouth.

SIGNIFICANCE OF THE STUDY

This study has attempted to understand the influence of some less explored atmospheric attributes of fine dining restaurants on consumer satisfaction and their behavioural intentions.

The findings of the study have implications for the following*:*

For restaurateurs: This study will facilitate restaurateurs in creating meaningful

atmospheric elements in a restaurant and would help to justify why the customer behaves in a certain manner. Indeed, the study and results gained from this study can be used by the restaurateurs in rejuvenating their atmospherics to mutually benefit themselves and their customers.

For society: A research study will just be a wastage of time, money and energy if it has no social relevance. Society can reap the benefits from the findings of the proposed research topic because it will give them knowledge and a sense about the service and facilities which they are getting is worth justifiable in exchange for the money being spent by them. The study will make them more aware and leave a question in their mind in terms of their decision to go to a particular restaurant for meals. As the consumer is said to be the King of the market, it will highlight the importance to provide the best atmosphere to customers who come with an expectation to enjoy good food.

Research Objectives

Following are the main objectives of the research:

1. To study the influence of Fine-dining Restaurant Atmospherics on (i) Customer Satisfaction and (ii) Behavioural Intentions.

2. To study the influence of Customer Satisfaction on Behavioural Intentions of customers.

3. To study the Mediating Effect of Customer Satisfaction between the Fine-dining Restaurant Atmospherics and Behavioural Intentions.

4. To study the Moderating effect of Demographic variables on the relationship between Fine-dining Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions.

3.4 HYPOTHESIS OF THE STUDY

Based on the objectives of the study, the following hypothesis has been framed:

H1: There is a significant influence of Fine-dining Restaurant Atmospherics on (i) Customer Satisfaction and (ii) Behavioural Intentions.

H1a: Culture-related attributes of Fine-dining restaurants have a significant influence on (i) Customer Satisfaction and (ii) Behavioural Intentions.

H1b: Sanitation-related attributes of Fine-dining restaurants have a significant influence on (i) Customer Satisfaction and (ii) Behavioural Intentions.

H1c: Music-related attributes of Fine-dining restaurants have a significant influence on (i) Customer Satisfaction and (ii) Behavioural Intentions.

H1d: Menu-related attributes of Fine-dining restaurants have a significant influence on (i) Customer Satisfaction and (ii) Behavioural Intentions.

H2: There is a significant influence of Customer Satisfaction on Behavioural Intentions.

H3: There is a significant mediating effect of Customer Satisfaction between Fine-dining Restaurant Atmospherics and Behavioural Intentions.

H4: There is a significant Moderating effect of Demographics on the relationship between Fine-dining Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions.

H4a: Gender has a significant moderating effect on the relationship between Fine-dining Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions.

H4b: Marital Status has a significant moderating effect on the relationship between Fine-dining Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions.

H4c: Age has a significant moderating effect on the relationship between Fine-dining Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions.

H4d: Occupation has a significant moderating effect on the relationship between Fine-dining Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions.

Scope of the Study

The scope of the study includes the Fine-Dining restaurants of Haryana. Data was collected from the customers of the Fine-Dining restaurants of Gurgaon, Faridabad, Karnal, Panchkula and Ambala. The key restaurant atmospheric attributes investigated are culture, sanitation, music, and menu design and presentation. The research is focused on the determination of the influence of atmospherics of Fine-

Dining restaurants of Haryana on customer satisfaction and their behavioural intentions.

For this purpose, Mehrabian and Russell's (1974) S-O-R model has been applied and validated. Restaurant atmospheric attributes have been taken as Stimulus (S), customer satisfaction as Organism (O), and behavioural intentions as Response (R). This study has identified both the direct and indirect influence of restaurant atmospherics on the behavioural intentions of customers. In addition to this, the mediating role of customer satisfaction between restaurant atmospherics (Stimulus) and behavioural intentions (response) has been studied. The moderating effect of demographics particularly, gender, marital status, age and occupation on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions have also been studied.

Research Methodology

In this research, Purposive sampling and Snowball Sampling methods have been applied. The purposive sampling method was used to collect data directly from customers, who visited Fine-dining restaurants of Haryana before the Covid-19 lockdown. During the Covid-19 lockdown, since the characteristics of the samples were difficult to locate and reach, the snowball sampling method was used to obtain data online from customers. Out of a total of 22 districts of Haryana, the top five major districts were selected, based on the number of Fine-dining restaurants and the per-capita income. In this research, both primary and secondary methods of data collection have been used. Primary data regarding the demographic features of the respondents like age, gender, educational qualification and occupation was collected together with their responses on the statements of three main constructs viz. restaurant atmospherics, customer satisfaction and behavioural intentions. Direct interaction with restaurant managers and the staff was also done during the construction of the questionnaire. Similarly, for the collection of secondary data, an extensive review of the literature concerning the area of research was done. Specifically, the journals, books, reports of various renowned organizations concerning the restaurant industry were studied and other relevant data were collected from official websites.

Data were analyzed using IBM SPSS Statistics 26 and IBM SPSS AMOS 21 Graphics. Various tests like Descriptive statistics, means, frequencies, Percentages, Correlation,

Chi-Square, one-way ANOVA, Confirmatory Factor Analysis and Structural Equation modeling were performed. Restaurant atmospherics were taken up as endogenous variable, customer satisfaction as mediating variable and behavioural intentions as an exogenous variable. Consequently, the reliability of constructs used in the structured questionnaire was tested and Cronbach's alpha (α) values appeared in the range from .60 to .90 for all the constructs that can be used for further analysis. Advanced Multivariate data analysis techniques like Structural Equation Model (SEM) has been used through IBM AMOS software to accomplish the objectives of the present research and for hypothesis testing.

Findings of the study

To begin, the mean and standard deviation were independently measured to have a better understanding of each item of the unobserved variables. The inter-item correlation matrix was also shown for all dimensions to assess the content validity of the statements of the questionnaire. Except for a few, all of the statements had high to moderate correlation scores. The skewness, kurtosis, and Kolmogorov-Smirnov tests were considered to determine the normality of the data. Both methods validated the data's normality. Confirmatory Factor Analysis (CFA) was performed to evaluate the dependability and validity of the constructs under consideration. It explained the constructs' internal validity and determined their convergent and discriminant validity. CFA confirmed an association between observed variables and their underlying latent constructs. Absolute Fit Measures, Incremental Fit Measures, and Parsimony Fit Measures were used to assess model fit. All of the measurements were within the permitted range. Following that, structural equation modeling and hypothesis testing were carried out to test the path relationships.

First objective: The findings of the study demonstrated that, except for music, all sub-constructs of restaurant atmospherics, including culture, sanitation, menu design, and presentation, had a substantial influence on customer satisfaction. Except for music, the p-values for culture-related attributes, sanitation-related attributes and menu-related attributes were all less than 0.05 at the 0.001 level of significance. As a result, the first objective and both H1a (i) and H1a (ii) were supported.

Second objective: A substantial link between customer satisfaction and behavioural intentions was reported. This research suggests that if consumers are satisfied with a restaurant's atmospheric attributes, they are more likely to return, promote, and spread

the favourable word of mouth about it. Hence the second objective and the H2 were supported.

Third objective: An attempt was made to determine the mediating role of customer satisfaction between restaurant atmospherics and behavioural intentions. The bootstrapping approach indicated a direct and indirect effect of restaurant atmosphere on customer behavioural intentions, which confirmed partial mediation. As a result, the third objective and the H3 was supported.

Fourth objective: The moderating effect of demographic variables was also investigated in this study through multi-group analysis in AMOS. By investigating the moderating role of gender, it was discovered that being male or female had no significant impact on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions. The studies, however, suggested that females valued sanitation and menu-related attributes more than males but that difference was unable to bring any statistically significant difference between males and females regarding the perception of restaurant atmospherics, customer satisfaction and behavioural intentions. Hence H4 (a) was not supported.

While determining the moderating role of marital status on the aforementioned relationship, the study found that marital status only moderated the effect of sanitation and menu-related qualities on customer satisfaction but not on their behavioural intentions. The moderating effect of marital status on the path of culture-related traits on behavioural intentions was also found. Hence H4 (b) was supported only for the sanitation and menu-related attributes for customer satisfaction and culture-related attributes and their behavioural Intentions.

The moderating effect of age was also examined and it was found that the age of respondents significantly affected the relationship between restaurant atmospherics, customer satisfaction and behavioural intentions. The findings revealed a significant variation in behavioural intentions across all age groups. As respondents in the age categories 18-30, 31-40, and 41-50 were the most satisfied, they had the highest intention to return, refer to friends, family, and others, and spread positive word of mouth for the fine-dining restaurants. Hence, H4(c) was supported.

As far as the influence of occupations on the hypothesized relationship is concerned it was found that people's perceptions of culture-related attributes differ across

occupations. Students, self-employed individuals, and private sector professionals were shown to be the most influenced by fine-dining restaurants' culture-related attributes. It was discovered that the difference in customer perception of sanitation-related attributes across all occupations was not statistically significant. The findings revealed that people's perceptions of music-related attributes differed across jobs. Students and the self-employed preferred the fine-dining restaurants' music-related features the most. However, there was no evidence that occupation had a moderating effect on menu-related attributes, consumer satisfaction, or behavioural intentions. H4d is supported for culture and music-related attributes only.

From the academic point of view, the present research adds to the current literature on restaurant context, customer satisfaction and behavioural intentions. The current research has discovered many realistic implications for the management of fine-dining restaurants. The well-planned and crafted atmospheric qualities of a restaurant have been proved to be an indicator of customer satisfaction and behavioural intentions. Therefore, restaurant owners should attempt to enhance the diners' experience. Customer satisfaction has emerged as a vital predictor of behavioural intentions. The findings of the study indicated that a satisfied customer showed positive behavioural intentions. In addition to this, demographics affected the perception of customers regarding all the atmospheric attributes and their level of satisfaction and further decided their behavioural intentions. In short, it can be inferred that Mehrabian-Russell's model in the context of the theory of Stimulus-Organism-Response was well described in the present study in the form of restaurant atmospherics as stimulus (S), customer satisfaction as an organism (O), and behavioural intentions as the response (R). The results of the analysis elucidated the clear impact of a restaurant's well-planned and displayed environment on customer satisfaction and their behavioural intentions.

ACKNOWLEDGEMENTS

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LIST OF ABBREVIATIONS

AMOS	Analysis of Moment Structures
ANOVA	Analysis of Variance
AVE	Average Variance Extracted
CFI	Comparative Fit Index
CMIN/DF	Chi-Square/Degree of Freedom
C.R	Critical Ratio
CS	Customer Satisfaction
CAGR	Compounded Annual Growth rate
CFA	Confirmatory Factor Analysis
GFI	Goodness-of-Fit Statistic
GDP	Gross Domestic Product
HRAI	Hotel & Restaurant Association of India
IFI	Incremental Fit Index
INR	Indian National Rupee
IFSR	India Food Service Report
MSV	Maximum Shared Variance
NRAI	National Restaurant Association of India
NFI	Normed Fit Index
P VALUE	Probability value

PGFI	Parsimony Goodness-of-Fit Index
PNFI	Parsimony Normed Fit Index
RMSEA	Root Mean Square Error of Approximation
S E	Standard Error
SEM	Structural Equation Modeling
SPSS	Statistical Package for Social Sciences
SRMR	Standardized Root Mean Square Residual
TLI	Tucker-Lewis Index Coefficient
USD	United States Dollar

CHAPTER – 1
INTRODUCTION

1.1 Indian Food Service Industry

India's Food Service industry is one of the vibrant emerging sectors and provides numerous lucrative opportunities for growth and development. Since the early 1980s, when the number of brands operating in the food services market was limited and also dominated by a small number of unorganized players, the industry has come a long way. A revolution began with the establishment of restaurants such as McDonald's, Pizza Hut, Domino's, Subway, Barbeque, and others in the late 90s and early 20s. The changing population composition, income, and lifestyle are primarily responsible for the changes that have occurred in the foodservice industry (Chand & Slath, 2018). The contribution of India's food industry to the global food trade is increasing year after year. Because of its enormous potential, this sector has become a highly lucrative one. The Indian government's ambitious initiatives, such as "Make in India," "Start-up Projects," and "Digital India," among others, are providing promising opportunities to foodservice providers.

The rapid growth of operational and business opportunities in metros has increased the number of organized restaurants since the 1990s. With this advantage, the players in this sector began focusing on revenue maximization. Previously, Indian brands operated Multi-Cuisine Restaurants, offering a variety of food items under the same name and roof. However, with the entry of international food industry leaders such as KFC, Pizza Hut, McDonald's, and Domino's in 1995-96, segmentation-based food service began in India (Mehrotra & Velamuri, 2021).

In the current era with rising popularity, the food industry is transitioning to a more organized sector. Customer retention has become the new goal for all the organized players. This stage has seen a greater segmentation centered on customer desires and brand offerings. And, at a time when the Quick-Service restaurant industry was thriving, Indians experimented with fine dining (Tripathi & Dave, 2017). The experience of eating was novel to the Indian consumer, who had previously been reluctant to spend a considerable amount of money on dining. However, a growing passion for international cuisine and hedonistic cooking, as well as a desire for a

1

better dining experience, has led them to high-end restaurants.

1.1.1 An overview of the Indian Food Service Industry

According to the NRAI India Food Services Report 2019, the Indian Food Service Industry is 20 times the size of the film industry, 4.7 times the size of the hotel industry, and 1.5 times the size of the pharmaceutical industry. The Indian food service industry had a market size of 4.23 lakh crore in 2018-19, and it is expected to expand at a compound annual growth rate (CAGR) of 9% over the next five years, reaching a figure of around 6 lakh crores. According to the IFSR 2019, the organized industry's share of the overall food service industry was 35 per cent in 2019 and is expected to rise to 43 per cent in the next five years. Currently, this sector employs approximately 7.3 million people, with a forecast increase to 9.2 million in 2022-23. The Indian foodservice market is projected to reach USD 95.75 billion by 2025, with a compound annual growth rate (CAGR) of 10.3 per cent over the projected timeframe (Modor Intelligence,2020).

In the Food Service Industry, the elements like converting demographics, the boom in disposable income, developing urbanization, net penetration, and an explosion of online offerings boost up the rise of the industry (NRAI India Food Services Report 2019; White & Kokotsaki, 2004).

Figure 1.1 Indian Food Service Market INR (Trillion)
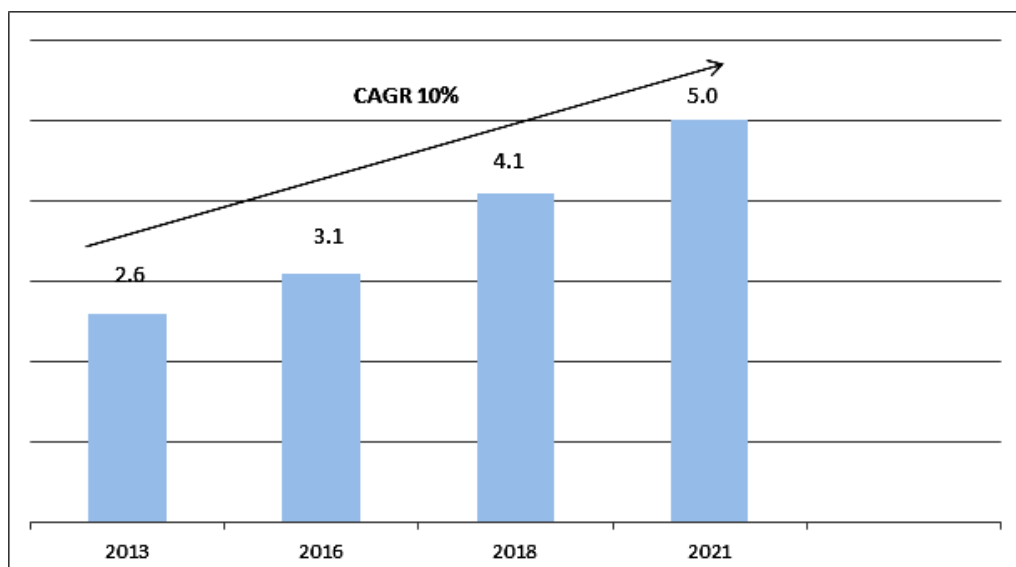
(Source: NRAI India Food Services Report, 2019)

1.1.2 Structure of Indian Food Service Industry

Indian Food Service Industry is mainly comprised of two segments

```
                    ┌──────────────────┐                 ┌──────────────────┐
                    │    Organized     │                 │   Unorganized    │
                    │     30-35%       │                 │     65-70%       │
                    └──────────────────┘                 └──────────────────┘
                             │                                    │
                             ▼                                    ▼
              ┌──────────────────────────┐        ┌──────────────────────────┐
              │ Dining (Fine Dining,     │        │ Dhabas, Roadside Eateries,│
              │ Casual Dining)           │        │ Street Stalls, Hawkers,   │
              │                          │        │ Trolleys, Stand-alone     │
              └──────────────────────────┘        │ Sweet Shops               │
                             │                     └──────────────────────────┘
                             ▼
              ┌──────────────────────────┐
              │ Bars and Lounges, Cafes, │
              │ Food Courts, Kiosks      │
              └──────────────────────────┘
                             │
                             ▼
              ┌──────────────────────────┐
              │ Quick Services Restaurants│
              │ (QSRs) - Take Away; Home │
              └──────────────────────────┘
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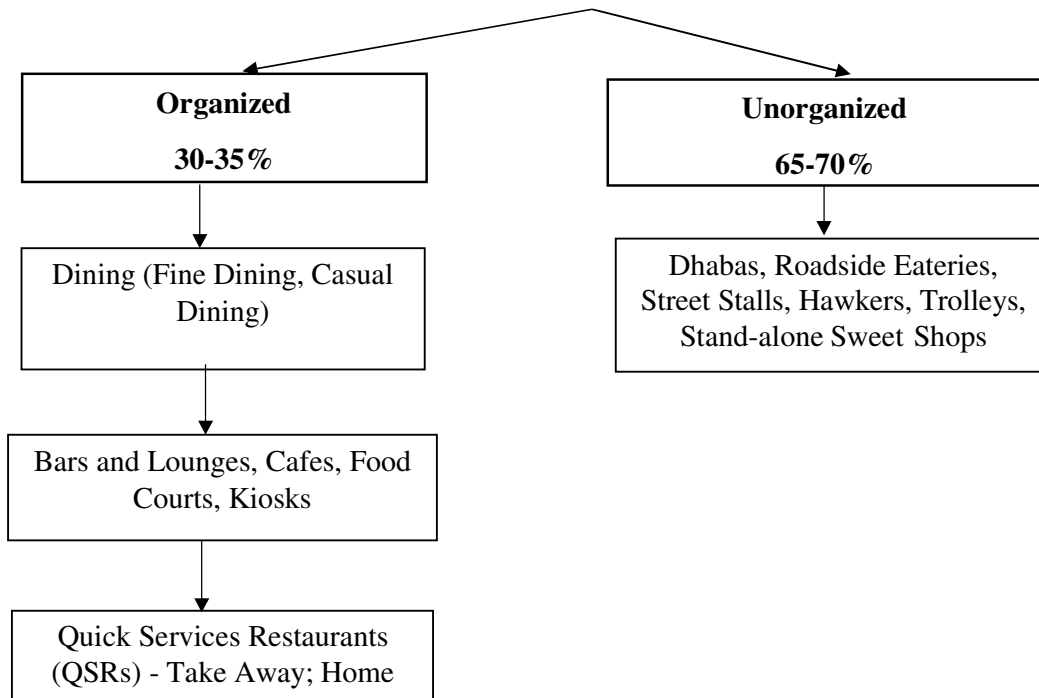
(Source: CARE Ratings Ltd. 2020)

Segmentation of Indian Food Service Industry:

The organized sector accounts for approximately 30-35 per cent of the Indian Food Service industry, while the unorganized sector accounts for the remaining 65-70 per cent. The organized segment can be described as a well-organized supply chain with multiple outlets but a centralized design that ensures quality control and sourcing norms. The unorganized segment, on the other hand, lacks uniformity as well as a standardized supply chain or business enforceability. Individuals or families selling 'ready-to-eat' food, such as roadside vendors, dhabas, food carts, street stalls, and so on, make up the unorganized segment of the industry. The food industry has seen rapid change in the organized sector in recent years because of changes in consumer preferences and increased innovation (Rohit & Pinto, 2020).

The entrance of major multinational foreign brands into the structured food market has accelerated customer shifts. The Quick Services Restaurants (QSRs), casual and fine dining restaurants account for about 75-80% of the organized segment, which is followed by cafes & bakeries and pubs, bars, clubs, and lounges (PBCL) accounting for

about 8-10% and institutional catering and kiosks with 13-15% share in the organized market (Himanshu, 2018).

According to Credit Analysis & Research Ltd. (CARE Scores), the restaurant and foodservice industry are forecast to report a growth of around 10.4 per cent for the next five years between 2018 and 2022 and to hit INR 5.5 trillion by 2022. A stable long-term demand outlook driven by higher disposable incomes, favourable demographics and increasing middle-class expectations, a growing internet network, an increasing number of women entering the workforce, an increased emphasis on health and wellbeing, technological developments, and growing urbanization would all contribute to the development. (Dabas & Lunawat, 2017).

1.1.3   Growth drivers of the Indian Food Service IndustryDemand Factors:

1.   A Large Share of the Young Population

India's total population is 1.38 billion, and with this growing population rate, it has become one of the largest consumer markets after China. More than 45% of the population is predominantly made up of young people under 25 years of age. 33% of the population is under the age of 15 and 50% of the population is under the age of 24 (Statistical Year Book, 2018. Ministry of Statistics and Programme Implementation). By 2021, India's young population is projected to hit around 465 million. Eating out is sometimes seen as a routine instead of an occasional affair by young people.

2.   Increasing Disposable Income Levels

It is also predicted that the country's household income and customer demand will rise over the next five years driving the foodservice industry and giving companies working in the sector a lucrative opportunity. India's disposable income is forecast to rise from INR 142.1 trillion by 2020, rising at a CAGR of approximately 10.5 per cent during 2015-2020, according to an Economist Intelligence Unit report (2019).

3.   Increasing Urbanization

Urbanization in India is happening at a fast pace, with every sixth person getting urbanized globally. India is the second-largest urban community in the world after China, with an urban population of about 430 million. It is estimated that by 2022, 35% of India's population will be living in urban centres and will contribute to 70-75% of India's GDP. Urban India will see growth in households where both husband and wife

work (Choithani, Duijne & Nijman, 2021). Higher-income and lesser time will fuel the growth of eating out and ordering in and many players have recognized this and offer value meals or combos for this target segment. Smart-Cities initiative by the government to create new 'Urban Clusters' will also accelerate urbanization in India.

Figure 1.2: Urban Population in India over years
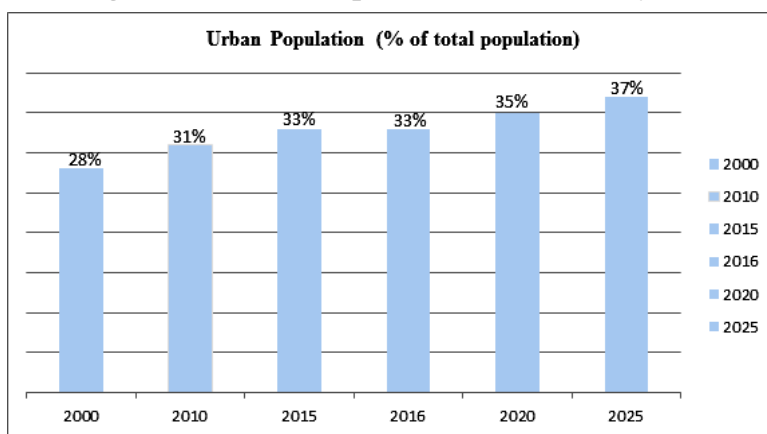
(Source: India Food Service Report, 2019)

4. Increasing Women Power

In terms of female representation in working classes, India was 11th from the bottom, according to a report by International Labour Organisation, 2020. Of the overall population, 24.5% of women are working in the private sector and just 17.9% are public sector workers. The proportion of women employees to central government employees, which is just 10 per cent, has been very limited. However, women's presence in the service sector has risen from 20% in 2011 to 25% in 2020.

Figure 1.3 Percentage of Women in Total Workforce in India
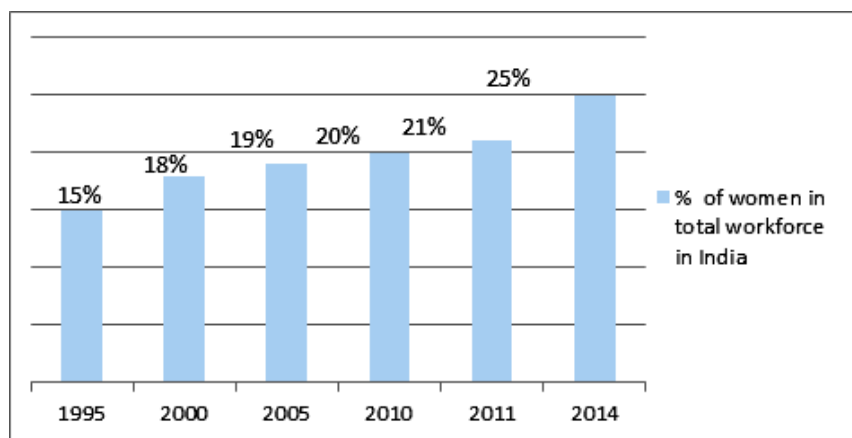
(Source: India Foodservice Report, 2019)

4. Rise of Middle Class

In India, the annual earnings of families have grown between USD 5,000-10,000 at a compounded annual growth rate (CAGR) of 17% in the last five years and is anticipated to increase at a rate of 12% to reach 109 million in 2020. Due to the increase in the spending power of people, expenditure on buying luxury products, consumer durables, eating out has increased manifold and has offered a lot of opportunities for investment across all the sectors.

5. Nuclear Family Trend

The number of increases in households exceeds the increase in population growth indicating an increase in the nuclear family trend in India.

According to Census data 2011, 74% of urban households have five or fewer members as compared to 65% in 2001. A fall in the average household size coupled with rising disposable income will lead to a greater percentage of discretionary spending and eating out is one of them.

6. Eating-out as an Experience

With multiple binding time commitments, both on the personal and professional fronts, consumers look forward to experiences to come out of their hectic routines. Apart from pure entertainment avenues such as movies and social get-togethers, eating out has emerged as a prominent avenue for relaxing and spending quality time with the family or with friends. The emergence of newer formats and their popularity as hang-out destinations is subjective evidence of these underlying trends. A schematic representation of the time spent by an urban couple annually on various activities in a year shows that a total of nine days are spent on eating out itself (NRAI India Food Services Report, 2019)**.**

1.2   The Indian Restaurant Industry

1.2.1 An Overview of the Indian Restaurant Industry

A restaurant can be explained as a business where foods and drinks are provided to customers in exchange for money which they pay either before the meal or after consumption of the meal (Markovic, Raspor & Segaric, 2010). In a restaurant, people take their meals which are generally served and eaten within the premises. But now the

restaurants not only offer food and meals within their premises but also offer take-awayservices (Kala, 2020).

Nowadays the concept of restaurants varies greatly with their offerings as per the customer tastes and priorities which includes a variety of the main chef's cuisines and services. The term "restaurant" is derived from the word "restorer," which means "to restore and refresh," and it was first used in the 18th century. Early restaurant establishments were not so pleasant, and many of them lacked the simple sitting-eating framework, i.e., tables to sit and eat. Thus, those were the places where people could come and eat in simple rooms to recover their energy, particularly if they were ill or weak. They were merely an eatery, a place to eat and then depart (Kumar & Sharma, 2018).

In India, the oldest reference to restaurants dates back to the early 250 BC when taverns or inns served meals to hungry travellers. Food was often sold by street vendors and small stall owners to local markets as well as to the majority of Indian towns and villages. Modern-day restaurants have probably begun to expand with the spread of colonialism, particularly with the growth of the Indian Railways and Civil Services. When people continued to migrate far and wide around the world, there was a spurt of grocery stores that could serve freshly cooked food.

The restaurant industry is interesting because it keeps changing, innovating, and evolving. Food is already the largest retail consumption category in India, accounting for approximately 31% of the country's consumption basket, compared to 9% in the US, 17% in Brazil, and 25% in China. The Food & Beverage Sector is a huge market and the annual sales in the restaurant sector are $783 billion, according to a report by NRAI (2019), and annual food and beverage intake are expected to be $279 billion for the year. There are also a lot of jobs provided by the restaurant sector, which is 14.4 million. Compared to customers in other countries, Indians appear to spend a high percentage of their earnings on food and groceries, and food intake and demand are expected to rise dramatically over the next few years. The Indian food industry is the 6th largest in the world in terms of size, with 70% of revenue coming from the retail sector.

Table 1.1: Contribution of India's Food Service Industry to GDP

Year	Food Service Market Size (INR '00)	Food Services Growth (%)	GDP Growth (CAGR %)	% Contribution to GDP
2013	2,479	5%	3%	2.0%
2017	3,350	8%	7%	2.3%
2022	5.494	10%	8%	2.6%

(Source: NRAI Technopak India Food Services Report 2016, Technopak Analysis)

The Indian GDP share of Food Services is expected to increase to 2.6 per cent by 2022 from 2.3 per cent currently due to higher demand relative to GDP growth. The food services industry is also projected to rise faster than it has been in the past, growing from 8% to 10%. It is fair to assume that demand for food services will rise in tandem with this economic growth, and there is every indication that such growth will be substantial.

Figure 1.4 Market Value of Restaurants in the Foodservice Industry in India from 2010 to 2019 (in billion U.S. dollars)*
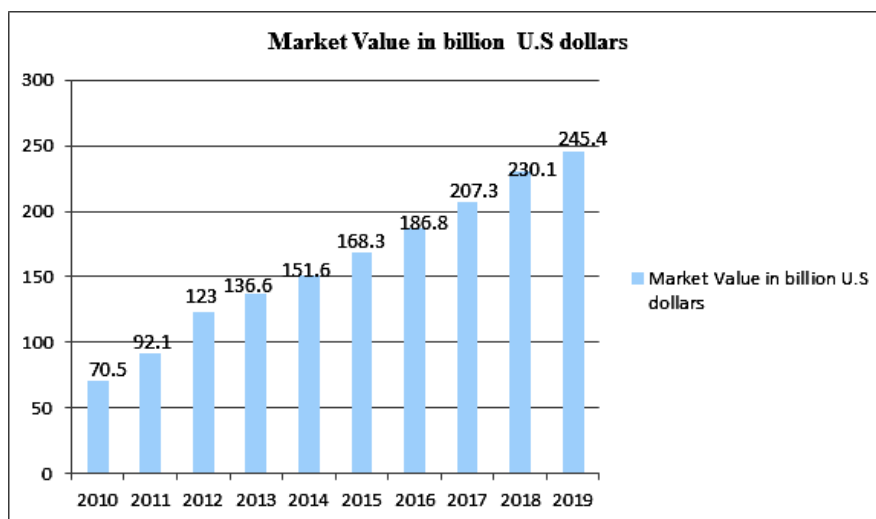
(Source: Statista Research Department, as of January 19, 2016)

The above graph shows the market value of restaurants in the foodservice industry across India from 2010 to 2019. In 2010, restaurants in the foodservice industry in India had a market value of about 70.5 billion U.S. dollars and are consistently increasing throughout the years.

1.2.2 Classification of Restaurants

Table 1.2: Classification of Restaurants

Restaurant Segment	Average Spend Per Person
1. **Unorganized Segment** – It includes eating places across roadside, dhabas and is the most loved eating place.	10-100
2. **Organized Segment** – It consists of: a) **Standalone restaurants** are those that function independently and do not depend on any other restaurant for seeking any kind of financial assistance. b) **Chain format** of restaurants is the one that is run under the same brand name or similar management.	100-250
3. **Cafe:** A cafe can be described as a small coffee shop or restaurant which sells light meals and drinks.	50-250
4. **Quick Service Restaurants (QSRs):** The Quick Service Restaurants are also called Fast-food Restaurants. They are best known for providing fast food such as Pizza, burgers and offer takeaway services.	75-250
5. **Frozen Desserts/Ice-Cream (FD/IC):** Ice cream parlours are the places that are known for offering ice cream and frozen desserts to their customers.	50-150
6. **Affordable Casual Dining Restaurants (ADRs):** This type of restaurant offers food at an affordable price in a good atmosphere with table service.	250-500
7. **Premium Casual Dining Restaurants: (PCDRs):** This type of restaurant offers food at a price slightly above the moderate level in an elegant atmosphere accompanied by table service.	500-1000
8. **Fine Dining Restaurants (FDRs):** Fine dining restaurants can be described as full-service restaurants which offer an extraordinary dining experience. They are well-known for their high-quality decorations, structured menu offerings, and excellent service.	>1000
9. **Pubs, Bar Cafe & Lounges (PBCL):** They are nightclubs and sports bar best known for offering alcohol and beverage.	750-1500

(Source: NRAI Technopak India Food Services Report 2019)

The size of the Indian Food Services market in India (organized and unorganized) is estimated at INR 4,23,865 crore in 2018-19 and is projected to grow at a CAGR of 9% by the year 2022-23 (NRAI Food Services Report, 2019).

Organized Segment of Restaurants

Multi-Cuisine Restaurant:

A multi-cuisine restaurant caters to and provides a wide range of food and beverages from various ethnic groups, nationalities, cultures, and so on to its customers (Kumar & Banu, 2019). It can also hire a chef for each cuisine and have different sections for each cuisine. These chefs have in-depth and authentic knowledge of the cuisine, the dishes that are cooked, and how they are served in their native land. As a result, a Multi-Cuisine restaurant is a business that serves a variety of cuisines such as Indian, Italian, Chinese, Thai, Continental, and so on under one roof.

Fine Dining Restaurants:

This segment comprises high-end restaurants (other than 5-star hotels) with a focus on presentation, exceptional service, unique food concepts, quality ingredients, and a great dining experience. The pricing is premium to luxury (FICCI-PWC, 2018). Fine Dining Restaurants are those restaurants engaged in the food and beverage business that provides food and service of high quality (Kivela, 1997; Ha & Jang, 2013). The employees of these restaurants are highly skilled and they use the best of supplies, equipment, and materials for their operations (Shahzadi & Malik, 2018). The hospitality standards are best in the industry and at par with the level of best star hotels. The decor, ambience, background music, lighting, etc. provide a comfortable, lavish & luxurious feel to dinners (Parpal, 2014). The crockery, glassware, cutlery, and other items used are of high quality (Spears & Gregoire, 2007). These restaurants' chefs are imaginative, inventive, and well-trained. While dining in a fine-dining restaurant, there are usually certain standards in place, such as a dress code. To provide their guests with a luxury experience, most fine dining restaurants offer ala carte services. As a result, fine dining restaurants provide their guests with an experience rather than just a meal. The chain of 'Fine Dine Market Size' was INR 500crore (USD95million) in 2013. At present, this segment of the restaurant is growing at a CAGR of 15%, it has stimulated many international brands of restaurants like Michelin-star restaurants such as Hakkasan

and Yauatcha and domestic players like Italia, Kylin, Olive Bar & Kitchen, etc. in the restaurant industry.

Characteristics of a Fine Dining Restaurant

There are three main areas of focus with in a fine dining restaurant: The menu, service, and atmosphere.

Menu

A Fine Dining restaurant is known for offering multi-cuisine food with a strong emphasis on quality ingredients. It mainly lays its focus on locally grown vegetables, herbs, seafood, meat, and fruits for its food preparation. Fine dining restaurants also offer wine and liquor of superfine quality. Some fine dining restaurants change menus on weekends or days depending upon the availability of locally sourced raw food items. They believe in serving fresh and seasonal food to their customers (Shahzadi, Malik, Ahmad & Shabbir, 2018).

Customer Service

In comparison to casual dining restaurants, service providers need to be more vigilant in terms of providing customer service. It starts from the very beginning when a customer enters the restaurant. Well-trained staff and ready responsiveness on the part of servers and other restaurant staff to handle the queries of customers is highly recommended in a fine dining restaurant. Chefs should be capable of making food preparation according to the specifications given by customers in the choice of ingredients (Heo & Bae, 2020).

Atmosphere

Fine dining restaurants uphold certain norms, such as serving guests in fine china glassware and crockery. Previously, white tablecloths were common, but with changing times and customer demands, coloured tablecloths of superfine fabric are now being used to make the dining experience quite lively. The most concentrated aspect is the ambient lighting. It should be sophisticated and dim to create a romantic atmosphere. Background music enhances the mood and is greatly appreciated depending on the form of diners. A fine dining restaurant usually plays a mix of classical, jazz, and contemporary style of music.

The Indian fine dining restaurant market is still in its infancy, but with increased consumer expectations and desire to consume quality food and experiences, this

segment is increasing. Restaurant operators in this segment are experimenting with new kitchen techniques to provide their customers with organic, fresh, and high-quality food (Oh & Kim, 2020).

Fast-Food Chains:

Fast-food restaurants are known for their fast preparation and service. Business array from small vendors, mobile windows, to multi-billion rupee companies like McDonald's and Pizza Hut, Dominos', and so on (Kumar & Sharma, 2018). Even if table seating is open, the order is provided by the customer at a front counter rather than from the table, and since these are self-service outlets, diners are often served themselves by customers/guests (Park & Almanza, 2015).

Kiosks:

A kiosk is an open food outlet on one side, a local, unorganized retail food point/booth selling consumables like sandwiches, burgers, grilled items, dosa and curry, Chinese, and so on, as well as cold drinks and cigarettes occasionally. These are usually found both within and outside of malls or shopping complexes (GAIN Report, 2016).

Bars & Lounge:

Bars are places where one can sit and enjoy different types of drinks, especially liquors. These are licensed establishments that generally serve alcoholic beverages and have some in-house entertainment options such as jugglers, musicians, live bands, and so on (FICCI-PWC, 2018).

Unorganized Category of Restaurants

Road Side Vendors: Roadside vendors sell their food items at a specific place. They have their fixed decided place from where they sell the food items from their carts but can shift from their designated location completely according to the situation. They can be located near traffic signals, circles, or crossings nearby railways, roadways, parks, offices, courts, etc. (Kumar & Sharma, 2018).

Hawkers:

A hawker may be stationary or mobile, and they frequently promote and sell their products through loud street cries or chants, as well as chitchat with customers, to attract attention and increase sales.

Market Share of Different Restaurants

Figure 1.5: Market Share of Different Restaurants of India's Food ServiceIndustry
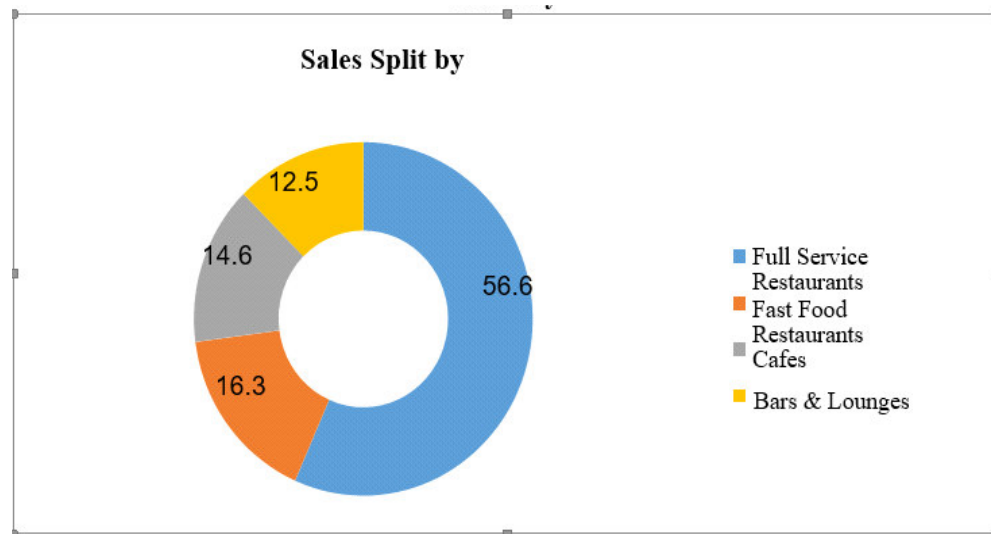
(Source: KPMG Report, November 2016)

Full-service restaurants and Quick service restaurants together account for a majority of 73% of India's Food Service Industry.

Table 1.3: Membership of the Hotel and Restaurant Association of Northern India (As of July 28, 2018)

Name of the Restaurant	Membership No	District
RISTORANTE ITALIANO	2450	Gurgaon
HALDIRAM MARKETING PVT. LTD	2493	Faridabad
HAVELI RESTAURANT & RESORTS LTD	3513	Sonipat
J-LOUNGE	1773	Karnal
JUICE ZONE CAFÉ	1896	Gurgaon
KEBAB XPRESS	3187	Gurgaon
LE MOKSH	3152	Faridabad
MADE IN PUNJAB	3179	Gurgaon
MAHALAKSHMI RESTRO BAR	1682	Faridabad
MAMA GOTO	3355	Gurgaon
MC DONALD FAMILY RESTAURANT	1909	Gurgaon

MOMO CAFÉ	2556	Gurgaon
MOSAIC	2970	Gurgaon
OASIS	2754	Faridabad
ON COURSE	3523	Gurugram
PALMYRA RESTAURANT	1710	Gurugram
PANORAMIC	2237	Faridabad
PARANDA	2755	Faridabad
PAPRIKA	2741	Gurugram
ORCHID C/O FORTUNE SELECT GLOBAL	1708	Gurugram
NAKSHATRA C/O FORTUNE SELECT GLOBAL	2503	Gurgaon

(Source: HRAI, Membership Directory, 2018)

1.3 Introduction to Atmospherics

The atmospherics of a place can be described as an idea of presenting a space intelligently by integrating certain elements into it. It is ambience, design, taste, music, and service quality. It is one of the important factors which makes the visitor experience qualitative. The atmospherics of a place is the very first element that is noticed and perceived first as and when an individual enters a shop, store, mall, restaurant, etc. In simple terms, atmospherics refers to attractively designing a space or place, in a manner that is eye-catching, appealing and the visitor of that place shows his/her willingness to come back (Ariffin, Bibon & Abdullah, 2012). The concept of beautification and designing of homes, the artwork goes back to prehistoric times. It was quite common at that time to decorate royal courtyards and palaces. Artisans used to make antique paintings and structures which used to give an extra flavour to the palace of the king. So, atmospherics was given due consideration in pre-historic times. However, the way of presenting the atmosphere of a place has changed today. Keeping in view, the mounting competition in the real business world, now it has become more challenging. Earlier the term atmospherics was generally associated with a retail store or a mall. But in the year 1973, a landmark happened with the introduction of the term atmospherics by Kotler. He presented this term with a new perspective. It was for the first time that people realized the importance of atmospherics around them. Earlier

researchers presented a view that the quality of products and services mainly affects their satisfaction and future behaviour. Apart from presenting the role of atmospherics concerning stores and malls, the role of atmospherics in hotels, restaurants, hospitals, airports, and museums cannot be ignored.

In the present age of the competitive business world, it has become difficult for sellers to reach target customers and persuade them to buy. Here, distinctive thoughtfulness towards providing stimulating atmospherics will come to rescue most of the challenges which business marketers are facing. The atmospherics of a place appeals to the sense organs of an individual and thus creates an impact in their mind. It leads to the feeling of pleasure, if a visitor is happy with the atmosphere of a place, and discontentment, if not satisfied with the atmospherics of that place. The feeling of pleasure in visitors/ customers further results in approach behaviour which means, that they want to visit that place again (Lee, Wang & Cai, 2015). The consequences of discontentment lead to avoidance behaviour on the part of visitors/customers. Customers can be retained and their satisfaction can be increased by offering them space that brings a feeling of pleasure in them and it can be ensured by intentionally planning a space such a way, which could lead to customer satisfaction and add to customer loyalty. Good ambience, lighting, music, odour, all could make a customer happy and can compel him/her to spend more time there and even affect their purchase behaviour (Ha & Jang, 2010).

The role of atmospherics in-service environment is more challenging and important when it comes to restaurants. The worth of service can be determined through the quality of the environment in which the service was offered and consumed. It means an atmosphere of a place is experienced first by customers and this could influence his/her opinion regarding the food and service which would be served later to them. So, all the service providers need to give due consideration to this most appealing component of business (Chen, Tsui, Chen, Tseng & Lee, 2019).

1.3.1 Classification of Atmospherics

The atmospherics of a place can be categorized into four types. They are visual atmospherics, aural atmospherics, olfactory atmospherics, and tactile atmospherics. All these dimensions of atmospherics, when combined wisely could do wonders for business and can make it successful.

Visual Atmospherics

Visual atmospherics can be expressed in the form of colour, shape, size, and brightness of a space. Previous research studies have shown that the brightness and colour combination of space can stimulate an individual to form an opinion about a place.

Visual atmospherics can influence the attention of customers and can attract them to that space. The visual atmospherics of a restaurant can be felt through the ambience, lighting, colour, brightness of the dining area, and many other tangible attributes whichadd to its attractiveness. All these atmospheric attributes affect the visual senses of diners and set somewhere in the subconscious mind of customers (Vliet, Suurenbroek, Nio & Waal, 2018). The ambience of a place can be described through attractive lighting, music, fragrance, the temperature of that place. Spatial layout and functionalityalso create an impact on the mind of customers.

It refers to the arrangement of furniture, equipment, and machinery in a way to facilitate the performance of service providers. Previous research in the foodservice industry has proved the influence of spatial layout in the restaurant. The use of attractive signs, symbols, and artefacts makes it easy for customers to get an idea about that place. A successful restaurant operator value this important element very cleverly and use it to persuade customers. Not only the interior, but the exterior, entry point, or parking space plays an important function in framing the perception towards a place, be it a restaurant, mall, or store. Human components i.e. employees, customers, service staff, co-customers/visitors are an important part of atmospherics. As customers are served by employees, so, their behaviour, appearance, and service delivery process affect customer perception and future behaviour (Senduk, 2016). Knowledge of customer preferences, product/service, and the art of handling customers' doubts and queries, all contribute towards overall satisfaction and decides their future behaviour. In nutshell, it can be said that a visually attractive atmosphere/setting inspires customers to stay longer, spend more, revisit, and have a positive feeling and attitude towards that place (Kotler, 1974).

Auditory Atmospherics

The aural or auditory atmospherics of a place can bring a big difference to it. Previous research studies have shown the influence of music on changing the mood and

behaviour of individuals. Music has the healing property and it bursts the stress of individuals. The emotional state of an individual changes immediately as he/she comes in contact with the kind of music played in a service establishment (Kotler, 1974). The volume, tempo (fast-slow), pitch, and rhythm of music creates a big difference for individuals. Every customer is distinct in terms of their liking for the kind of music and the tempo with which music is played. Some customers favour loud music and others might favour slow music (Vliet, Suurenbroek, Nio & Waal, 2018). The empirical research has shown that if added or presented correctly in a service environment, music can do wonders for restaurateurs. Different forms of music styles are liked by individuals. Some customers like classical music, some prefer to hear jazz music numbers, and others might like listening to live music/band. As a result, depending on the preferences of the consumers, music can be played differently at various times of each day. The type of restaurant also influences the choice of music in a restaurant (Pantoja & Borges, 2017). A quick-service restaurant prefers to play loud music as customers don't spend much time dining at that place rather they just take their order and leave. So, within this short period, it becomes a challenge for quick service restaurant providers to hold customers.

Whereas in fine dining, fast-casual, and full-service restaurants, a customer comes to spend quality time with their near and dear ones. They relax in the cosy environment and music as an added element makes their stay more memorable and qualitative. It indicates the role of music in the hospitality sector. Service providers can do certain intelligent adjustments related to music which could increase customer traffic into the restaurant (Vliet, Suurenbroek, Nio & Waal, 2018; Wong & Baldwin, 2018).

Olfactory Atmospherics

The olfactory dimensions of atmospherics are related to the fragrance of a place. In restaurants, the smell of scent and the level of freshness inside the restaurant just steal away the mind of entrants and give them a feeling of pleasure. It affects their conscious mind and perception. A restaurant with good odour/fragrance creates a positive impact on customers' mind and make the mood of customers pleasant and their visit memorable. The fragrance of a place directly influences the sensory organs of individuals and it leads to the formation of an opinion about that restaurant (Kotler, 1974). The use of spell-bound odour/fragrance should be done according to the type of

restaurant and the customers it is catering to. For example, a quick-service restaurant can use strong fragrances to hold its customers where as a fine-dining or casual dining restaurant might use a soothing odour, not very strong as customers stay there for a longer duration as compared to fast-food restaurants. So, matching the fragrance of scent with customers' liking is the biggest challenge, which a restaurateur should overcome smartly. Some customers are prone to allergic diseases and they don't like strong perfumes to be sprayed in a restaurant (Golani, Manglik & Pawar, 2017). Previous research has shown that table-tops with fragranced flowers creates a strong impact on customers mind and stimulated them to come back again to the same restaurant. The closeness of customers to the scent area was found to have more influence as compared to customers who were a little far away. All points of entry and exit should be more fragranced as compared to the main dining area, as it remains for long in the memory of customers.

Tactile Atmospherics

Tactile atmospherics is related to the crowd/co-customers, space arrangement, and cosiness of a place. As and when a person enters a restaurant, the first thing which captures their attention is the presence of co-diners and their behaviour. The perception of customers towards co-diners influences not only their present behaviour but also future behaviour. In fine-dining restaurants, the customer is sophisticated and like people who belong to an elite group. Overcrowding in a restaurant is not liked by them, as they want to have their private space (Kotler, 1974).

The behaviour of restaurant staff greatly affects customers' mood and satisfaction. Restaurateurs are now spending a lot on giving soft-skills training to their staff, as they play the most important role in the service delivery process. The comfortable temperature inside a restaurant gives the feeling of cosiness to customers. Moreover, the temperature at which the food is served is one of the most important components of the tactile atmosphere. The climate of a restaurant during winters should be warm and cool during summers to provide the right temperature to customers and to make them comfortable. Customers like smooth service delivery and feel delighted (Vliet, Suurenbroek, Nio & Waal, 2018). How the food is presented gives an insight into the quality and taste of the food. Restaurants present dishes in a way that are innovative and attractive to hold customers' attention towards the food. All these factors affect customer perception, satisfaction, and behavioural intentions.

1.3.2 Measurement of Restaurant Atmospherics

As atmospheric dimensions of a restaurant are a combination of both tangible and intangible attributes, so it is difficult to measure them. Although, its relevance can be known from the actual behaviour of individuals which is the outcome of perception of environmental cues. The influence of restaurant atmospherics on customers can be evaluated through the following stages:
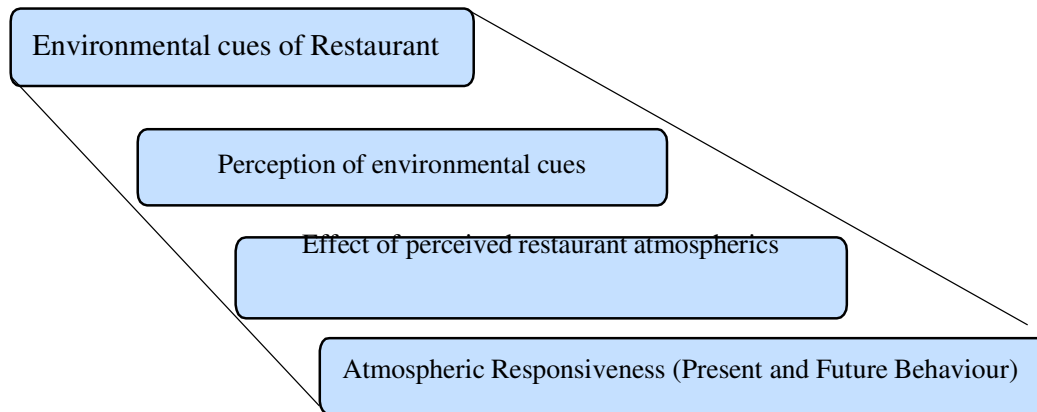
1. Environmental Cues of Restaurant:

It refers to the mix of both tangible and intangible restaurant attributes, which affect the sense organs of customers. They can be best represented by ambient factors, spatial layout, design factors, signs, symbols, artefacts, and service staff. These restaurant attributes can be described as stimulating factors. They are planned and presented in a way to attract visitors coming to the restaurant (McElroy, Morrow & Eroglu, 1990).

2. Perception of Environmental Cues:

How the environmental cues will be perceived by customers, is the next step in the process of measurement of atmospherics. All the restaurant attributes do not appeal to customers in the same way. Some atmospheric attributes are not even noticed just because of the poor design and planning on the part of the restaurateur. Perception of a person is the result of several other factors like, with whom they have come to the restaurant, age group, gender, marital status, presence of fellow customers, etc. so, it becomes a challenge for a restaurant to present itself according to the expectations of everyone, as every individual is unique in itself (Vliet, Suurenbroek, Nio & Waal, 2018).

3. Effect of Perceived Restaurant Atmospherics:

If restaurant cues are perceived in the right manner, in which a restaurateur wants his/her customers to perceive, then the purpose behind this conscious planning will be served. Perception of stimuli present in a restaurant affects the affective state of mind of customers. It directly affects the mental state of individuals and they show different emotions after perceiving atmospheric elements. As suggested by Mehrabian and Russell (1974), there can be mainly three types of the emotional state of a person and described by giving the term PAD -- Pleasure, Arousal, and Dominance. Pleasure refersto being happy/unhappy, satisfied/dissatisfied, etc., arousal refers to stimulation, eagerness, and excitement, etc. and dominance refers to controlling something or being controlled by environmental cues.

4. Atmospheric Responsiveness:

Atmospheric responsiveness can be explained as the degree to which, environmental attributes inspire customers' judgments and choices on to stay at a place, how much to spend, behaviour with co-customers and employees, etc. Concerning a restaurant, it can be measured through customers' behaviour with restaurant staff, frequency of interaction with staff, time spent, table turnover, re-visits, re-patronage, willingness to suggest, pay, and positive word-of-mouth for the restaurant (Kotler, 1974).

1.3.3. Changing Perception of Consumer Expectations towards the Restaurant Industry

The quick change in customer demands within the industry requires that every establishment has to stay ahead of its competition and provide the utmost quality customer service while striving for constant growth. It has been commonly accepted that delivering quality service will offer longer financial opportunities and sustainable achievements (Parasuraman, Berry, & Zeithami, 1991). Customers' tastes are increasingly evolving and their eating habits have now become more unique. It has been very important for service providers to exceed or at least meet the demands of consumers (Lee & Dewald, 2016). Restaurateurs should smartly predict what variables impact the decision of a customer to dine at a given spot. This knowledge would be useful in customizing the service experience according to consumer needs (Shahzadi, Malik, Ahmad & Shabbir, 2018). The most critical considerations impacting the

preference of a restaurant and customer loyalty are professional staff, strong customer relations, and comfort. The practice of dining out is on the upper hand in urban areas. Half of the population of India goes out to eat at least once every three months (Njite, Dunn & Hyunjung Kim, 2008).

Since service is subjective, it can only be encountered at the very first glance through the surroundings or packaging of a product. This reality has been acknowledged by service providers that service setting has a significant effect on people's understanding and guides their present and future actions (Maslow & Mintz, 1956).

As services are normally delivered inside a store, shop, etc., it is the atmosphere that can impact both service providers and customers in terms of their understanding of service and level of satisfaction (Bitner, 1992). Restaurants are no longer being seen as functional places with the sole purpose of eating, they are being seen as lucrative destinations where food experiences take place (Yuksel & Yuksel, 2003). With more people dining out these days, it has become more commonplace for guests to look for new flavours and a special environment to create an enjoyable experience (Aubert & Cova, 1999; Namkung & Jang, 2008).

1.4. Customer Satisfaction

Customer satisfaction has been explained as fundamental for marketing actions over the last three decades. Keith (1960) has defined marketing as the satisfaction of the needs and desires of any consumer and this definition has laid stress on the significance of customer satisfaction in the context of marketing. In other words, the evaluation of any product or service about whether it has met the customers' needs and expectations can be termed as satisfaction. Any failure in meeting the needs and expectations results in dissatisfaction with the product or service (Zeithaml, Bitner & Gremler, 2017). The fulfilment of the need of the consumer is an indicator of his/her satisfaction. It is based on the judgment that any product or service feature or the product or the service in itself provides a level of pleasure related to the fulfilment of its consumption (Oliver, 2006).

On the other hand, the services management literature argues that customer satisfaction is a result of any customer's perception of the value which he receives in any transaction or relationship – where the value equals the perceived service quality which is relative to the price and the cost of customer acquisition (Heskett, Sasser & Hart, 1990,

Blanchard & Galloway, 1994) – relative to the expected value of transactions or relationship with the other competing vendors. It has been widely believed that the level of customer satisfaction ratings indicates the level of a company's future profits (Kotler, 1991). Nowadays, customer satisfaction is being used as a criterion by firms for evaluating the performance of any product or service and for fixing incentives for bothemployees and executives.

Satisfaction can be explained as the evaluation of a product after its purchase with the given pre-purchase expectations (Kotler, 1991). Customer satisfaction can be summarized as an effective perception and understanding attitude of any consumer between the expectations from any product before its purchase and actual evaluation of the product after it has been purchased.

A customer is likely to react to satisfaction from the transaction if the perception of anticipation is higher than the physical result (Lagrosen & Lagrosen, 2012) and he will display a reaction of dissatisfaction if the perception of anticipation is lower than the physical services as provided to him by the supplier of such service (Liu, Chu, Huang, & Chen, 2016).

Customer satisfaction leads to certain outcomes like less sensitivity to the price change, positive word-of-mouth, customer loyalty, improved financial performance, increased shareholder value, repeated purchase, brand loyalty, and much more.

1.4.1 History of Customer Satisfaction

The early studies on customer satisfaction were done in the year 1964 by Olshavsky, & Miller in 1972. For the first time, the expectancy disconfirmation model of satisfaction was used to assess customer satisfaction, which was later recognized as Oliver's (1980) Expectancy disconfirmation model of satisfaction with some changes to the original model.

Many studies have shown that the cost of attracting a new customer in terms of time, money, and resources is approximately five times more than that of retaining an existing customer (Naumann, 1995; Xu & Geodegebuure, 2005). This has created the challenge to maintain high levels of service, awareness about the expectation of the customer, and to improve the services and products. Human touch is an emotion that is created around services and work environments.

According to Bitner, Booms, and Tetreault (1990), "the social interaction element of service delivery is central to the determination of satisfaction and dissatisfaction." The term "Customer Experience" refers to the feelings that humans experience when using products. It also concentrated on the feelings of the consumers, from the pre-purchase of the product to the post-sales experience of the products or services. Its primary goal is to reduce the customer's discomfort while increasing the customer's rewards. Reduced wait times at bank counters, for example, and improved banking experiences, such as a friendly helpdesk, are examples of increasing customer satisfaction. The higher level of service quality will lead to a higher level of customer satisfaction which will further lead to an increased level of customer loyalty (Liu, Lee & Hung, 2017).

1.4.2   Predictors of Customer Satisfaction

Every business has one common objective, i.e. to satisfy its customers. Several factors act as predictors of customer satisfaction.

1.   Customers' Experience:

An experience that a customer has with a product/service is the decider of his /her level of satisfaction. If a customer experiences something good, then it remains in his memory for a long and will make a customer happy again (Johnson & Fornell, 1991).

2.   Service Quality:

Service quality is the most important predictor of customer satisfaction, especially in the hospitality industry, where a customer comes to have tasty food, served in an excellent environment. Good customer service can make customers' experience delightful and results in customer satisfaction (Oliver, 1993; Sureshchandar, Rajendran & Anantharaman, 2002).

3.   Service Quality and Perceived Value:

It is very much important on the part of the service provider to match the quality of service with the perception of customers. If a restaurant is known for maintaining quality standards, then it must live up to the expectations of customers. Otherwise, non-fulfilment of the perceived expectations may lead to dissatisfaction (Adeola and Adebiyi, 2014).

4. Personality Factors:

Every individual is different in terms of personality traits. The personality of a person is the result of so many factors like, attitude, culture, family structure, lifestyle, education, society to which he//she belongs, etc. It is a big challenge faced by service providers to satisfy people with different personality attributes. If atmospheric attributes succeed in creating an impression on customers' minds, it might result in customer satisfaction (Jani & Han, 2014).

5. Atmospheric Cues:

In the service industry, atmospheric cues play an important role in enhancing customer satisfaction. In the case of a restaurant, atmospheric stimuli create a long-lasting impression on customers' minds and sense organs. With the advancement of technology and social media, awareness has increased among customers regarding high standards of service and they have become more conscious of hygiene conditions in a restaurant. Atmospheric cues if perceived favourably by customers lead to customer satisfaction.

6. Organisational Culture:

It refers to the practices, values, and expectations that guide every member of an organization about what they are expected to do and how they will do it. Positive traitsof an organization motivate employees to perform in an energetic and motivating way. If an organization's culture is to serve the customer first, then this corporate culture will inspire individuals to serve customers in the best possible manner. Successful organizations through their corporate culture get successful in earning a good name in business (Gillespie, Denison, Haaland, Smerek & Neale, 2008).

7. Marketing Mix:

The marketing mix comprises product, price, promotion, and place. It refers to the judicious use of product/service mix, price mix, promotion mix, and place mix. The quality of product/service offered to customers is an important determinant of their satisfaction level. Regarding the restaurant industry, the quality and variety of food will affect customer satisfaction to a great extent. The price charged for a product/service should be worth in response to the satisfaction which customers get from that product/service. Marketers are looking for new ways to promote their

products/services. A satisfied customer itself is the most effective form of promotion. Positive word of mouth from customers creates goodwill in the customer's mind. The place is the most important component of the marketing mix. It is related to the space in which a product is sold or a service is provided. So, the place of service delivery should be kept attractive, neat and clean, and stimulating. All these components affect customer satisfaction (Thusyanthy & Senthilnathan, 2011; Mucai, Mbaeh & Noor, 2013).

1.4.3 Outcomes of Customer Satisfaction

Customer satisfaction results in different kinds of outcomes depending on the liking of customers. The following are the most popular outcomes of customer satisfaction:

1. Word-of-Mouth Intentions:

It can be seen through the positive communication which a customer spreads to its friends, family, and relatives. A satisfied customer will speak positively in terms of his/her experience with the product or service.

2. Financial Performance:

Customer satisfaction leads to re-visit, which further results in increased customer footfall in a store or place of business. Profitability increases as a result of increased customer turnover which is the outcome of customer satisfaction.

3. Customer Loyalty:

A satisfied customer is more loyal to a brand/product or service. It shows the level of satisfaction which an individual has with that product or service. A loyal customer never thinks of buying anything else or going somewhere else. It indicates satisfaction level (Oliver & Desarbo, 1988).

4. Retention:

Marketers spend a lot on promotion to attract and retain customers. It becomes very easy to retain customers, once they are satisfied. Customers can be retained for long not only by offering quality products or services but also with the post-sale/service relationship created with customers (Oliver, 1980)

1.4.4 Theories/Scales/Models to Measure Customer Satisfaction

- **Need Fulfilment Model of Satisfaction:**

Customers feel satisfied only after acquiring a product or service. After being stimulated by the environmental cues, the customer takes an action in terms of buying or acquiring a product or service. Oliver (1997) categorized need accomplishment traits into three parts:

1. **Lower-need fulfilment attributes**: It refers to the presence of those environmental cues which lead to dissatisfaction, such as unhygienic conditions, poor service, etc.

2. **Higher need fulfilment attributes**: It refers to the presence of those environmental cues whose presence does not add much to customer satisfaction, but their absence results in dissatisfaction such as the fragrance of a place, etc.

3. **Bivalent Satisfiers**: It refers to satisfaction and dissatisfaction based on the presence and absence of atmospheric attributes such as good food and service leads to customers' satisfaction and impoliteness on the behalf of employees may result in dissatisfaction.

- **Expectancy Confirmation Theory**

Expectancy confirmation theory was given by Richard Oliver in 1980. It is one of the most popular theories to evaluate customer satisfaction and has been widely used in research studies (Oliver and DeSarbo, 1988). This theory is based on the idea that customers have several expectations in their minds about the performance of a product or service. After experiencing the product or service, if the expectations of customers are met then it confirms that they had perceived rightly, but if expectations are not met, then disconfirmation occurs. Confirmation of expectations makes a customer satisfied and disconfirmation brings dissatisfaction.

Disconfirmation can be further categorized as positive disconfirmation and negative disconfirmation. When the performance of the product/service is less than what has been expected, it results in negative disconfirmation. When the performance of the product/service is better than what has been expected it results in positive disconfirmation (Churchill & Surprenant, 1982).

In other words, satisfaction is caused either by confirmation or positive disconfirmation of consumer expectations, and dissatisfaction is entirely caused by negative disconfirmation of the expectations of the consumer.

Figure 1.6: Model of Expectancy Confirmation Theory
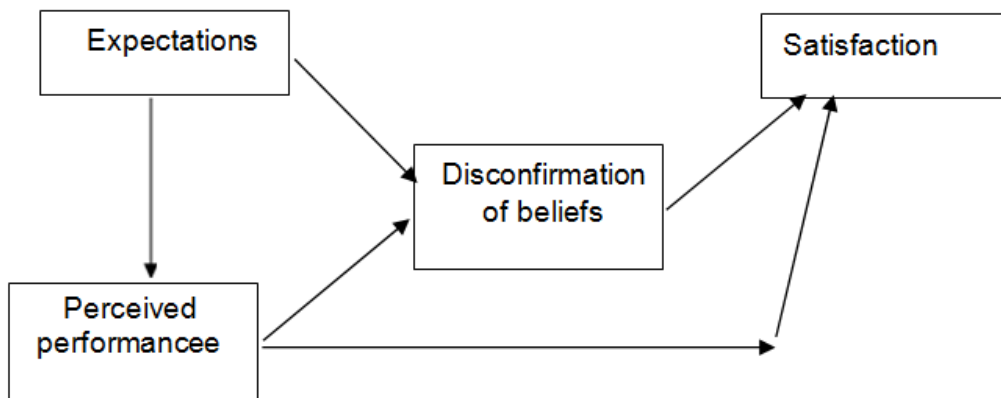
(Source: Oliver & DeSarbo, 1988)

- **Leisure Satisfaction Scale**

It has been described as an individual's positive perceptions or feelings developed or acquired as a result of his participation in leisure activities and preferences (Beard & Ragheb, 1980). It is the degree to which one is contented or satisfied with his leisure activities and circumstances. An individual feels satisfied with the fulfilment of his or her needs and may benefit from the following:

1. **Psychological benefits**: It refers to the feeling of freedom, involvement, enjoyment,and intellectual challenge.

2. **Educational benefits**: It assists people in learning about their environments and themselves, resulting in intellectual curiosity.

3. **Social Benefits**: It involves having good relationships with other people.

4. **Relaxation benefits**: It helps an individual in getting relief from stress and problemsof life.

5. **Physiological Benefits**: It encourages physical fitness, mental health, weight management, and overall well-being.

6. **Aesthetic Rewards**: It leads to recreational activities such as friendly conduct, feeling of being beautiful and well-designed surroundings, and lively life.

Nunnally (1978) has said that the terms applied to constructs such as Leisure satisfaction do not have any real counterparts related to observables and they are only imaginary devices used to explore the observable behaviour. The Leisure Satisfaction Scale (LSS) should not be regarded as a tool for measuring leisure satisfaction, but rather as a heuristic device for investigating the relationship between its items and sub-items, as well as among the LSS ratings, to obtain the results of relevant constructs and variables.

Service Quality (SERVQUAL)

This model is used mainly as a multi-dimensional research instrument for the satisfaction of the customer and it comprises the following dimensions: reliability, empathy, responsiveness, assurance, and tangibility.

- Reliability – It refers to one's willingness to perform the promised services dependably and accurately.

- Responsiveness – It refers to the willingness on the part of the service provider to attend to customers and offer prompt service.

- Assurance – It refers to the ability and courtesy of employees to imbibe trust and confidence in customers with knowledge.

- Empathy – It refers to caring and personalized attention towards customers.

- Tangibles – It refers to the tangible look of physical facilities, equipment, personnel, and communication materials.

This model assumes that service quality is the difference between the expectations of customers (E) and their perception of the performance of a product or service (P). The difference between these two is termed as the gap in service quality. It occurs when the perception of the customer regarding a product or service does not match the expectations of customers which stimulates customers to behave in a certain manner (Parasuram, 1985). The higher is the positive score, the higher will be the amount of service quality and vice versa. There may be a gap between the expected and actual service received by the customer. This gap measures not only the quality of the service but also determines customer satisfaction or dissatisfaction.

Visual Analog Scale (VAS)

The VAS (Visual Analog Scale) is a type of psychological assessment response scale developed in the medical industry that can be used to assess hospitality satisfaction. VAS is a straight line of a certain length, either vertical or horizontal, with the ends indicated by the extreme ends of the experience to be measured. A survey is administered, and those who participate and complete the survey make the mark that best represents how they feel. Individual interpretation is more complex than a straightforward quantitative assertion in this case (Pointer, 2004).

As a psychometric response measure, the Visual Analog Scale (VAS) may be used in questionnaires. It can be used as a tool to assess subjective traits or behaviour that cannot be evaluated directly.

Respondents express their degree of agreement to any statement by selecting a location along a continuous line extending between two endpoints when responding to any VAS object. This method has seen extensive use in the medical sciences. The continuous existence of the scale separates it from individual scales like the Likert Scale. Several experiments have shown that visual analog scales have a better measurement quality than discrete scales, allowing a broader variety of statistical methods to be applied. Comparison can be made between VAS and other linear scales such as the Likert scale or Borg Scale, though the results as derived from both are relatively very similar, the VAS may provide better results than the other scales in some cases. The advantages can extend to the measurement instruments which are made up of the combinations of visual analog scales such as semantic differentials.

American Customer Satisfaction Index (ACSI)

The University of Michigan's Ross School of Business in America created this model. This model has been widely used in research studies to better understand what factors contribute to customer satisfaction and how happy customers answer. It investigates customers' perceived quality and desires based on an interview with them. During the interview, consumers are asked questions that are presented in such a way that they provide real insight into how they think and what their aspirations are. This model considers the perceived quality and consumer preferences to be the causes of satisfaction and perceived value to be the results (American Customer Satisfaction Index [ASCI], n.d.).

A diagram, as shown below, will help better understand this model. Customer feedback is reported on a scale ranging from 0 to 100. From left to right, arrow points in the diagram suggest effect or influence. The ACSI model self-weights to optimize the clarification of customer satisfaction (ACSI) on customer loyalty. Users can identify which drivers of satisfaction if changed, would have the greatest impact on consumer loyalty by looking at the indexes and impacts.

Figure 1.7: American Customer Satisfaction Index Model
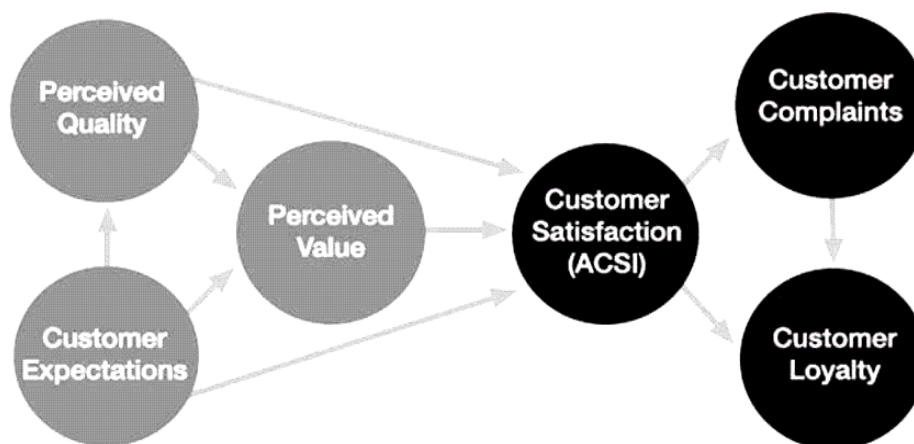
(Source: www.asci.org)

a. Customer Expectations

Customer expectation is a measure of a customer's expectation of the quality of a company's goods or services. Expectations reflect both past consumption experience, which involves certain non-experiential knowledge such as ads and word-of-mouth, and a prediction of the company's potential ability to deliver quality.

b. Perceived Quality

Perceived quality refers to the perception of customers created because of their experience with a product or service. It all depends on their personal experience, if that was good, then it forms positive perception and if that was bad or unpleasant, then it forms negative perception in terms of the overall experience. The quality of perception can be measured with the degree of happiness or satisfaction on the part of customers (Cronin and Taylor, 1992).

c. Perceived Value

Perceived value can be defined as the measurement of the quality of a product/service from the price paid for it and the benefit sought. Though the price paid is important for

every customer but its impact on perception becomes smaller when a customer feels satisfied with the product or service and indulge in frequent purchase or visit.

d. Customer Complaints

If a customer's perception of a product or service is found to be negative, the customer can file a complaint with the company directly. Customer satisfaction and grievances have an inverse relationship. As customer satisfaction rises, the proportion of customers filing complaints falls.

e. Customer Loyalty

Customer loyalty is described as repeat purchases of the same product/service from the same supplier in the future, as well as purchases at different rates from the same supplier. It is an essential component of the customer satisfaction model because it reflects the degree of profitability (Bowen and Chen, 2001).

Indian Customer Satisfaction Index (ICSI)

ICSI was introduced in India to evaluate and fix standards for organizations in terms of providing customer satisfaction, within & across different industries. In collaboration with the American Customer Satisfaction Index (ACSI), Hexagon consulting has brought an Indian customer satisfaction index on the lines of ACSI to diagnose customer satisfaction among Indians working in different organizations.

This unique frame work helps the organizations and companies in India to evaluate the aspect of customer experience with the peers within the industry and also with the best of the companies in other industries (this include the measures, benchmarks, and the results of the evaluations which will help the companies to improve on end-customer satisfaction).

The primary objective of the Indian Customer Satisfaction measurement index (ICSI) is to benchmark organizations using a proprietary methodology that is science-based and as used by the American Customer satisfaction index (ACSI) across a broad swath (manufacturing and services) of the Indian Economy which covers both the organizations listed under private and public sector.

Initially, ICSI in India has started with the banking sector but with time it aims to cover more industries/sectors. Through this index, the Indian organizations and consumers get to know which organizations in the industry are better in providing superior customer experience relative to their respondents - as ranked as per the customer perception and feedback.

Customer attitude and perception are influenced by two forms of satisfaction i.e. transaction-specific satisfaction and cumulative satisfaction (Namkung & Jang, 2007).

The transaction-specific satisfaction can be described as a customer's judgment for a product or any service at a specific point of time (Cronin & Taylor, 1992) whereas cumulative satisfaction is termed as the customer's evaluation of his experience regarding any product or service over a longer period, which can directly affect the after purchase intentions such as a change in attitude, repeated purchase and brand loyalty (Johnson & Fornell, 1991)

According to Jiang & Rosenbloom (2005), the overall satisfaction of a customer is a better indicator of his satisfaction than transaction-specific measures.

The present study, keeping in view the shortcomings of the scales as mentioned above, has undertaken customer satisfaction as a cognitive and affective evaluation of the overall experience of the customer as per his dining preference and it is known as consumer's dining experience. It comprises the thought process and the human's instinctive and primitive emotions. In this case, the atmospherics of the restaurant is regarded to ascertain customer satisfaction and it is based on the customer's judgment of the quality of different attributes of atmospherics.

1.5. Behavioural Intentions

Behavioural intentions have been defined as the conscious plan to exert effort by a person to carry out a particular behaviour with the intentions being formed both from personal evaluation and normative construct (Eagly & Chaiken, 1993). So to engage in a certain behaviour refers to behavioural intentions (Oliver, 1997). It is the motivational element of volatile behaviour and it is closely related to the behaviour of the customer itself (Jang & Feng 2007).

It is expected that people will be more effective if their desire to participate in behaviour or accomplish a behavioural goal is higher. However, the degree of performance is determined by one's desire or goal, as well as non-motivational factors such as the availability of necessary opportunities and resources, such as time, money, expertise, others' cooperation, and so on (Ajzen, 1985).

These factors when collected together represent people's actual control over their behaviour. If a person has the required opportunities and resources and intends to perform the behaviour, he should do so to succeed. The interpretation of behavioural control and its effect on intentions and behaviour is of greater psychological importance

than actual control. The behavioural intentions of customers can be either favourable or unfavourable. Customer loyalty is the result of favourable intentions. Favourable behavioural intentions may result in increased profitability for a business, communicating positive compliments for the company, and willingness to pay a higher price and to spend more whereas unfavourable behavioural (Zeithaml, Berry & Parasuraman, 1996) intentions may result in an unwillingness to come back, negative word-of-mouth communicationetc.

1.5.1   Scope of Behavioural Intentions

In the restaurant business, behavioural intentions can be known through spreading the word of mouth communication to others, the willingness to recommend a restaurant, and the intention to revisit the restaurant. There is a positive relationship between perceived value in a restaurant and the behavioural intentions of customers (Ryu, Han & Kim, 2008). WOM communication refers to the information communicated to others about a product, service, or an idea, or about a seller or service provider, which the teller has already experienced (Westbrook, 1987). Word of Mouth Communication has recently received interest from renowned scholars and professionals. Some scholars have suggested that WOM is a dominant force in the workplace (Mangold, Miller & Brockway, 1999) and is the ultimate test for the customer's relationship. Several factors affect word of mouth communication such as customer-employee relationship, employer-employee relationship, and the mutual trust between them. Greater mutual trust in a relationship leads to customer satisfaction and further positive word-of-mouth(Gremler, Gwinner & Brown, 2001). Goodwill is automatically created when a positivemessage travels from one person to another (Hong & Yang, 2009).

The concept of customer loyalty has received an interest in marketing history extensively (Knox & Walker, 2001). One of the primary objectives of many marketing strategies for many decades was to generate loyal customers and the level of customer loyalty to a brand has been used for marketing campaigns as a full or partial indicator (Aaker, 1991)

Keeping in view the relevance of relationship marketing, making customers loyal has become a matter of prime importance (Fournier & Yao, 1997). The loyalty of a customer is the outcome of a long association with a company, its product, or service (Ravald & Gronroos, 1996). A company can survive effectively in the market if its

customers are loyal and it becomes easy to retain a loyal customer. Attracting a new customer is more costly as compared to retaining the older one. Moreover, a positive word of communication is usually done by an existing loyal customer about a specific product or service of a company to its friends, family, and relatives. They simply act as sales agents for that company or service provider (Shoemaker & Lewis, 1999).

The attitude and behaviour of customers indicate the loyalty of customers. A customer with a positive attitude shows the willingness to carry on their association with a company or service provider and the behaviour is reflected through recurring trustworthiness towards a product or service. According to Oliver (1999), there are four levels of consumer loyalty: cognitive loyalty, affective loyalty, conative loyalty, and behaviour loyalty. In practice, action loyalty is difficult to quantify, so most researchers use behavioural motives, i.e. cognitive loyalty, as a substitute for action loyalty (Yang & Peterson, 2004).

1.5.2 Theories to understand Behavioural Intentions
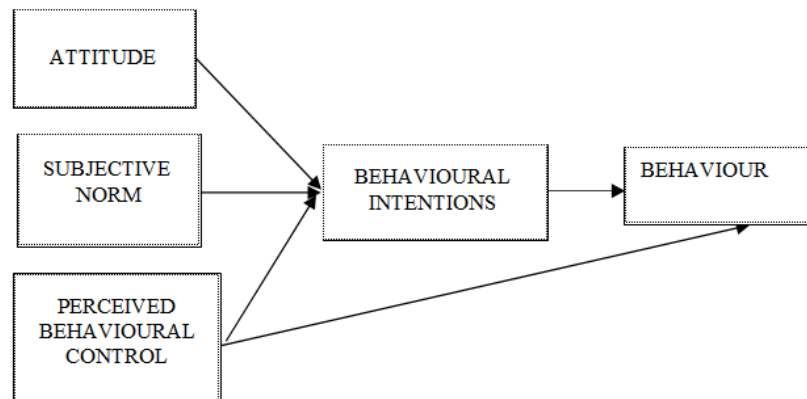
(Source: Ajen, 1991)

The theory of planned behaviour is a common model for understanding complex human behaviour. This hypothesis suggests that people's actions are deliberate/planned and reflect thoughtful conduct. It also addresses what factors lead to behavioural changes in people (Ajzen, 1991). This theory is a development of the rational action theory (Ajzen & Fishbein, 1975). The theory of planned behaviour has provided a new perspective into the fact that behaviour is not always completely deliberate and not always planned. With this in mind, a new concept, perceived behavioural control, was introduced into the model, and a new theory, the theory of planned behaviour, was developed.

According to the Theory of Planned behaviour, three factors influence a person's decision to take action.

Attitude towards the Behaviour/Behavioural beliefs: It refers to a belief system about the possible consequences of the behaviour depicted by a person. Behavioural beliefs may take the shape of favourable or unfavourable attitudes towards a particular behaviour.

a. **Perceived Social pressure/Normative beliefs**: It refers to the belief system about how others expect a person to behave. Normative beliefs are formed based on social pressure from a peer group.

b. **Perceived Behavioural Control/Control beliefs**: It refers to a belief system about the existence of those factors that may form a specific behaviour or hamper the occurrence of a behaviour. Perceived behavioural control is inspired by control beliefs.

In nutshell, it can be said that a positive attitude leads to more perceived behavioural control, and the intention of a person to show a particular behaviour becomes stronger.

This theory has been widely accepted across various disciplines and areas of research such as life sciences and social sciences. A lot of studies have been done in which the interaction between planned behavioural factors and their influence on behavioural intentions was studied (Han & Yoon, 2015; Nunkoo & Ramkissoon, 2010; Park, Hsieh, & Lee, 2017). This highlights the importance of this theory.

• **Theory of Reasoned Action**

Figure 1.9: Theory of Reasoned Action
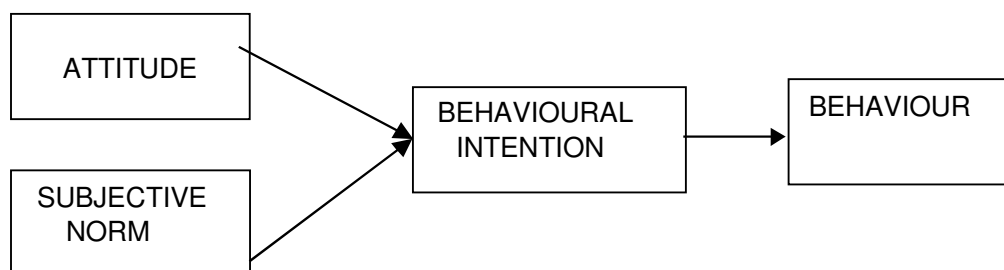
(Source: Fishbein & Ajzen, 1975)

This theory was given by Fishbein & Azjen in 1975. This theory proposes that the behaviour of a person is just because of his/her particular intention to behave. According to this theory, if a particular behaviour is evaluated as positive by others, only then that behaviour is depicted. It means behind every particular behaviour of a person there is a reason which is backed or supported by the public or peer group.

After receiving positive consent from them, a person repeats that behaviour every time, as and when that situation prevails. This theory suggested that there are two main factors responsible for the actual behaviour of a person namely, personal factors and social factors.

Attitude/Personal Factors: It is mainly related to the attitude of a person about a behaviour. Behaviour can be described as good or bad according to the attitude of a person towards a specific thing. A particular behaviour can be pleasant for someone and it can be unpleasant for the other.

Subjective Norms/Social Factors: These elements are referred to as subjective norms. It can be expressed as an individual's perception of the social pressures imposed on him by social groups.

In other words, a person's attitude is influenced by subjective norms, which prompt his behavioural intentions and frame actual behaviour.

1.6 Chapter Summary

In nutshell, we can say that the Indian restaurant industry offers vital prospects for potential development with the growing number of restaurants and no one can ignore it. Customers assess the experience of consumption in the restaurant environment based on both tangible and intangible qualities prevalent in a restaurant. A restaurant's quality of food, service delivery process, and physical atmosphere has a major effect on customer satisfaction, further impacting consumers' behavioural intentions. Some of the reasons that contributed to the growth of the restaurant industry are the gradual diversion of people towards urban areas, higher disposable income, growing propensity towards the western lifestyle, and an increasing number of women joining the workforce. Due to all the above reasons the topic "Influence of restaurant atmosphericson customer satisfaction and behavioural intentions" has been selected.

CHAPTER - 2
REVIEW OF LITERATURE

A review of the literature was undertaken to thoroughly understand restaurant atmospherics' influence on customer satisfaction and behavioural intentions. To sustain this study's need, the gap in the previous studies was identified through the literature review, and has been divided into the following three sections:

2.1   An Insight into Restaurant Atmospherics

Atmospherics is an important marketing tool and can be felt through sense organs. The attributes of an atmosphere which can stimulate an individual can be categorized based on the five human senses that are eyes, ears, nose, tongue, and skin (Kotler, 1973). Atmospheric attributes have got a significant role to play in both retail and service environments. The available literature on restaurant atmospherics has shown the growing need to consider atmospherics as an innovative feature in-service environment to attract customers. Consumer decision-making processes are greatly affected by the surroundings**.** Atmospherics acts as a silent salesman and offers customers cues about the products or services being presented. Nowadays, customer expectations are on the high side, and due to many restaurants' opening, there is intense competition among restaurateurs to be on the top. Restaurateurs have realized the importance of atmospherics and are paying much attention to this accepted fact.

The restaurant industry is a rapidly expanding one. Customers' ever-changing demands within the industry necessitate continuous improvement and prompt attention to their needs (Lee, Lee & Dewald, 2016). A business's quality service offers long financial gains and consistent returns (Parasuraman, Berry & Zeithaml, 1991). Customers' perceptions of restaurants have shifted as a result of shifting lifestyles, increased work pressures, and an increase in the number of working women. Earlier restaurants were meant only for eating out delicious food, which can free women from household chores. But now the vision has changed, people are more concerned about spending quality time with their family and friends. Restaurants have now become a place where beautiful memories are created, and beautiful experiences occur (Markovic, Raspor & Segaric, 2010). Competition is mounting in the restaurant industry, and to attract and retain customers, restaurateurs must value the physical environment in which the whole

consumption process takes place (Jalilvand, Salimipour, Elyasi & Mohammadi, 2017).

A large number of studies (Wall & Berry, 2007; Kim & Moon, 2009; Ryu & Jang, 2007; Kukanja, Omerzel & Kodric, 2017; Cheng, Chen, Hsu & Hu, 2012; Ryu & Han, 2011) were conducted to understand the importance of the tangible environment. They found the natural environment an important factor in determining the quality of service in the hospitality industry. The first factor which influences customers' mind as they enter a restaurant is its atmosphere (Ha & Jang, 2010). The environmental psychology theory stressed that customers' emotions are greatly affected by environmental factors and thus direct their behaviour. Therefore, dining is not just about having food, but it also produces various feelings like pleasure, excitement, or relaxation (Namkung & Jang, 2008). People come to restaurants for many reasons, i.e. to have social interaction, saving time, experiencing atmospherics, and to taste good food. Hence, the variables, other than food, that affect customer satisfaction and behavioural intentions need to belocated.

Many studies have been done to understand the impact of restaurants' various physical attributes on customer satisfaction and behaviour. The following are some worth mentioning contributions in the field of the restaurant industry.

Nemeschansky (2020) argued that customers' insight into restaurant attributes could help the restaurateurs design the restaurant accordingly. To achieve this objective, a value-based cost system along with experiential accounting was applied. The purpose was to guide managers regarding controlling costs and to help in making financial decisions. DEVA, Dining Experience Value Attributes was used to determine diners' perception about atmospherics, services, staff, co-customers, dietary options, and table presentation. It was found that the restaurant's atmospheric and online services were among the most rated attributes, and the restaurant should check the cost of providing it. Findings further revealed that if a restaurant could not perform as per their expectations, customers felt no hesitation in switching off to a new restaurant.

Nawawi, Kamarudin, Ghani & Adnan (2018) evaluated the key atmospheric attributes of a Theme restaurant and how those attributes influenced their re-visit intention. Five popular theme restaurants were chosen. The respondents' opinions on the restaurant's cleanliness, ambience, physical environment, and re-visit intention were taken. It was found that restaurant cleanliness was the most rated attribute influencing

customers' opinion for re-visit intention. Overall, all the features had influenced customers' perception and their re-visit intention with a degree of variation.

Liu & Tse (2018) investigated what factors affect a restaurant's choice and what attributes are most considered by them while selecting a restaurant to eat out. The re-visit intentions of customers were also studied. The survey was conducted for a full-service restaurant from those customers who had dined in it in the past month. Thirty-two items that influence customers' liking for a restaurant were chosen from the available literature and divided into five dimensions: food-related, quality of service, price and value, atmosphere, and convenience. It was found that the promptness, in turn, overall dining experience, lighting, and accurate guest check were the most rated attributes by the customers, and the performance of the restaurant on these parameters was found to be unsatisfactory. The leftover attributes were rated less by the customers. So there was a need to control expenditure on such features or services.

Jani & Han (2015) tried to determine the impact of stimulating attributes in a hotel and how they affect their emotional response. It was further studied that how the personality traits of customers affect their loyalty towards the same hotel. The hotel's ambience was considered the main stimulating factor, and emotional feelings towards it acted as a mediating factor and their behavioural intentions as a response. It was found that the customer's consumption emotions were significantly affected by the hotel's ambience, which further resulted in a loyalty response.

Chang & Hou (2015) tried to analyze the role of a list of food items saved in memory on the food choice in a restaurant. It mainly focused on studying the ordering behaviour of customers. Two ways which lead to the selection of food items were based on stimulating factor and memory. Two experiments were conducted, and participants were just shown the names of food items on a menu card. In the second experiment, they were shown words along with their description. It was found that prior exposure to the menu leads to increased sales of those food items. Consumers were found to recollect the information stored in their memory while choosing food items. Prior exposure to menu items was also found to affect order for main course items.

Ali & Nath (2013) highlighted the factors influencing consumers' preference for eating out and inquire about the restaurant industry's food services. Information about demographics, eating out choices, frequency of restaurant visits, liking for Indian food

and fast food, quality of services, especially the restaurant's food, and how much money people spent on every visit was gathered. It was found that 68% of respondents ate out of home on regular basis in a month. 80% of the respondents showed their liking for vegetarian food. Customers preferred to go with their friends and family. The findings revealed that people frequently visited fast-food restaurants as compared to family restaurants. Customers chose fast-food restaurants to enjoy their holidays and to celebrate special occasions like birthdays and festivals. Quality of food, price tags, food-safety standards, restaurant reputation, timing, and accessibility were the most preferred attributes for choosing a restaurant while eating out.

Harrington, Ottenbacher & Kendall (2011) highlighted the factors that affected a Fine-Dining Restaurant's choice and how customers' attributes affect their selection. The influence of demographic variables like age on customers' choice was found out, and how age affects the frequency of eating out was also analyzed. Before collecting data from the respondents, they were informed about fine-dining restaurants' meaning to take correct data. Six dimensions were identified from the literature review, namely, promotion, price/value, quality expectation, setting, dietary, variety, and innovativeness in the menu. It was found that among price/value factors, the expectation of quality and innovation was the most rated attributes. Females were more concerned about price-related factors as compared to males. It was further found that customers' age was an essential factor influencing their liking for a fine-dining restaurant.

Njite, Dunn & Hyunjung (2008) identified other restaurant attributes which affected customer preference and selection of a restaurant. The study was done in a fine-dining restaurant. The study was conducted in two parts. The first study aimed at identifying non-food attributes, and the second part consisted of prioritization done by customers of non-food items while selecting a restaurant. The study took characteristics like price, relation with the customer, variety in the menu, convenient location, atmosphere, and staff knowledge. It was found that some attributes were more important and some were less important to customers. The level of interaction or relation with a customer in the restaurant was the most valued attribute, followed by the restaurant staff's knowledge. The third admired attribute was the convenient location of a fine-dining restaurant. Low ratings were given to atmospheric elements of a fine-dining restaurant. Price was considered the least important as customers were ready to pay an extra cost if the

restaurant is a renowned one and offers premium services.

Kivela (1997) tried to understand the relevance of atmospherics in different restaurant segments. She focused her research on four types of restaurant segments: fine dining/gourmet, theme/atmosphere, family/popular, and convenience/fast food. This study of restaurant segmentation was undertaken in Hong Kong. The study targeted understanding how customers perceive these restaurants and what factors influence their decision to choose a restaurant and their opinion about these restaurants. The choice of restaurants varied across different occupations. People belonging to business/commerce/finance made their choice for a restaurant based on prestige, location, quality of food, and service speed. Whereas government employees, engineers, self-employed, retired, and clerical made their choice for a restaurant based on the cost of food, location, speed of service, and quality of food. Age emerged as an important demographic variable that leads to the selection or rejection of a particular restaurant. Customers belonging to the age group 25-34 and 35-44 considered the restaurant's ambience as the most crucial factor in creating a dining mood.

Kotler (1973) introduced the term Atmospherics and presented his sense of understanding about the term atmospherics. According to him, atmospherics meant conscious planning and designing a particular place or space to encourage customers to buy and visit again. He identified four dimensions through which the atmospherics of a site can be felt. They were visual, aural, olfactory, and tactile dimensions.

Further, he talked about the intended atmosphere and perceived atmosphere. The purposeful atmosphere is consciously designed, whereas the perceived atmosphere is what a customer experiences after arriving. He quoted several industries and businesses where atmospheric planning has been introduced and further stressed the seriousness required on the part of a businessman to work on this attribute. Knowledge about the target audience, architecture, interior design, and window dressing is needed to design a space better. Atmospherics as an essential marketing tool can help get an added advantage in terms of more customer traffic and satisfaction.

Mehrabian & Russell (1974) explained the relationship among atmospheric variables, emotional and behavioural responses. To meet this purpose, he suggested the Stimulus-Organism- Response model. According to them, this relationship can be understood through three stages. In the first stage, the environmental stimuli are perceived by

people, then in the second stage, that perception influences their emotional response, which further leads to a behavioural response. They also defined an individual's emotional state by describing it as the state of pleasure, arousal, and dominance. Pleasure makes people happy and satisfied. Arousal brings in excitement, stimulation, and relaxation. Dominance was taken as the state of being in control or out of control. They also explained the approach and avoidance behaviour of an individual. Approach behaviour indicated the willingness to enter, stay, enjoy and interact with others in that environment. In contrast, avoidance stated a lack of satisfaction, desire to leave, and unwillingness to interact with service staff and others. It is one of the most followed models in retail and service setting to understand the psychology of customers.

2.1.1 Restaurant Atmospherics AttributesAmbience

The ambience is a crucial building block for an enterprise to improve overall customer engagement. The ambience is one of three dimensions of the Servicescape (along with space and signs/symbols), which is the physical atmosphere of a service establishment that influences consumers' actions. In a restaurant business, the ambience is an integral aspect of the material realm that can improve sensory perceptions through illumination, colour, fragrance, architecture.

Chiguvi & Guruwo (2017) researched the effect of ambience factors on consumer loyalty at Pizza outlets in Gaborone, Botswana. The purpose of the analysis was to establish a connection between the Pizza outlets' fragrance and customer loyalty, lighting and customer satisfaction, and temperature and customer satisfaction. Results showed that there is a significant effect of environmental factors on consumer loyalty at Pizza outlets. It was then recommended that Pizza outlets' management should be more active in optimizing their ecological conditions due to customer loyalty.

Senduk, Saerang, and Lambey (2016) examined how restaurant ambience and service quality affect customer satisfaction. The study's constructs were cleanliness, restaurant concept, interior design, place cosiness, delivery on time, employee services, price, and other facilities. The dimensions of restaurant ambience included cleanliness, restaurant concept, and atmosphere. Delivery time, employee service, and facilities were included in the component of service quality. Customer satisfaction was evaluated through price, quality of the product, and place cosiness. It was found that the restaurant cleanliness got the highest value among all other variables. A significant

relationship emerged between restaurants' ambience, service quality, and customer satisfaction.

Omar, Ariffin & Ahmad (2015) determined the relationship between restaurant ambience and customer satisfaction. Spatial layout, interior design, colour, and music were taken as a base to analyse this relationship. Colour came out to be the most important factor and the interior design of the restaurant was the least important factor. The atmosphere inside the restaurant has a solid connection to the way the customer views the restaurant. Perception can be either positive or negative, taking into account the environment, which can also form the degree of consumer satisfaction (Lim, 2010).

Jani & Han (2014) surveyed the importance of affection, guest satisfaction, social comparison, and ambient conditions in the hotel business. Most previous studies ignored the moderating effect of ambience on customer satisfaction. This study took ambience as a moderating factor to understand the relationship among all the variables mentioned above. Air quality, temperature, odour, background music, sound level were taken as ambient factors. The data was collected from the customers of four and five- star hotels in a metropolitan city in South Korea. It was found that satisfaction level was affected by high ambient conditions, and less favourable ambient conditions resulted in low satisfaction levels.

Research conducted by **Ha and Jang (2010)** concluded that when consumers find a restaurant to be of high quality, they appear to be more pleased with their service and have a greater chance of revisiting the place. In comparison, where the restaurant's physical environment was not up to the mark, customers were not happy with the spot, and there were fewer prospects of having their next visit.

Physical environment

In addition to the quality of the service and the quality of the food, the restaurant's physical atmosphere also plays an essential role in creating the restaurant's reputation and improving its satisfaction. These aspects are also referred to as the quality factor of the foodservice that can affect the customer's perceived value, restaurant image, and customer satisfaction. The restaurant's physical atmosphere will also affect the consumer's feelings; the environment can impact its behavioural intentions. The restaurant's physical environment can psychologically please the customer, and the

physical environment can bring about a change in the customer's behavioural preferences.

Tuzunkan & Albayrak (2016) focused their study on the physical environment of a restaurant. The main objective of their study was to investigate the importance of a restaurant's physical environment for Turkish customers. For this purpose, they selected various attributes from the previous literature like service staff, facility aesthetics, layout, table settings, lighting, ambience, and others. Under the term ambience, they considered temperature, scent, background music, and background noise. The data was collected from five different restaurants (upscale restaurant, a first-class restaurant, second class restaurant, night club, convention centre) from Istanbul's city in Turkey. Service staff emerged as the number one factor which was considered extremely important by them. The ambience was ranked more important than other restaurant attributes.

Lee, Lee & Dewald (2016) attempted to outline the role of tangible service attributes on customers' level of satisfaction across gender for an upscale restaurant located in Southern California. Presentation style, table layout, sensory awareness, sanitation quality, sensory perception, and vehicle ease were all studied. The study's findings suggested hygiene purity as the most considered tangible service attribute by upscale restaurant customers. Table aesthetics and sanitation quality greatly influenced consumer loyalty and their behavioural intentions. The psychological perception was statistically related to diners' patronage decisions but not to diners' happiness expectations or verbal communication. Presentation value and the restaurant's visual cues were found to have no statistical significance on customer satisfaction and behavioural choices.

Wansink & Ittersum (2012) found out how slight changes in the variables affected customers eating habits. An experiment was done by converting a fast-food restaurant into two dining areas. Some changes like bright lights, colours, and fast music tempo were introduced in the first dining area, whereas the fine-dining area's environment was kept calm. Wall paintings, plants, and white tablecloths were used to give a feel of fine dining. Moreover, attractive candles were placed on tables to offer a relaxing atmosphere. The experiment results indicated that people eating in delicate dining areas ate more than those eating in the fast-food area. They spend more time in the peaceful

dining area as compared to the fast-food site.

Robson, Kimes, Becker & Evans (2011), in their study, investigated American customers' behaviour towards table settings. The research presented insights into how customers perceive the distance between table spacing and how it transforms their attitudes and preferences. The purpose was to understand seating arrangements in a restaurant. Diners were exposed to three different table spacing of 6, 12, and 24 inches away from each other. The study's findings revealed that the customers did not like an intimate table setting as it questioned their privacy. Customers felt dissatisfied, and their meal behaviour was also affected. Differences across gender were also observed in terms of liking for space between tables. It was found that women did not like intimate table settings and felt uncomfortable. Customers were not willing to come again to the restaurant due to tight table spacing. The study provided valuable insights to the restaurateurs regarding table settings that can enrich customers' restaurant experience.

Ryu & Han (2010) examined the relationship between customers' perception of a restaurant's physical environment and their positive and negative disconfirmation, loyalty, and level of satisfaction. The study mainly focused on three upscale restaurants in Seoul, Korea. The main dimensions taken for the study were attractiveness, atmosphere, decor, service feature, architecture, and social considerations. Facility aesthetics came out as the most significant factor which influenced disconfirmation. The study's findings suggested that restaurateurs should give due attention to develop innovative and attractive facilities to enhance customer satisfaction.

Baker (1987) introduced three main components of tangible service quality that influence a business or service establishment. To have a better insight into a service setting's physical environment, he suggested design factors, social factors, and ambience as the determinants of customers' perception and satisfaction level. Under design attributes, colour scheme, quality, and type of furniture, and layout were included. Social factors included employees' behaviour towards customers, among themselves, and customers' behaviour towards service staff among themselves. Ambience factors mainly had an aroma, temperature level, light, etc. He suggested that all these dimensions play a crucial role in shaping an overall opinion regarding a service establishment.

Green services

Green practices positively affect corporate success in terms of processes, composition savings, productivity, strong reputation, stakeholder loyalty, and good financial results. Focusing mainly on the tourism market, numerous surveys have examined hospitality facilities. Green practices could also become a central driver in the long run.

Kwok & Huang (2019) tried to compare the perceived value of various green traits among the three leading players in the restaurant industry, including clients, owners, and employees. Results showed variations in the relative importance of green qualities across stakeholders. Although the two most admired attributes identified by customers were "minimizing harmful waste" and "participating in recycling programs," the top two characteristics for owners were "serving organic food, ingredients" and "serving locally grown food." Moreover, a significantly lower number of customers showed a willingness to pay extra to get green products and services

Wang, Wang, Wang, and Li (2018) conducted a study to find out the confirmation of customers' expectations of green service restaurants and the impact of food, service quality and ambience on customers' re-visit intentions on location. It was found that the quality of service and food got the highest ratings among all the green attributes. It was further concluded that customer re-patronage intentions were found to be positive on the confirmation of expectations. The results show that the confirmation of the food quality expectations is determined by the presentation of food, variety, and freshness; the commitment of the staff and the service confirms the service quality expectations; and the confirmation of the ambience quality expectations is determined by the cleanliness, design, and decoration.

Mishra and Gupta (2019) tried to understand the relationship between Green Servicescape attributes and customers' actual experiences. The perception of customers towards green attributes and their influence on them was studied. After an intensive review of the literature, thirty-four items were found relevant to the subject of study. The dimensions taken up were atmospherics, motifs, and human. Atmospherics included interior and exterior of the restaurant; motifs included aesthetics, and functional values, and human factors, included staff and co-customers behaviour. To measure response towards green attributes, the green experiential value was determined by adopting four more dimensions from the literature: utilitarian value, green social

value, green philanthropic values, and green emotional values. The internal atmosphere got much attention from diners, and it affected their practical and emotional value.

Wang, Chen, Lee & Tsai (2013) defined a green management standard for green supply chain management that green restaurants should enforce. This research integrates green supply chain management and food and beverage administration to create green restaurant standards. The findings indicate that the criteria for green restaurant management include three aspects (green food, green climate and facilities, and green management and social responsibility). The newly founded restaurant, kitchen equipment, energy-saving, water-saving, or green label are deemed the most relevant to all the experts. Energy-saving, water-saving, or ecological kitchen appliances and utensils, green construction materials with green design and building mark to create a restaurant, and the use of automated detection and control light switching in the non-dining area was appreciated.

Service quality

Attitudes and actions of frontline service staff are now a primary determinant of overall consumer loyalty. Service staff is known to be individuals who serve diners in the environment of consumption. It consists of the appearance of employees and their number. The overall experience of customers can be made satisfactory if employees serve them satisfactorily.

Tripathi and Dave (2017) conducted a study in New Delhi and its nearby cities in a Fine-Dining restaurant. The purpose of this study was to investigate service quality attributes perceived by customers in a restaurant. The dimensions of service quality were divided into different categories like cultural orientation, ambience, empathy, privacy and entertainment, reliability and responsiveness, and the perception of customers was recorded. Fifty-four items were chosen from earlier researchers' measurement scales, and after pre-testing, items were later reduced to 22. It was found that the restaurant gave due consideration to individual needs and wants. Lighting arrangement was rated number one by most of the respondents.

Namin (2017) analyzed the perception of customers regarding service efficiency in Quick-service restaurants. The association between consumer contentment (as an intermediary) and three components of service quality, food quality, price-value ratio,

and the direct connection amongst the quality of service and behavioural intentions, patron contentment, and behavioural intentions were identified. The findings indicate that all five dimensions have a significant effect on service efficiency. Results suggested no clear way to improve behavioural purposes by enhancing the service level for fast food restaurants. Instead, consumer intentions can be strengthened through customer satisfaction. Furthermore, this work finds evidence that consumer loyalty can be increased by service efficiency, food quality, and price-value ratios, which will pave the way for an indirect change in this sector's behavioural intentions.

Ramseook-Munhurrun (2012) selected three restaurants in Mauritius to identify the impact of service quality characteristics on diners' behavioural intentions. SERVPERF model was used to define diners' behaviour, and specific changes were done to understand their response better. Six factors were identified: tangibles of the restaurant, food quality, trustworthiness, sensitivity, assertion, and responsiveness, and their response was measured with the help of two statements determining customer satisfaction. Customers were found to be disappointed with the overall level of operation, above all other features. It was found that clients were most pleased with the tangibles of the restaurant.

Food quality

Having healthy food is the main driver for customers to visit a restaurant. Therefore, it is clear that the restaurant's food quality is a crucial consideration of its patronage. Food is an essential component of the guest's experience at the restaurant. Good food attracts and retains buyers because maintaining food quality helps customers feel respected and happy (Ryu, Lee, & Kim, 2012). In contrast, mediocre food persists consumers to perceive their experience as worse.

Kim, Youn & Rao (2017) investigated customers' responses towards food-related attributes in an ethnic restaurant. Mehrabian-Russells' model was applied to know the influence of perception of food-related attributes on customers' emotional state and their purchase intentions. Two new dimensions, namely unfamiliar food names, and unknown food ingredients were taken as stimulating factors, emotions as an organism, and purchase intention as a response. The findings showed that unfamiliar food names aroused positive emotions like joy, pleasure, and customer satisfaction. In contrast, familiar food names resulted in negative emotions such as dull and calm feelings.

Respondents showed negative behaviour towards unknown ingredients. The interrelationship between perceived emotion and actual behaviour resulted in increased purchase intention.

Rozekhi, Hussin, Siddiqe, Rashid & Salmi (2016) highlighted the role of food quality on customer satisfaction. The study was focused on a fine dining restaurant in Malaysia. Attributes of food quality were chosen from the previous studies. The presentation of food, its quality, taste, freshness, variety, and healthy food was studied. The findings revealed that customers got more satisfaction in a fine dining restaurant and enjoyed an excellent dining experience. Malaysian customers were fond of fresh food and variety in it. Less importance was attached to the presentation of food, temperature, and healthy food options. Therefore, the study suggested using fresh ingredients while preparing and presenting food as it leads to the feeling of having fresh food. However, the study further suggested giving importance to healthy food options and attractive presentation as it leads to overall customer satisfaction

Kim, Nee & Kim (2009) analysed the differences in overall satisfaction among meal plans across different age groups. DINESERV scale was used to determine the attributes which influence customer satisfaction and behavioural intentions. The relationship among customer satisfaction, word of mouth communication, and behavioural purposes were identified. Three meal plans were presented to find out customer satisfaction. It was found that people who belonged to the age group 25 and above were more satisfied than the younger group of customers. Food quality came out as the most influential component responsible for customer satisfaction and the willingness to return.

Menu

Peters & Remaud (2020) determined the factors that affect selecting food items from the menu. The research was conducted in a casual and fine dining restaurant. Data were collected from respondents by applying the Best-Worst method. Thirteen attributes that affect the selection of menu items were chosen and modified after an extensive review of the literature. They were food items produced locally, price, presentation of a dish in the menu card, healthy food options, preparation method, etc. The statements, "The combination of ingredients" and "a dish that I could not/would not want to prepare at home," were the most valued by customers of both kinds of restaurants. The findings

further revealed that the Best- worst technique resulted in an equal rating of attributes in both types of restaurants; however, the past studies' results were contradictory to it.

Baiomy, Jones & Goode (2019) conducted a study to understand the impact of the menu design, its description, and the variety in the menu on customer satisfaction. Three antecedents of customer satisfaction, namely menu design, description, and menu items, were taken, and their effect on customer satisfaction was studied. Nineteen statements were chosen and modified from the literature review, which further described the menu as mentioned earlier. Menu item description was the most critical factor responsible for customer satisfaction. Menu items were also found to be an essential factor which can enhance repeat visit of customer. It was found that variety in food items resulted in more satisfaction among customers. Customers gave less importance to menu design and preferred it to be simple and easy to locate items on a menu card.

Bacon & Krpan (2018) highlighted the importance of menu design in selecting food items. The present study mainly targeted food choices for vegetarian dishes. The perception of the customer was found out by presenting three different menu designs. The first menu included the words "Chef's Recommendations" to attract diners towards vegetarian dishes; the second menu design was made more "Descriptive," which involved altering the description of the dish being offered. The third menu design included a separate section for "Vegetarian dishes" in the menu card. It was argued that past food preferences affected present dining behaviour. It was found that customers responded differently towards different menu designs. The chances of selecting a vegetarian dish by non-vegetarians were increased through the recommendation menu. The descriptive menu reduced the liking for healthy and vegetarian food. The vegetarian menu also reduced the frequency of eating vegetarian dishes.

Ozdemir & Caliskan (2015) conducted a literature review to identify the role of menu designing in influencing a restaurant's customer experience and how it affects the choice of a food item and perception towards it. From the past literature, four main dimensions of menu designing were identified, namely positioning of food items on the menu card, description of a menu item, labelling of menu items and the characteristics of a menu card and how they affected quality perception, taste perception, and healthfulness perception of the food being served. All the variables related to the menu

of a restaurant were important to customers, and the menu card worked as a silent salesman. The design of the menu card was observed from two different perspectives of restaurateurs and customers.

Vanepps, Roberto, Park, Economos & Bleich (2016) conducted a study to examine the restaurant menu policy. The purpose was to test the effectiveness of menu labelling in a natural restaurant setting. It also highlighted the controversies which the Food and Drug Administration of America had faced regarding menu labelling. Sixteen papers from the literature review were taken as a base to evaluate nutrients labelling in the menu card. After analysing these research papers, it was found that menu labelling played a significant role in improving diners' diets. Customers ordered low-energy food items when they were exposed to menu labelling and high-energy food in the case of non-labelling. The restaurants were found to offer low-calorie food; however, at the same time, there was no compromise on food quality.

Green, Brown, & Ohri-Vachaspati (2015) discussed informing customers about calorie intake in fast-food chain restaurants. The influence of socio-economic disparity among diners while evaluating calorie information was identified. It was found that nearly 60% of participants noticed calorie information, but only 16% kept it in their mind while placing an order. A wider gap was found between these two things. No significant relationship was found between diners' age and their attention towards substantial relationships between diners' generation and their engagement towards calorie menu labels. Higher-income group customers were found to notice and use calorie menu labels. Similar results were also found in terms of more educated customers. However, the difference between the customers who saw calorie information and what they ordered was insignificant.

Wansink and Love (2014) undertook a thorough study of the literature to determine menu designing strategies adopted by restaurants to increase customer attention towards more healthy food options available in the menu card. It first focused on identifying the ways to draw the attention of customers by understanding their menu psychology. For attracting more attention, words like fresh and healthy were used. Descriptive words explaining the preparation of food items were found to work much better. It was found that by placing healthy food options on the four corners of the menu, customers' attention was increased. It was further found that placing high-margin items

in bold letters, boxes, and coloured font increased customers' attention.

Yepes (2013) conducted a study to determine the influence of menu calorie labelling on customers' food choices and restaurant staff. The impact of menu labelling on sales, food choice, and differences across gender regarding menu labelling was investigated. It was found that information about calories in food items leads to a preference for low-calorie items, so their sales increased. Women customers were concerned about calorie information, and thus their sales increased. Women customers were more worried aboutcalorie information as compared to men customers. The findings further revealed that older customers tend to value calorie information more as compared to young diners.

Kim, Ham, Yang & Choi (2013) conducted a study in a casual dining restaurant. The purpose was to examine customers' behaviour towards reading nutritional information about the menu card's food items. Six statements gathering information about customers' attitude towards labelling were framed, for example, "For me, reading nutritional labelling would be: 1=Bad, 7=Good". Behavioural intentions were measured through four variables. It was found that friends, family members, colleagues, and experts in the health and nutrition field all affected customers who decided to go through nutritional information in the menu card, affecting their behavioural intentions.

Josiam & Foster (2009) presented their views to examine how customers used nutritional information while selecting a food item. The research was carried out in a full-service restaurant. It was further suggested to analyse how customers' demographic profile affected their food choice for nutritional items. The findings revealed no significant difference between males and females regarding understanding nutritional information. Better educated, wealthier, and older customers were more concerned about nutritional information on the menu card. It was further found that customers valued information on fat, saturated fat, and trans-fat. An interesting result was found that customers who visited restaurants more frequently tend to be more concerned about nutritional information than customers who occasionally visit.

Pavesic (2005) conducted a study to understand the role of menu design as a silent salesman. The study's objective was to determine different menu designing techniques that can affect customer perception and attention. A restaurant operator should look

upon the first thing to focus on the paper quality, printing style, colour, scheme of the menu card, font selection, graphic design, and images being used. Menu cards should be eye-catching and at the same time informative too. The data collected from the past studies indicated that the use of attractive borders to separate healthy food options from the regular food items was liked by customers.

Music

Wen, Leung & Pongtornphurt (2020) targeted ethnic restaurants and tried to determine background music's role on customers' perception and how this perceived opinion affects overall satisfaction and behavioural intentions. The impact of music enjoyment and music congruency was identified. It was found that the coherence of ethnic music and the style of the restaurant had a more critical influence on perceived authenticity than the pleasure of music itself. It was discovered that the coherence of music and ethnic restaurant themes was a successful way to manipulate perceived authenticity. This perceived authenticity further impacted consumers' general happiness with their eating experience and behavioural intentions. This study's findings validated the rationale of the cue consistency theory that when they provide supporting facts, the signs are more valuable and efficient.

Mathiesen, Mielby, Byrne &Wang (2020) conducted a study to investigate the degree to which unique musical properties, including tempo and articulation, affect the span of dining. Eating time was investigated under three different sound environments: quiet, slow + staccato, and fast + legato music. The overall findings showed a significant key influence of tempo on the length of eating and the association between tempo and articulation of music. With a slower tempo, the eating period was longer, and legato articulation further improved eating time, but only when the music was slow. Furthermore, music, independent of type, significantly increased participants' eating time compared to eating in silence. It was reported that music could be used as a cultural guide to modulate eating tempo, leading to healthy eating patterns such as slower eating.

Kemp, Williams, Min & Chen (2019) evaluated music's influence on customers' psychology. The study was conducted in the USA. Two types of investigations were done to know the impact of music. Firstly, exploratory research was done to understand the insights of managers of the hospitality sector, attraction, and restaurant industry

about adding music as an atmospheric element. It was found that the majority of industry people accepted the fact that music has an important role to play in the service environment. The second experiment was done in a restaurant setting, and two groups of diners were chosen. Mood regulation, perception about empathy, reliability, quality of the product, and purchase intention were rated better when customers were exposed to music.

Mufeeth & Mubarak (2019) focused their study on examining music tempo's role in the supermarket on customer behaviour. Music's role as a stimulus on customers' emotional state, like the feeling of pleasure, arousal, and their behaviour, was investigated. Further, how their emotional state affected the time spent on spending, enjoyment, and purchase satisfaction was analysed. Low tempo English music was liked by most of the customers. Customers felt energized and stimulated when background music was played. Fast tempo music was least preferred by customers while shopping and resulted in less food intake.

Pantoja & Borges (2017) examined music's influence on taste perception and intentions to spend on food. He described five main components of music: mode, tempo, rhythm, timbre, and dynamics. Tempo variation in music came out as a highly relevant factor affecting food consumption. Diners listening to fast music prefer to drink and eat more quickly. Faster tempo improved taste preferences and buying preferences, and enthusiasm and regulated the mood of customers. Faster rather than slower music tempo increases food and sales by transitions in affective states.

Caldwell & Hibbert (2002) researched the influence of music tempo and preference for a kind of music by customers. The research's main objective was to find out whether the music tempo influenced the actual time spent by a customer or not. Preference for music was also determined. The research findings supported the earlier research results that claimed that the time spent by customers was more when soft tempo music was played. The eating habits of diners were considerably affected by introducing music changes.

Hui, Dube & Chebat (1997) found music as an essential variable in-service environment, and if used aptly, it can result in better customer behaviour. It can be done by improving customers' emotional responses towards the service setting. Different music styles can act as a mediating variable towards shaping the service

environment's overall perception. It was found that customers' perception regarding restaurants' decoration was improved by introducing music as a practical element. The service area'soverall perception was taken positively when music was played.

Milliman (1986) studied the effect of background music on customers. Service time, customer time at the table, customers group leaving before seated, amount of food purchased, amount of bar purchased were studied under different musical environments with fast and slow music tempo. It was found that slow music tempo was liked by most of the customers. The perception of a service setting can be improved by adding music to it. Music's influence can be more positive and remarkable when there is a good match between the service environment and music.

Culture

Erkmen (2019) conducted a study to determine the importance of various local cuisinesand customers' perceptions. The study was conducted in Istanbul, Turkey, and foreign customers were contacted. This research selected twenty-two restaurant attributes, which were identified from previous literature available on this topic. The dimensions specified were the quality of food, cultural aspects related to food variety and choice, quality of social interaction, and the restaurant's physical surroundings. The artistic part related to food was the first choice of foreign travellers, which they considered the mostwhile dining at the restaurant. It was found that foreign travellers preferred local food cuisine instead of the commonly available food items. It was followed by social interaction in a restaurant.

In their study, Wong & Baldwin (2018) presented the influence of those attributes that affect customers' sense organs. The study was conducted in an ethnic restaurant. It was focused on determining the effect of sensory variables like the taste, visual, and aroma on the emotions of the generation Y, which are also known as Millennials. Afterwards, the relationship between the perception of authenticity and emotions was identified. The sensory perception was analysed through the decoration of the restaurant, uniform of the service staff, presentation of food, designing the menu, cooking method, kinds of ingredients used, and the type of sauces being served. The findings revealed that generation Y was affected by the above-mentioned sensory attributes; however, their proportion of effect was found to be different.

Dziadkowiec & Rood (2015) investigated university students' perception of belonging to different cultures towards a casual dining restaurant and independent restaurant, how they differ in perception towards food advertisement, quality aspect, and dining out based on culture. The findings indicated that one category of students gave their preference for eating out in a chain restaurant. It was found that American students paid less attention to advertisements for deciding the restaurant to visit. One group of students indicated their preference for trying new food items and recipes. American students tend to eat out more frequently as compared to the other group of students.

Strickland (2013) pointed out four critical cultural dimensions: religion, co-ethnic ties, marriage, and family support to identify their influence on customers. It was found that religion did not affect the business decision of restaurant operators. Co-ethnic customers were liked by most of the customers. Staff belonging to the local region was preferred as they had knowledge of the local language and knew local customs. Trust came out as an essential predictor of coming to an ethnic restaurant. It indicated that co-ethnic relations, marriage, and family support are necessary for the day-to-day operation of an ethnic restaurant and potentially long-term financial success. Using family and co-ethnic connections, labour services have provided a comparative edge in four ways: decreased labour costs, contact quality, consistent actions, and advertising opportunities for restaurants.

Hoare & Butcher (2008) explored Chinese cultural values' influence on increasing customer satisfaction and loyalty. It also emphasized the role of service efficiency in increasing customer happiness. Two antecedents of consumer satisfaction were adopted, namely "face" and "Harmony." In China, Face value means a feeling of courtesy and honour given by service staff towards customers. Harmony means being adaptive to the surroundings and following slow eating as a healthy food eating practice. The influence of these two antecedents on customer satisfaction and loyalty was found out. Three dimensions of service quality, namely, food quality, facilities provided, and product knowledge, were studied. The quality of interaction between customers and service staff were also recognized. It was found that the two said antecedents did not affect customer loyalty, but they did affect customer satisfaction. Face value was more important for male customers, and the food presentation was valued more by female diners. The findings provided a new insight that male customers

wanted due respect and did not want to be ignored in their family members' presence.

Kong & Jogaratnam (2007) conducted a study to determine the impact of culture on customers' perception towards employee behaviour. Six behavioural dimensions were taken up for determining employee behaviour, namely civility, basics, personalization, conversation, concern, and formality. The survey was conducted in a casual restaurant in America. Customers were asked to recall their recent visit to a casual restaurant and to give a rating to the questions related to satisfaction with the staff behaviour. Among all the behavioural dimensions -- civility, courtesy, and personalization were the most critical behavioural dimensions. It was found that US customers wanted personalized service, whereas Korean customers wanted to have a sense of personal concern from the service staff. The cultural difference was found based on the perception of Korean customers. They expect service staff to be more polite.

Lord, Putrevu & Zheng (2006) conducted a study to determine the attributes that influence customers' preference to dine at a neighbouring country's restaurant. Diners in the USA/Canada and Hong Kong/ China were targeted to know their perception towards cross-border restaurants. Fifteen dimensions were taken up: food, price, taxes, service, pleasure, advertisement, media coverage, good feeling, differences hard to judge, location hard to believe, duration of visit, and time to the border. It was found that North American customers got satisfaction from quality service, food, and economical service experience, whereas customers from Hong Kong were not affected by these variables. Both groups of customers were concerned about innovation in the presentation of food and feeling of pleasure. This research made an outstanding contribution in research by highlighting the scope of dining at cross-border restaurants, which can help restaurant operators design their customer satisfaction strategies effectively.

Sanitation

The hospitality industry has to pay special attention to the cleanliness of the restaurant. This aspect influences the consistent performance of the dining place and establishes an impression in the consumers' minds. **Lee & Choi (2020)** assessed the effect of employees' physical appearance on food service operations in Korea. First, this research analyses the employees' facial beauty and how it impacts customers'

attitudes towards the employees, and ultimately the company, and their happiness and intention to revisit. Second, it explores how uniform (without considering facial attractiveness) constructs a customer's mindset towards the same thoughts. The findings revealed that facial and uniform beauty influenced customers, as their behaviours were seen differently by the degree of facial and uniform attractiveness. This research used reputation, attentiveness, professionalism, and reactivity as attitudes towards the face and uniform attractiveness. Higher facial beauty can also be associated with a more incredible reputation, attentiveness, professionalism, and responsiveness.

Heo & Bae (2020) explored consumers' understanding concerning the hygiene grade certification framework for restaurants. This study further defined how to facilitate the implementation of the hygiene grade certification. Attributes such as the dining room's cleanliness, restroom, dishes, neatness of employees, food taste, and safety were analysed based on customers' priority to these factors while choosing a restaurant to visit. Customers prioritized the dining room's cleanliness, dishes, sanitation of employees, food taste, and safety. Acknowledgement of the hygienic category certification framework among customers was found to be significantly less. As far as sanitary grade certification information sources were concerned, news or public advertisement from TV and radio was the most popular information source. Customers were found willing to pay extra for a restaurant with a hygienic grade certificate.

Abdullahi, Maiha & Lawal (2020) investigated the level of awareness of service staff on hygiene, food safety, and sanitation in some food service centres in Zaria. The goal was to gather information on hygiene practices, food safety practices, sanitation in food production areas, waste management practices, sanitation facilities in foodservice centres, and food handlers' hygiene practices. Besides, information on the experience of diarrhoea and food poisoning was extracted. This research showed inadequate sanitation steps taken in the sanitation of food storage and handling areas. Many food handlers did not realize that disinfectants were used to reduce bacteria to a healthy amount. Water for washing raw materials and cleaning utensils was not sufficient. Potential health hazards associated with food handlers' procedures to assess cooking's suitability by touching bare-handed foods were also reported.

Abubakari (2019) examined the impact of sanitation in restaurants on customer

retention. Customer understanding and satisfaction of sanitation variables such as dining area cleanliness, staff health, outdoor atmosphere cleanliness, and food dash surface cleanliness were some of the main elements used to analyse sanitation influence on customer retention. The interpretation of sanitation variables by consumers had a significant impact on their decision to visit. Customers were not very impressed with the level of hygiene in restaurants, and that affected their retention. However, to ensure customer satisfaction, all foodservice operators needed to take the problems of sanitation seriously.

Kim, Yang & Mattila (2018) The effect of consumer satisfaction on restaurant revisit intentions were measured after exposure to a sanitation grade alone and after exposure to a sanitation grade plus narrative details on sanitation violations. Regardless of sanitation letter grades, loyal customers have higher intentions to return to restaurants than non-loyal customers. Second, since sanitation grades are more unsatisfactory, the gap in re-visit intentions between loyal and non-loyal customers was more significant. Finally, faithful clients were less sensitive to narrative knowledge on abuses of sanitation.

Jeon, Park, Jang, Choi & Hong (2015) analysed the sanitation experience and practices of staff engaged in restaurant kitchens and proposed strategies for sanitation management and effective ways to develop the knowledge and practice of sanitation in the restaurant industry. The findings revealed that the respondents were well aware of sanitation's importance during the preparation and cooking of food, while personal hygiene was comparatively lacking. Kitchen employees' age and level of education associated with sanitation expertise and activities, and kitchen employees working fewer than 12 hours a shift ranked slightly higher in terms of sanitation knowledge than those who worked more hours per shift. Kitchen workers employed in restaurant franchises displayed more extraordinary experience and practice than those working in independent restaurants.

Yoo (2012) tried to examine the expectations of restaurant cleanliness by consumers. Understanding what consumers expect when assessing a restaurant's cleanliness would help hospitality managers who can use the data to enhance the efficiency of their restaurant and satisfy their customers. Besides, this research was performed with two distinct client cultural communities, Westerners and Asians. This study found that

personal bathroom hygiene, restroom appearance, and server behaviour positively correlate with restaurant-quality customer assessments. The relevance of restaurant cleanliness was considered identical between the samples of the West and Asia. The servers' behaviour, bathroom appearance, and signage were the most significant attribute for both groups. However, the only dimension ranked differently by the two classes in the sample was personal bathroom hygiene.

2.1.2: Prior Research on the Restaurant Dimensions

Table 2.1: Prior Research on the Restaurant Dimensions

Author	Servicescape dimensions	Attributes
Chen, Tsui, Lee and Chen (2020)	1. Colour of plates 2. Appetite preferences 3. Consumption mood	1. Different colours of plates 2. Dining emotions(Joy/Arousal) 3. Gender differences in appetite preferences
Tsaur & Lo (2020)	1. Excellent servicebehaviour 2. Exquisite and delicious cuisine 3. Physical environment	1. Personalized service 2. Level of service 3. Taste and freshness 4. Interior decoration 5. Dining ambience 6. Experience
Bhogal, Kalra, Puri & Ahuja (2020)	1. Atmospheric elements 2. Behavioural intentions	1. Colour 2. Music 3. Room temperature 4. Scent 5. Lighting 6. Layout and sitting arrangement 7. Revisit 8. Readiness to pay more
Tuncer, Unusan & Cobanoglu (2020)	1. Service quality 2. Perceived value 3. Customer satisfaction 4. Behavioural intentions	1. Aesthetic 2. Food quality 3. Personnel service quality 4. Timeliness

		5. Facility comfort
		6. Cleanliness
		7. Happy/satisfied
		8. Willingness to come back, recommend, and word-of-mouth
DiPietro, Martin, and Pratt (2019)	1. Talent management practices 2. Employee retention rate	1. Employee selection 2. Retention and development 3. Talent acquisition 4. Job satisfaction
Whaley, Lee & Kim (2019)	1. Food-related 2. Service-related	1. Food quality 2. Food presentation 3. Food portion 4. Server greeting 5. Server attentiveness 6. Server knowledge 7. Server efficiency
Park, Chae & Kwon (2018)	1. Service quality 2. Service value 3. Customer satisfaction	1. Interior decoration 2. Cleanliness 3. Parking facilities 4. Indoor temperature 5. Reliability of the employee 6. Expertise 7. The appearance of the food 8. Quality of the food 9. The tastiness of the foodThe freshness of the food
Bardwell, Stephan, Rahman & Reynolds (2018)	1. Restaurant attributes 2. Dining frequency 3. Dining involvement	1. Service 2. Menu 3. Food and atmosphere
Golani, Manglik & Pawar (2017)	1. Customer delight 2. Customer satisfaction 3. Customer loyalty	1. Food 2. Ambience 3. Dining experience

		4. The personal touch by the staff members
		5. Treating customers with warmth
		6. Word of Mouth
Alhelalat, Habiballah & Twaissi (2017)	1. Food servers' practices 2. Overall Satisfaction	1. Functional practices 2. Personal practices
Garg & Amelia (2016)	1. Food and service excellence 2. Physical setting 3. Employee behaviour	1. Food 2. Service (staff attitude) 3. Restaurant environment (ambience, facility layout, lighting) 4. Price 5. Social status 6. Business meetings
Lee, Kim & Byun (2014)	1. Attractiveness 2. Cleanliness 3. Layout 4. Comfort	1. Finishes, colours, and facilities 2. Clean facilities, entrances, corridors, and restrooms 3. Easy access to designated places 4. Comfortable air, temperature, and brightness
Hwang & Ok (2013)	1. Physical environment Quality 2. Interactional quality 3. Outcome quality	1. Lighting 2. Interior design 3. Spatial layout 4. Employees' attitude 5. Behaviour and expertise 6. Happy/sad, Pleasure/ Disappointment
Line, Runyan, Costen, Frash & Antun (2012)	1. Social capital factor 2. Meal periods	1. Family 2. Employees' names 3. Belonging 4. Home-away-from-home

Ha & Jang(2010)	1. Service quality 2. Food quality	1. Interior design 2. Mood 3. Aesthetics 4. Layout 5. Service reliability & responsiveness 6. Taste 7. Food portion 8. Healthy food option
Kim & Moon (2009)	1. Ambient condition 2. Facility aesthetics	1. Lighting level, temperature, aroma, and background music
	3. Layout 4. Electric equipment	2. Architecture, interior, decor, colour, and overall attractiveness 3. Tables, service areas, and passageways 4. Audio/video equipment 5. Comfortable seat and uncrowded seat
Edwards & Gustafsson (2008)	1. Internal variables 2. Layout and design	1. Music, noise, and odour 2. Table layout and seating
Ryu & Jang (2008)	1. Facility aesthetics 2. Lighting 3. Ambience 4. Layout 5. Dining equipment	1. Architectural design, colour, and interior design 2. Type of lighting and illumination 3. Music, temperature, and scent 4. Object (machinery, equipment, and furnishings)layout 5. High-quality flatware, china, glassware, and linen
Newman (2007)	1. Space 2. Way-findings	1. Spatial density 2. Legibility of internal design such as central passagewaysand meeting places

Lucas & Santos (2003)	1. Layout navigation 2. Cleanliness 3. Seating comfort 4. Interior decor 5. Ambience	1. Clean slot floor 2. Padding, backrests, fabric/heat-dissipating seat, and uncrowded seat 3. Lighting, colour, and floordecor 4. Internal climate, music, and visual graphic
Wakefield & Blodgett (1999)	1. Building design and decor 2. Equipment 3. Ambience	1. Outside appearance, interior design, layout, and seats 2. Electric equipment 3. Cleanliness, temperature, and neatness of employees' appearance
Wakefield & Blodgett (1996)	1. Spatial layout 2. Dining room design and space	1. Layout of exit and entry, furnishing, and equipment layout 2. Architectural design, colour, and interior design 3. Physical seat and space of the seat 4. Signs, symbols, and artefactsfor a leisure experience 5. Facility cleanliness
Wakefield & Blodgett (1994)	1. Spatial layout & functionality 2. Aesthetics	1. Stadium seating, ticket windows, entrances/exits, food service zones, and men's restrooms 2. The external setting, exterior design, internal construction, scoreboards, and cleanliness
Bitner (1992)	1. Ambient conditions 2. Space/Function 3. Signs, Symbols, and Artefacts	1. Relative humidity, ambient temperature, light, music, and smell 2. Design, equipment, and furnishings 3. Signage, personal artefacts, and style of décor

2.1.3 Scales Developed by Previous Researchers to understand the Restaurant Atmospherics

Green Restaurant Service Quality (GRSERV) Scale

Chen, Cheng & Hsu (2015) introduced a scale to effectively measure the consumers' perception regarding quality concerning the restaurants offering green services. They gave Green Restaurant Service quality scale (GRSERV scale) to better cater to the needs of green restaurants. The main objective was to introduce such a reliable scale that can help restaurant managers and researchers better understand the green services and components. Customers were asked specific questions regarding reliability, assurance, responsiveness, food quality, empathy. It was found that all the dimensions were essential and had influenced diners' behaviour. The applicability of the scale to other types of restaurants was doubtful. They further suggested using this scale in combination with other research methods and techniques.

DinEx Scale

Antun, Frash, Costen & Runyan (2010) developed a scale to understand better those considered most important while dining out. Apart from the common restaurant attributes, two new variables, namely, homophily and social connectedness, were added to measure customers' expectations of a restaurant experience. Social connectedness refers to the tendency of people to interact with each other and with the service staff. It refers to the degree of similarity which diners' have among them in terms of values, belief system, level of education, and social status. They suggested that a similar belief system and values lead to more customer traffic and satisfaction. The main dimensions of DinEX are food, service, atmosphere, social connectedness. An online survey of customers of an American restaurant was done. It was found that the quality of service was the most rated factor among all the dimensions followed by the restaurant's atmosphere. Social connectedness and homophily factors got low ratings among measurement items. The main limitation of this scale was that it focused its study on American restaurants only, so the application of the scale to other cultures is doubtful.

DINESERV Scale

Ryu & Jang (2007) introduced a more reliable scale to study specifically the perception of diners' in a restaurant. Earlier scales focused on learning store

atmospherics, but they introduced an instrument called DINESCAPE to understand better the parameters which affect diners' perception in upscale restaurants. DINESCAPE was developed by integrating several variables that were taken up in the previous studies. This scale's main dimensions were attractiveness of the dining area, ambience, decor, table arrangements, design, and restaurant employees.

TANGSERV Scale

Keeping in view the limitations of the DINESERV MODEL, **Rajpoot (2002)** presented an improvised scale to measure the tangible quality constructs concerning the food service industry. TANGSERV included all the dimensions of the SERQVUAL and DINESERV scale. He divided all the physical dimensions into three parts: design/layout factors, product/service factors, and ambient/social factors. Under design/layout factors, he included interior decoration, design of a building, size of the dining hall, location of the restaurant, as well as spatial layout. Under product/service dimensions, presentation of foodstuff, designing of the menu, variety of food being served, quantity per serving were included. Under ambient/social variables, decorative lighting, music, crowd, and temperature inside the restaurant were included. Seating arrangement emerged as the most critical factor among design/layout, followed by interior decoration and the dining area's size. For the second dimension, the food presentation was considered the most important by diners, followed by menu design and variety of food choices. Out of the third dimension, lighting proved to be the most catching element, followed by the crowd and music played in the restaurant. However, due to a lack of clarity on methodology, this scale has not got much recognition in the foodservice industry.

ATMOSPHERICS

Given Servicescape's limitations, Berman & Evans (1995) introduced the term Atmospherics to understand better the influence of an organization's tangible interior and exterior attributes. They divided atmospheric stimuli into four major categories, namely external variables, interior design, and point of purchase factors. Exterior signs, parking, colour, location, and size are examples of external variables. The store's interior included scent, aroma, colour scheme within the establishment and temperature, layout, and design, including the waiting area, furniture, and arrangement of the work station. Points of purchase included wall decorations,

artwork, and display of the purchased items, etc. Researchers in their studies have widely used Atmosphericsas a medium to study tangible and intangible attributes of a service setting. Still, it hassome limitations, e.g. it did not consider the role of tangible social variables like interaction level between customers and employees. It might be an essential variable torate service quality in a restaurant or service establishment.

SERVICESCAPE Scale

Bitner (1992) introduced a conceptual framework to understand the physical surroundings of a service environment. She proposed the term Servicescape, which highlighted some atmospheric dimensions. She divided the atmospheric variables into three main categories: ambience, signboards, spatial design/items of great antiquity. She suggested that the ambience of a service environment affected five senses and included the study of temperature, air quality, noise, music, odour, etc. to understand the ambience of a place. The second element of the Servicescape was the spatial layout. According to her, the arrangement of machinery, furniture, and equipment in a service setting affects both customers' and employees' psychology. The third element she suggested was the signs, symbols, and artefacts. Signs, symbols, and artefacts act as a communicator and are perceived by the customers in a way they are depicted and help build the first impression of the environment. She further gave sub-dimensions like signage, personal artefacts, style of decor, etc., to better understand their communication role. These service dimensions create certain cognitive, emotional, and psychological beliefs among those exposed to that environment, which ultimately leads to approach and avoidance behaviour. It also affects the level of interaction between and among customers and employees.

2.2 Relationship between the Constructs of the Study (Restaurant Atmospherics and Customer Satisfaction)

A company's success depends on customer satisfaction. Customers are considered to be the organization's lifeblood: without which, a business can't exist. In the restaurant business, customer satisfaction is a crucial requirement for customer engagement and is, in turn, the main factor of profit improvement and efficiency. Customer satisfactionis vital for customer engagement and customer loyalty.

Serhan & Serhan (2019) conducted a study on the university campus in a rural area to determine the food attributes responsible for customer satisfaction. Three different types of cafeteria users were identified like students, academic staff, and teaching staff.

Quality of food and beverages, service, setting, and price were determined to study customers' overall satisfaction. Food variety and restaurant location were the prime factors responsible for increasing customer satisfaction, followed by its cleanliness.

Shahzadi, Malik, Ahmad & Shabbir (2018) determined the relationship among crucial restaurant attributes, customer satisfaction, and revisit intentions. The study was conducted in a Fine-Dining restaurant in Pakistan. Customers' perception towards fine-dining restaurants was identified through four attributes, namely food, service, atmospherics, and others. The mediating role of customer satisfaction between restaurant dimensions and behavioural intentions was also studied. The study's findings revealed that the quality of food being served, service, and atmospherics were mainly responsible for customer satisfaction and behavioural intentions.

Jawabreh, Al Jaffal, Abdelrazaq, & Mahmoud (2018) tried to know the menu's influence on customer satisfaction. Restaurants in Aqaba Special Economic Zone Authority in Jordan were selected for the study. The study was done to accomplish four main objectives. They were to determine the menu's quality, the importance of the menu for customers, the relation between a menu design and customer satisfaction, and how menu pricing affects customer satisfaction. It was found that the menu card innovatively presented the items ready to be served. Menu pricing also proved as an essential predictor of customer satisfaction. Customers agreed to pay moderate to a premium price for the dishes which were unique and healthy. The colour of the menu also attracted customer attention. Catchy taglines used for describing food items were liked by customers and helped increase customers' overall satisfaction.

Siswhara, Abdullah & Sukmawati (2018) identified the factors which impacted Generation Y, popularly known as Millennials' satisfaction in Sudanese restaurants. Three restaurants were chosen, and customers were asked specific questions about the atmosphere, food quality, and service quality. The findings revealed that the restaurant characteristics affected generation Y's happiness when they came to the restaurant. While generation Y went to a restaurant in search of the environment, the standard of service is the dimension that most affected their satisfaction. Y generation ranked food and service efficiency better than atmospherics. The customer satisfaction rating for the ambient conditions was the lowest.

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Thusyanthy & Tharanikaran (2017) presented a comprehensive review of antecedents and outcomes of customer satisfaction. Two comprehensive models of customer satisfaction were recommended. Based on the studies done in the past, they identified sixteen factors responsible for customers' joy. Twelve customer satisfaction outcomes were also identified from the past studies, which reflected customers' future behaviour.

Xu and Li (2016) attempted to outline the antecedents of customers' satisfaction and dissatisfaction towards different types of hotels. The research's primary purpose was to identify other customer satisfaction antecedents, which can help hotel operators enhance customers' satisfaction levels. A comparison was made between the expectation of customers towards hotel services and the experience they had. The variables chosen for customer satisfaction were location and view, staff behaviour, cleanliness of rooms and overall perception of hotel, Wi-Fi facility, parking, and cleanliness of the bathroom. The study's findings revealed that location, staff behaviour, cleanliness of rooms emerged as the most critical variables. The staff's impoliteness, messy bathrooms, parking trouble, and slow Wi-Fi connectivity were the issues responsible for customer dissatisfaction.

Petzer & Mackay (2014) examined the impact of atmospherics, service efficiency and food on customer satisfaction in South-African sit-down restaurants. It was found that the quality of food like its freshness, taste, temperature, innovativeness were the most valued attributes that were responsible for customer satisfaction. Quality of service (willfulness, courtesy, competence, consideration, pleasing) presence and commitment of the staff) is the second most significant indicator of consumer satisfaction. Atmospheric dining (the theme, architecture, colours, lighting, decor, and restaurant environment) was the least important to customers.

Zhang, Zhang & Law (2013) conducted a study to determine the influence of regional differences on customer satisfaction regarding an international chain restaurant in China. Food taste, the physical environment, and service quality were the main determinants for checking out regional differences. Further, the moderating effect of per capita GDP, sales, population density, and education level on customer satisfaction was studied. Customer satisfaction was different across different regions. A negative relationship was found between customer satisfaction and physical

environment based on per capita income. Food taste was the prime factor responsible for customer satisfaction. Service quality and happiness were not affected by regional differences.

Heung & Gu (2012) investigated the influence of restaurants' atmospherics on customers' satisfaction and their behavioural intentions. After reviewing vast literature, five restaurant atmospherics variables were identified: facility aesthetics, ambience, spatial layout, employee factors, and the sight from the window. Seventeen sub-attributes of atmospherics were identified and framed into statements. The study's findings revealed a profound impact of restaurant ambience on customer pleasure and their behavioural intents in spreading positive word of mouth and revisit choices.

Kim, Moreo & Yeh (2006) conducted a study to determine the demographics that affect customers' preference for a specific food court and the factors affecting their satisfaction. The influence of ethnic factors on choice for a food court was also analysed. The survey lasted for three consecutive days in the food court of a university. It was found that most of the customers were unmarried and they mainly came for lunch. Service quality, menu, atmospheric attributes of the dining area, food quality, and convenience were the factors responsible for customer satisfaction. The quality of food served was the most valued attribute among all other attributes.

2.3 Relationship between the Constructs of the Study (Restaurant Atmospherics on Customer Satisfaction and Behavioural Intentions)

Many studies have shown a positive and clear correlation between consumer loyalty and behavioural intentions, such as repurchase and word-of-mouth communication. Both of these results confirm a substantial correlation between customer loyalty and behavioural sense in the foodservice industry.

Smith, White-McNeil & Ali (2020) found out the USA's perception and behavioural intentions towards the university campus's food service. It further examined its influence on customer satisfaction and the dining frequency of customers. Five dimensions related to foodservice operations were chosen based on which customer satisfaction and dining frequency were identified. They were food quality, ambience, price, beverage choices, and service. All assumed hypotheses were supported by the study and were found to influence customer satisfaction significantly. The results also

supported previous findings that customers' behavioural intentions are influenced by the positive perception of perceived value and price.

Teng & Wu (2019) investigated the influence of the perception of green restaurants on customer behavioural intentions. The study's purpose was to determine the hedonic value and utilitarian value, which were taken up as the indicators of customer re-patronage intentions for a green restaurant. The study was conducted in Taipei city of Taiwan. Seven statements reflecting behavioural purposes were chosen from the scales developed by earlier researchers. It was found that utilitarian values were preferred more by customers, which resulted in customer's re-patronage intention. Quality of food and green serving was found to be the significant attributes responsible for revisit intentions.

Richardson, Lefrid, **Jahani**, **Munyon** & **Rasoolimanesh** (2019) targeted their study to a quick-service restaurant. The study's main objective was to determine the influence of dining experience on the intention to come back to the same restaurant. Overall dining experience determinants were measured through food quality, service quality, ambience, and convenience. Further, the mediating role of customer satisfaction between these attributes and behavioural intentions was identified. Atmosphere came as a predictor of customer satisfaction, and the behavioural intention was not found to be of significant importance in a Quick service restaurant. Quality of food and service delivery speed were the most important factors that further lead to customer satisfaction and positive behavioural intentions.

Torlak, **Demir & Budur** (2019) conducted their study in a Cafe-restaurant. The purpose was to examine the interrelation among layout arrangement, design, restaurant location, human resource management, hygiene conditions, food quality, and the restaurant's physical setup. The findings showed that layout design and hygiene conditions greatly influenced the efficiency of human resource management. Food quality, ambience, and location significantly affected customer satisfaction. Customer satisfaction further mediated the inter-relationship between restaurant attributes and behavioural intentions.

An analysis was carried out at pizza restaurants by **Dwaikat, Khalili, Hassi & Mahmoud (2019)**. The goal was to consider the influence of client happiness on behavioural intentions. Six consumer satisfaction-determining constructs were taken

up, and behavioural motives were determined on their basis. Food quality, service quality, physical set-up quality were picked up as qualities based on which consumers' perception was identified. To define the total satisfaction of consumers, three statements were used. The behavioural intentions of customers were found out by asking five questions from customers. Healthy food options and frequency of repeated purchases have emerged as significant factors leading to customer satisfaction. Customer behavioural intentions were identified by answering five questions. With a degree of heterogeneity, all other characteristics were considered to be significant determinants of consumer loyalty.

Chen, Tsui, Chen, Tseng & Lee (2019) conducted a study concerning a fine dining restaurant. The purpose was to determine the role of floral decoration in increasing the overall dining experience. A floral style preference scale and a tourist floral experience scale were used to investigate diners' perceptions about floral arrangements on the table-top. Different formats of floral decorations were used to determine the variability in the perception of customers. The flowers were arranged in the Chinese, Japanese and European styles. The floral aspect of the table-top arrangement was liked by customers and enhanced their mood and intention to revisit the restaurant. The European kind of flower arrangement was the most rated arrangement by the customers.

Byun & Jang (2019) highlighted the role of signalling as a predictor of customer satisfaction and behavioural intentions. The study focused on customers' perception of service quality through an open kitchen compared to the restaurant's closed kitchen. The study also proposed that signalling might prove a failure if the expectations are not met with the basic service and food quality. A comparison between open and closed kitchens was based on specific attributes like food quality, hygiene, sound in the kitchen, and aroma. It was found that the customers were less satisfied with the offering of an open kitchen in terms of food hygiene. Closed kitchens were preferred over openkitchens in terms of odour coming from the kitchen.

Kwok & Huang (2016) analysed the influence of a restaurant's green values on consumer behavioural intentions. The study aimed to inspire restaurant operators to implement green attributes in their restaurants by analysing their actions through a list of green attributes to improve customer revisit intention. The fundamental goal was to figure out the customer's view of the restaurant operators' sustainability initiatives. The

findings of the study indicated that youngsters valued green attributes more as compared to food-related attributes. However, the families having children loved healthy food consumption as the primary attribute.

Hoffman & Turley (2002) examined the influence of atmospherics attributes and quality of service on customers' decision-making. The main objective was to present the published literature on atmospherics and its impact on customers' decision-making. This comprehensive study revealed that atmospheric cues were considered by the diners and influenced their behavioural intentions. It was found that the business environment is complex, and due to intense competition among business operators, it was recommended to give due attention to the designing of the business place.

Jalilvand, Salimipour, Elyasi & Mohammadi (2016) conducted a study to determine the factors influencing customers' word of mouth behaviour. The quality of food, personal interaction with service staff, quality of the physical environment, perceived value were the dimensions taken up for research. The influence of these dimensions on customer satisfaction was analysed. Customer satisfaction was measured in terms of trust and commitment and how it further influenced word of mouth intention. It was found that positive word-of-mouth behaviour resulted in repeated visits to the restaurant.

Jalil, Fikry & Zainuddin (2016) determined the influence of a store's atmospherics on perception, customer satisfaction, and customers' behavioural intentions. Customer satisfaction was measured through ambience, aesthetics, spatial layout, and employee factor. It was found that customer satisfaction leads to positive word of mouth and behavioural intentions. The design of the restaurant was found to be the essential factor. The colour combination of the restaurant also influenced the perception of customers. Elements of music also affected perception and level of satisfaction. Customer satisfaction mediated the relationship between perception and behavioural intentions.

Jin, Line & Ann (2015) analysed how different generations view full-service restaurants' features and how their loyalty is influenced. Ages were grouped into four groups, including the silent era, baby boomers, generation X, and generation Y. No significant variation for the understanding of atmospheric attributes was identified between each of the generations. However, silent generation and generation Y valued food quality as the essential attribute among all the variables. In contrast, the baby

boomers loved the quality of service as the most critical factor for determining their loyalty.

Pizam, Shapoval & Ellis (2015) presented a comprehensive view of customer satisfaction and found out from the past studies different scales to measure customer satisfaction. It was found that customer satisfaction was a total of a group of attributes that were altogether responsible for customer satisfaction. SERVQUAL, ECOSERV, RENTQUAL, SERICSAT, DINESERV scales were used to determine customer satisfaction and behaviour. They also suggested using ordinal and discrete rating scales such as Likert's rating scale, which measured customer satisfaction on a rating from 5 to7.

Gagic, Tesanovic & Jovicic (2013) highlighted the critical components of restaurants that affect guest satisfaction. The dimensions taken for the study were food quality, service quality, the environment of the restaurant, and the fairness of the price. Service quality perception compares consumer preferences and real results, so the use of tools to evaluate service quality to locate discrepancies was beneficial. The findings revealed that apart from food quality, physical dimensions also played an essential role in spreading positive word of mouth and customers' perceptions.

Bujisic, Hutchinson & Parsa (2013) identified the influence of restaurant attributes on customers' behavioural intentions. Restaurant attributes were measured based on food quality, service quality, and ambience. Customer behavioural intentions were measured through word-of-mouth behaviour and revisit choices. The study was done in an Up-scale dining restaurant and a Quick-service restaurant. It was found that people visited Quick-service restaurants once a week whereas they visited Up-scale restaurants either once a month or two or three times a year. Food quality emerged as the most critical attribute and resulted in positive word of mouth. The ambience was considered the most important by Up-scale restaurant customers as compared to Quick-service restaurant customers.

Sulaiman & Haron (2013) discussed the role of casual dining restaurant attributes on customers' future behavioural intentions. Notably, the food-related characteristics were taken up for the study, namely, variety in food, food presentation, freshness, and food temperature. Future behavioural intentions were identified through re-patronage intention and word-of-mouth behaviour. Out of the four attributes, presentation of food

and freshness, these two factors contributed to a good taste of food, customer loyalty, and optimistic potential behavioural intentions towards the restaurant. It was found that food's freshness and presentation were the main variables that showed customers' willingness to revisit and spread positive word of mouth.

Ariffin, Bibon & Abdullah (2012) focused on evaluating how restaurant attributes affected youth behaviour. It further focused on determining how restaurant operators had accommodated different elements to increase customers' rush in their restaurant. The dimensions of the restaurant attributes were identified from the literature. Colour, design, lighting, and restaurant layout, among others, were measured. Consumer behaviour was studied through word of mouth behaviour, intentions to re-visit, and customers' attitude was examined through the scale developed by Zeithaml i.e. Service Quality Scale (SERVQUAL). It was found that the element of style was the most liked dimension by the customers. The colour scheme of the restaurant was not valued much by the customers. The findings revealed that restaurateurs need to re-furnish the restaurant with more attention to lighting and layout.

Ryu, **Han & Kim** (**2008**) conducted a study to determine the interrelationship among the image of a quick casual restaurant, customers' perception, satisfaction level, and behavioural intentions. Restaurant image was taken as the determinant of the perceived value, which acted as the determinant of customer satisfaction and further predicted behavioural purposes. The results indicated a significant influence of the restaurant's overall image on customers' perception, satisfaction level, and behavioural intentions. The findings were consistent with what the earlier researchers found out.

Gupta, McLaughlin & Gomez (2007) conducted a study to determine inter-relationship among restaurant attributes, customer satisfaction, and behavioural intentions. Twenty attributes were chosen to determine the dining experience, which was clubbed into five primary dimensions: hygiene, overall service, overall food, general restaurant, and overall greet. A clean, hygienic, and comfortable environment was the most crucial factor in customer satisfaction. Overall, food quality was the least rated attribute by customers. The taste of food came out as the most critical indicator of re-visiting, followed by the food items' price list.

Andaleeb & Conway (**2006**) identified the determinants of customer satisfaction in Full-service restaurants. Customer satisfaction was measured in terms of their opinion

about responsiveness, food quality, physical design, and price. The findings indicated that responsiveness of service emerged as the most crucial factor. Price standards were determined to be of considerable significance in affecting consumer loyalty. When the menu rates were higher than what was anticipated by the consumer, customer loyalty was negatively affected. Food consistency or durability was ranked third in value.

Bush, Martin & Bush (2004) tried to find out the influence of sports celebrities on Generation Y. A survey of 238 adolescents was done to help sports and advertising marketing researchers to design their marketing strategies accordingly. The product switching and complaint behaviour of the sports celebrity on loyalty towards a brand and word of mouth behaviour of youngsters was identified. The research findings indicated that sports athletes' recommendations through advertisements had a positive effect on word-of-mouth behaviour and brand loyalty of adolescents. It was also found that females tend to spread more positive word of mouth and were more brand loyal than their male counterparts.

Weiss, Feinstein & Dalbor (2004) conducted a theme restaurant study to know its influence on customer satisfaction and their intention to revisit. Customer satisfaction was determined through the quality of food, service, atmosphere, and theme restaurants' innovativeness. Twenty-seven dimensions were identified from the literature review to understand the impact of those dimensions on customer satisfaction and their intention to return. It was found that the restaurant's cleanliness was the most valued dimension among all the attributes followed by friendly staff and appearance of the restaurant. Customers were found to be least satisfied with the novel experience of dining.

Soriano (2002) highlighted the factors which affect the intention to revisit. Sixteen sub-dimensions were identified from the previous literature, categorized into four dimensions: quality of food, service, price of food items, and place. The findings showed that the quality of food was an essential attribute among all other grades. After this attribute, quality of service and menu price emerged as critical factors. It was also found that males responded differently in terms of their liking for the features than female customers.

2.4 Influence of Demographic Variables on Customer Satisfaction and Behavioural Intentions

Moon (2021) studied customers' belief systems towards green restaurants. An extended theory of planned behaviour was applied to understand customer intentions towards

visiting a green restaurant in Korea. Perceived behavioural control was found to have influence on customers' preference to see a green restaurant significantly. Attitude and subjective norms of customers also affected their patronage intentions for a green restaurant. It was confirmed in the study that the past experience of customers with a product or service decides their patronage behaviour. Customers were found to differ in their beliefs, attitude, and perception towards the green restaurant. It indicates the moderation effect of gender on restaurant patronage.

Zhong & Moon (2020) conducted a study to identify the influence of perceived price, service quality, food quality, physical environment quality on Chinese customer satisfaction, loyalty, and happiness in a fast-food restaurant. The moderating influence of gender on the variables as mentioned earlier was also studied. It was found that perceived price significantly impacts customers' perception of the restaurant's atmospheric dimensions. Satisfaction resulted in the loyal behaviour of customers. The study's findings showed the moderating effect of gender on customers' perception of the quality of food based on price and further on satisfaction based on service quality. In simple words, it can be concluded that customers were different based on their gender in terms of food consumption.

Cha (2020) addressed the increasing popularity of robot-operated restaurants in Korea. The main objective of this study was to understand the intention of customers towards robot-operated restaurants. It mainly focused on studying consumer coolness and their motivated innovativeness towards robots serving customers in Covid-19 times to avoid physical contact. The favourable attitude of customers regarding their stability and motivated innovativeness towards using the latest technology was found. However, customers were different across age groups in terms of their liking for robot-operated services. The young generation was found to have the most favourable attitude as compared to other age groups.

Lu, Dean, Suhartanto, Hussein, Suwatno, Kusdibyo, Chen & Gunawan (2020) examined the influence of tourists' self-motivation and demographic factors on their loyalty towards culturally inspired tourist destinations. The study's findings indicated that tourists' experience and perceived value determine their commitment towards tourist destinations. No moderating effect of demographics on tourist loyalty was found. No association was found between demographic factors, self-motivation, and customer

loyalty. The self-motivation of tourists stimulated them to revisit and prefer a culturally inspired tourist destination.

Nnamdi (2020) investigated the factors which affect customer patronage for local food restaurants in Nigeria. An analysis was done to know the impact of the quality of food, service, physical surroundings, and price of food on the liking for a local restaurant. All the variables were found to significantly impact customer choice for a local restaurant except the price. The quality of food emerged as the essential variable which affected customers' preference for a local restaurant. The study revealed that the dining space's physical surroundings positively influenced customer behaviour and presented an idea about the kind of meal served in the restaurant.

Uslu (2020) examined the relationship between service quality attributes of a restaurant and electronic word-of-mouth communication, level of customer satisfaction, and further customer behavioural intentions. This study also investigated the moderating effect of restaurant atmosphere on the relationship between service quality and electronic word of mouth. The study's findings presented a view that service quality attributes significantly influence customer satisfaction and their behavioural intentions regarding word-of-mouth behaviour. Restaurant atmospherics as a moderating variable greatly influenced service quality and electronic word of mouth communication.

Jin & Kim (2018) aimed to establish how awareness about healthy food influences college students' perceived worth, happiness, and behavioural desire to access healthy foods and explore the moderating impact of gender on the formulated relationship. The findings indicate that healthy food awareness positively affects perceived value and behavioural intentions, and perceived value is a significant predictor of healthy food satisfaction and behavioural choices. Furthermore, in this research, the nutritious food experience does not have a substantial effect on satisfaction. The observations about the moderating influence of gender suggest that the association between happiness and behavioural intentions towards healthier foods was only moderated by gender.

Verma & Gupta (2018) targeted a casual dining restaurant to understand a university's young students' eating out behaviour. The study mainly focused on investigating the

influence of demographics on the frequency of dining out. It was found that women played an essential role in a purchase decision. No significant difference was found between men and women in terms of frequency of dining out. The main reason for dining out was spending time with friends to socialize. The physical attributes like ambience were the most sought feature by the store-oriented diners. In contrast, the fast-food dinners were concerned about the availability of food and service speed.

Nadiah, Talib & Faiz (2013) conducted a study in the context of a fine-dining restaurant to determine the influence of demographics on diners' dining-out behaviour and their purchase intentions. Demographic variables like gender, age, income, marital status, ethnicity, education, and occupation were taken as moderating factors, and their influence on diners' behaviour was identified. It was found that four demographic variables, namely gender, education, occupation, and income were significant factors that affected diners' behaviour and purchase intention. The results of the study proved beneficial for Fine-dining restaurant operators in Malaysia.

In their study, related to a fine dining restaurant, **Kwun & Haemoon (2006)** identified the factors that lead to revisiting a particular restaurant compared to some other restaurant. The role of expectation of customers about a fine dining restaurant and past experiences in framing future re-patronage behaviour was identified. The main dimensions for analysing customer perception were food, service, beverage, facility, and atmosphere. It was found that newcomers to the restaurant were more influenced by food and beverage rather than the atmosphere as compared to the regular visitors. Repeated visitors preferred quality service as compared to any other attribute. The self-image of the restaurant mediated the relationship between overall perceived performance and intentions to recommend and re-purchase.

2.5   Research Gap in Literature

From the analysis of the above review of literature, it was found that all the studies had attempted to examine some general dimensions of atmospherics like interior, exterior, food, music, cleanliness, and menu presentation of the restaurant by adopting different scales developed by earlier researchers. In the light of the review of literature, the following research gaps have been found:

Table 2.2: Research Gap in Literature

Sr.No	TITLE	OBJECTIVES	DIMENSIONSSTUDIED	RESEARCH GAP
1.	Customers' perceptions in value and food safety on customer satisfaction and loyalty in restaurant environments: Moderating roles of gender and restaurant types" (2019)	• To investigate the impact of perceived worth and food quality on consumer retention and loyalty. • To investigate the moderating effects of restaurant-style andgender.	• Food safety • Perceived value • Customer satisfaction • Customer • Loyalty	• Only components of food safety were studied. • The moderating role of age, education, and marital status on customer satisfaction and loyalty were not studied.
2.	The effect of the atmosphere on customer engagement In Upscale Hotels: An S-O-R paradigm application (2019).	• To determine the influence ofatmospheric attributes on customer satisfaction. • To determine the influence of customer satisfaction on customer engagement.	• Social design • Public design • Room design • Ambience.	• The role of music, menu and culture-related attributes in increasing customer satisfactionwere not studied. • The study of the direct influence of atmospheric attributes on customer engagement was missing.
3.	A Study of the Factors Affecting Customers' Satisfaction and behavioural Intentions on Korean Food in Malaysia (2019).	• To study the perceptions of Malaysian customers towardKorean food. • To examine the factors influencing customer satisfactionand behavioural intentions.	• Quality of food • Perceived value • Korean culture • Foreigners perceptions	• Other restaurant attributes such as music and sanitation were not studied.

4.	Sounds like a healthy retail atmospheric strategy: Effects of ambient music and background noise on food sales (2019)	• To study the influence of ambient music and background music on food sales.	• Low and high music. • Background noise.	• The role of music on customer satisfaction has not been studied.
5.	Exploring factors on customers' restaurant choice: an analysis of restaurant attributes (2018)	• To understand the perception of customers towards attributes of aFull-service restaurant. • To study the restaurant attributes determining customer satisfaction and behavioural intentions of customers.	• Food-related • Service-related, • Price and value • AtmosphereConvenience	• The study was limited to a full-service restaurant. • Menu-related, culture-related, and music-related attributes were not studied.
6.	A structural model evaluating the relationships among dining frequency, involvement, and restaurant attributes (2018)	• To investigate the relationshipbetween dining frequency, degree of involvement, and perceived value of dining attributes.	• Service • Menu • Food • Atmosphere	• Music and culture as restaurant attributes were not studied. • The moderating effect of demographics on the suggested relationship was not studied.
7.	The factor determining customers revisit intention to	• To determine the impact of food service quality on	• Physical environment • Staff Behaviour	• Menu and music-related attributes were not taken up inthe study.

	dine at upscale Malay ethnic restaurants (2018)	upscale Malay ethnic restaurants.	• Food quality	• Customer satisfaction as an essential determinant of behavioural intentions was notstudied.
8.	Application of stimulus-organism-response (s-o-r) theory to study consumer behaviour of upscale restaurants in northern Thailand. (2018)	• To study factors that influence customers' revisit intention.	• Service quality • Food quality • Attitude • Restaurant atmosphere	• Music, sanitation, and culture- related attributes were not studied. • The mediating effect of customer satisfaction between restaurants' attributes and re- visit intentions was not studied. • The moderation effect ofgender on the examined relationship was missing.
9.	Relationships among the Service Quality, Service Value, and Customer Satisfaction in a Fine Dining Restaurant (2018)	• To study the influence of the service quality of Fine dining restaurants on the service value and customer satisfaction	• Physical environmental quality • Interaction quality • Result quality • Service value, • Customer Satisfaction	• The study of menu, music andculture-related attributes is missing. • Sanitation as a separate dimension has not been studied. • The behavioural intentions of customers are not studied.
10.	Impact of Servicescape on Customer Perceived Value in Fine Dining Restaurants. (2018)	• To study the influence of Servicescape on the perception of customers was identified.	• Ambience • Hygiene • Exterior	• In this study, culture, music, and menu-related factors weremissing.

			• Aesthetic and tangible components	
11.	"Perceptions of fine dining restaurants in Pakistan: What influences customer	• To investigate the factors influencing customer satisfaction and behavioural intentions in	• Food quality attributes, Service quality attributes,	• The influence of culture-related attributes on customers perceptions was missing.
	satisfaction and behavioural intentions (2018).	• Pakistani Fine-dining restaurants.	• Atmospheric quality attributes	• The moderating effect of demographics on the association between restaurant attributes customer loyalty, and return intention was ignored.
12.	Theme Restaurant: Influence of Atmospheric factors on customer revisit intentions	• To understand the Theme restaurants' atmospheric factors • To determine the most important factor that influences the customers' revisit intention	• Restaurant cleanliness • Restaurant ambience • Restaurant physical environment	• Music as an important component of the restaurants' environment was missing. • Customer satisfaction as an important antecedent of revisit intention was missing. • The study was limited to Theme restaurants only.
13.	Role of Servicescape in Shaping Dining Experience--	• To study the attributes that shape the Fine-dining	• Restaurant ambience • Hygiene	• Menu, culture, and music- related attributes were missing.

	An Empirical Study (2017)	experience. • To study the factors necessary for the success of Fine-Dining restaurants.	• Access, Decor, and • Restaurant tangibles	
14.	Factors influencing customer satisfaction & customer delight in Fine Dining Restaurants. (2017)	• To study the Factors contributing towards customer delight and satisfaction. • To find out the differences in the level of customer satisfaction across age and gender	• Quality of food and beverage, • Behaviour of food and beverage server, environment and ambience, • efficiency and service	• Sanitation conditions, music, and culture-related attributes had not been studied. • Differences in the level of customer satisfaction across marital status and education had not been studied.
15.	Exploration of service quality factors in the restaurant industry: a study of selected restaurants in New Delhi. (2017)	• To investigate service quality factors in the food service industry based on aesthetics and first impressions.	• Ambient settings, Empathy, • Privacy and Entertainment, • Reliability, and • Responsiveness	• Culture-related and sanitation- related attributes are missing. • The study was limited to the restaurants of New Delhi, India.

2.6   Chapter Summary

Past studies have found that restaurant atmospherics has a significant influence on customer satisfaction and behavioural intentions. A lot of reviews have been done in the context of retail atmospherics and the hospitality sector.

- However, few of the research examines restaurant atmospherics' influence on customer satisfaction and behavioural intentions with particular reference to Fine Dining restaurants in the Indian context. It has also been observed that plenty of reading material is available on restaurant atmospherics, but unfortunately, very little work has been done on Fine-Dining restaurants.

- Food quality, behaviour of service staff, and ambience were the most common restaurant atmospherics addressed in previous studies.

- In most research, sanitation and music were known to be the attributes of ambience, culture as part of aesthetics, and menu as a component of food quality. Sanitation, culture, menu, and music should be treated as separate dimensions due to their significant importance and impact on customer satisfaction and behavioural intentions. They jointly could affect customer satisfaction and behavioural intentions for a restaurant.

- Considering this, culture, sanitation, music, and menu are separately taken as restaurant atmospherics attributes in the present study. Their influence on customer satisfaction and their behavioural intentions with particular reference to Fine-Dining Restaurants will be studied.

CHAPTER - 3
RESEARCH METHODOLOGY

In common parlance, a quest for information refers to research. Research may also be described as a theoretical and systematic exploration of useful information on a specific topic. The art of scientific investigation is known as research. The research is concerned with the systematic collection, evaluation, and interpretation of data to answer specific research questions (Kumar, 2018). Research methodology can be described as a systematic approach to solving research problems (Kothari, 1990). The main aim of the present study is to understand the impact of restaurant atmospherics on customer satisfaction and behavioural intentions and how certain demographic factors influence the relationship among restaurant atmospherics, customer satisfaction, and behavioural intentions. This chapter includes all the methodological elements, research objectives, research gap, statement of the problem, nature, sources of data, and statistical techniques for the analysis of data.

3.1   Statement of the Problem

Physical evidence plays a multifaceted part in the promotion of intangibles. The physical evidence of a company influences the consumer's perception during the service encounter. Managing the company's tangible evidence, then, encompasses all material, from the company's internal facilities to brochures and business cards, as well as the way the organization's employees are viewed. The word 'Atmospherics' has become relevant to be considered in this context. Customers' emotions and attitudes are influenced by physical evidence. Individuals' attitudes and behaviour can be influencedby the creative use of the service environment. Environmental psychology refers to the impact of the service environment on customers. A lot of researchers focused on studying the perception of the effect of the store atmosphere on consumer behaviour inthe retail world, but only a few studies analysed the impact of interrelated atmospheric dimensions on customer satisfaction and behavioural intentions in the hospitality industry, especially in the Indian sense of fine dining restaurants. This study would attempt to understand the influence of some less explored atmospheric

attributes on consumer satisfaction and their behavioural intentions. The findings of the study would add to the literature by showing the influence of atmospherics on Indian consumers in the hospitality industry particularly Fine-Dining restaurants. The results of the study would be helpful for restaurateurs particularly those who operate Fine-Dining restaurants. It would help them in designing atmospherics of their restaurant to better satisfy their customers which could lead to positive behavioural intentions. The study has also got social relevance, as it would make diners more aware and thoughtful towards the offerings of a restaurant.

3.2   Title of the study

The title of the present study is "**INFLUENCE OF RESTAURANT ATMOSPHERICS ON CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTIONS"**

3.3   Objectives of the study

Specific objectives of the present study are as under:

1. To study the influence of Fine-dining restaurant atmospherics on (i) customer satisfaction and (ii) behavioural intentions.

2. To study the influence of customer satisfaction on behavioural intentions of customers.

3. To study the mediating effect of customer satisfaction between the Fine-dining restaurant atmospherics and behavioural intentions.

4. To study the moderating effect of demographic variables on the relationship between Fine-dining restaurant atmospherics, customer satisfaction, and behavioural intentions.

3.4   Hypothesis of the study

Based on the objectives of the study, the following hypothesis has been framed: H1: There is a significant influence of Fine-dining restaurant atmospherics on (i) customer satisfaction and (ii) behavioural Intentions.

H1a: Culture-related attributes of Fine-dining restaurants have a significant influence on (i) customer satisfaction and (ii) behavioural intentions.

H1b: Sanitation-related attributes of Fine-dining restaurants have a significant influence on (i) customer satisfaction and (ii) behavioural intentions.

H1c: Music-related attributes of Fine-dining restaurants have a significant influence on (i) customer satisfaction and (ii) behavioural intentions.

H1d: Menu-related attributes of Fine-dining restaurants have a significant influence on (i) customer satisfaction and (ii) behavioural intentions.

H2: There is a significant influence of customer satisfaction on behavioural intentions.

H3: There is a significant mediating effect of customer satisfaction between fine-dining restaurant atmospherics and behavioural intentions.

H4: There is a significant moderating effect of demographics on the relationship between Fine-dining restaurant atmospherics, customer satisfaction, and behavioural intentions.

H4a: Gender has a significant moderating effect on the relationship between Fine-dining restaurant atmospherics, customer satisfaction, and behavioural intentions.

H4b: Marital Status has a significant moderating effect on the relationship between Fine-dining restaurant atmospherics, customer satisfaction, and behavioural intentions.

H4c: Age has a significant moderating effect on the relationship between Fine-dining restaurant atmospherics, customer satisfaction, and behavioural intentions.

H4d: Occupation has a significant moderating effect on the relationship between Fine-dining restaurant atmospherics, customer satisfaction, and behavioural intentions.

Such a priori hypothesis was derived from the literature review of restaurant atmospherics studies.

Figure 3.1: Proposed Model of Restaurant Atmospherics, Customer Satisfaction,and Behavioural Intentions
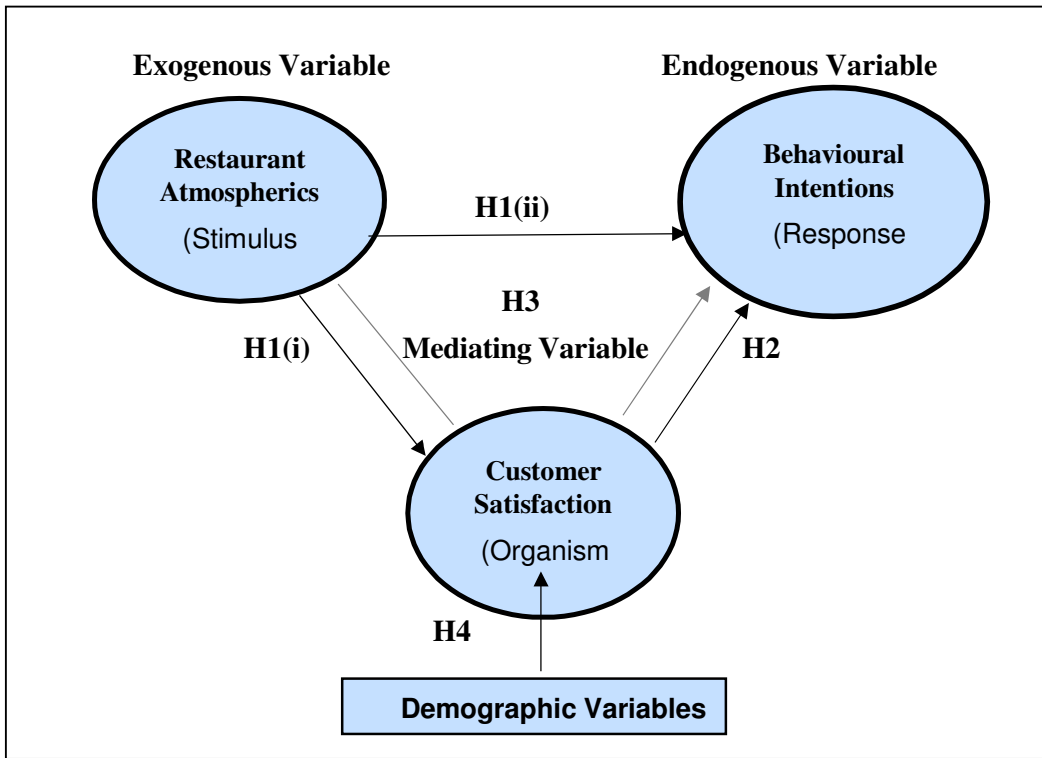
The above-proposed model is based on the Mehrabian and Russell's Stimulus-Organism-Response (S-O-R) model (1974), which illustrated the effect of the stimulus on the organism, which further leads to a specific response. Stimulus refers to any environmental stimulus that causes a person to respond. An organism refers to an individual's emotional state, which is the consequence of an individual's experience. Response refers to an individual's actual actions. The model of Mehrabian and Russell has been widely applied in the service industry, particularly in restaurant contexts. Keeping in view the previous literature, four hypotheses and eight sub-hypothesis have been framed which posits the influence of restaurant atmospherics on customer satisfaction and behavioural intentions (H1, H2, H3, & H4). Hypothesis H1 is further divided into four sub-hypothesis (H1a, H1b, H1c & H1d) which directly studies the influence of restaurant atmospherics on customer satisfaction and behavioural intentions. Hypothesis (H2) studies the influence of customer satisfaction on the behavioural intentions of customers. Hypothesis (H3) studies the mediating effect of customer satisfaction between restaurant atmospherics and behavioural intentions.

Hypothesis (H4) is further divided into four sub-hypothesis (H4a, H4b, H4c & H4d) to

study the moderating effect of demographics on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions.

3.5   Variables and Operational definitions

Variables of this study are Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions. The operational definitions of these variables are presented below:

Restaurant Atmospherics: Deliberate or intentional designing of the atmosphere in a restaurant to get a favourable response from customers.

In the present study, restaurant atmospherics is measured through four attributes -- culture-related attributes, sanitation-related attributes, music-related attributes, and menu-related attributes.

Table 3.1: Operational Definitions of Constructs:

Culture-related attributes:

Culture is described as a persons' or society's values, traditions, and social behaviour.In general, it manifests itself in the values that people communicate. Attributes of culturally influenced restaurants have a significant impact on consumer behaviour. Culturally inspired restaurants are those whose offerings are mainly concerned with the cuisine/dishes of one country/area combined with a typical dining experience comprised primarily of physical items found in that country/area. Culture-related attributes can be studied based on product, service, food, and physical attributes (Kim, Youn & Rao, 2017; Marinkovic, Senic, & Mimovic, 2015).

Sanitation-related attributes:

Sanitation refers to the hygiene and preventive measures taken to prevent disease spread. Customers observe the three aspects, i.e. food, climate, and service as the concrete evidence of the restaurant's sanitation from a sanitation standpoint. Since consumers are typically only exposed to the front of the house in restaurants, the sanitary conditions of the physical environment such as the dining room, tables, servers, and toilets is likely to play a significant role in customer hygiene preferences, emotional reactions to the restaurant, and consumer behaviour (Park & Almanza, 2015; Satow, Inciardi & Wallace, 2009).

Music-related attributes:

Music is a stress and anxiety reliever. Its impact on the service environment has been important. Background music, tempo, style of music, and so on are all examples of musical attributes. Music in restaurants has been shown to lengthen dining time, increase food consumption and spending, and promote the purchase of higher-priced foods (Areni & Kim, 1993; Wansink & Van Ittersum, 2012; North, Shilcock and Hargreaves, 2003; Stroebele and de Castro, 2006).

Menu-related attributes:

A menu is a mechanism by which a restaurant communicates its offerings and facilities to customers. It can be accomplished by menu design, layout, and explanation of food items in a restaurant menu card (Ozdemir & Caliskan, 2015). Bowen and Morris (1995) described menu design as the process of creating a menu card or display. Menu design is the process of creating an appealing menu card that not only contains detail but also draws consumers' attention to products that the foodservice entity wishes to sell more. (Ozdemir, 2012).

Customer Satisfaction:

Customer satisfaction can be described as an attitude that is the result of a customers' experience after purchasing or consuming a product or service, as well as the price paid to purchase it (Fornell, 1992). Customer satisfaction refers to a customer's overall attitude toward a service provider (Yap, Ramayah & Shahidan, 2012). Several variables influence customer satisfaction, including the quality of service, price, food quality, and restaurant atmosphere (Sabir, Ghafoor, Akhtar, Hafeez & Rehman, 2014).

Behavioural Intentions:

Behavioural intentions have been described as a person's deliberate plan to exert effort to carry out a specific behaviour, with the intentions developed from both personal appraisal and normative constructs (Eagly & Chaiken, 1993). Thus, to participate in a particular behaviour refers to behavioural intentions (Oliver, 1997).

It is the motivating factor in unpredictable behaviour, and it is closely related to the customer's behaviour (Jang & Feng 2007).

3.6 Research Design and Methodology

The research design refers to the framework of any experimental work. The primary goal of the research design is to provide guidance and make the research more systematic. Various types of research designs can be used to perform various studies. These research designs have advantages and disadvantages. As a result, the success or failure of any study is determined by the selection of the appropriate research design. To explain the behaviour of customers towards atmospheric dimensions of Fine-Dining restaurants, a descriptive research design has been used. A descriptive analysis is used by marketers to explain the characteristics of certain phenomena underlying a particular problem. A descriptive study design generates several hypotheses that must be tested to draw conclusive conclusions. Since most social research is done in this category, accuracy is the best quality of this type of analysis.

• **Population Definition:**

In India, there are currently 28 states and 9 union territories. India can be sub-divided into four regions, namely, Northern region, Southern region, Western region and Eastern region.

Table: 3.2 List of States and Union Territories

Northern region	Southern region	Western region	Eastern region	Central India	North East India (7 Sisters)
Haryana	AndhraPradesh	Goa	Bihar	Chattisgarh	Arunachal Pradesh
Himachal Pradesh	Karanatka	Gujarat	Jharkhand	Madhya Pradesh	Assam
Punjab	Kerala	Maharastra	Odisha		Mizzoram
Uttarakhand	Tamilnadu	Daman & Diu (UT)	West Bengal		Nagaland
Rajasthan	Telengana	Dadra & Nagar Haveli (UT)			Manipur
Uttar Pradesh	Pudducherry (UT)				Tripura
Jammu & Kashmir (UT)	Lakshadweep, Andaman & Nicobar Islands (UT)				Sikkim
Delhi (UT)					Meghalaya
Chandigarh (UT)					

(Source: www.india.gov.in)

Out of all the regions, the northern region of India is one of the largest, encompassing six states. In terms of GDP, the northern region has regularly surpassed India's national average, accounting for almost 30% of the nation's GDP. Northern states are considered for the study. The following table shows the list of the number of restaurants and the per capita income of the northern states of India.

Table: 3.3 List of restaurants in the Northern States of India
(as per TripAdvisorIndia)

Northern States	Number of Restaurants (as per Trip Advisor India)	States Per Capita Income At Constant(2011-12) Prices Since 2011-12 (As of 03/08/2020) (Source: Central Statistical Organisation,Govt. of India, New Delhi)
Haryana	4626	169409
Himachal Pradesh	1042	142941
Punjab	2015	115529
Rajasthan	3344	76417
Uttar Pradesh	3478	44421
Uttrakhand	1370	155151

As the number of restaurants in Haryana are more than any other state of northern India, moreover the per-capita income of Haryana is the highest among all other northern states, so the target population of this study is the customers who visited the restaurants of Haryana, particularly the Fine-Dining restaurants. There are 146 Fine Dining Restaurants in the state of Haryana.

Table 3.4: List of Fine Dining Restaurants in Haryana as on 31/1/2020

Ambala(2)	Karnal(02)	Rohtak(01)	Gurugram(79)	Faridabad(9)	Hisar (no finedining)
Panchkula(49)	Panipat (no fine dining)	Jhajjar (no finedining)	Rewari (no finedining)	Palwal (no fine dining)	Fatehabad (no finedining)
Yamunanagar (no finedining)	Kaithal (no finedining	Sonipat (no finedining)	Mahendregarh (01)	Nuh (no fine dining)	Sirsa(02)
Kurukshetra (01)	-	Bhiwani (no finedining)	-	-	Jind (no finedining)
-	-	Charkhi-Dadri (no finedining)	-	-	-

(Source: www.tripadvisor.com)

It is clear from the above table that the maximum Fine Dining restaurants are in Gurugram, Panchkula and Faridabad followed by Ambala and Karnal. The above list of Fine-Dining Restaurants across 22 Districts of Haryana has been taken from Tripadvisor.com. There are two reasons for this choice.

☐ First and foremost, tripadvisor.com is one of the world's largest social media sites dedicated to travel. It has over 300 million members and 500 million reviews of hotels, restaurants, and other travel-related businesses worldwide, making it simple to gather large amounts of online feedback.

☐ Second, tripadvisor.com has introduced several methods to ensure that the accuracy of each online customer review is relatively good. Before a review is posted to the website, it examines the online review writer's IP and email addresses for unusual trends and obscene or abusive language. It also allows users to report suspicious material, which is then reviewed by a team of quality management experts. This shows that digital customer reviews are genuine.

Table 3.5: District Wise Income Index of Haryana at constant (2011-12) prices(2018-19)

DISTRICT	PER CAPITA INCOME
Gurgaon	316512
Faridabad	112484
Panipat	109230
Rewari	81165
Panchkula	80581
Ambala	76784
Sonipat	62152
Karnal	59765
Hisar	56494
Yamunanagar	54371
Rohtak	52126
Kurukshetra	50706
Jhajjar	49754

Sirsa	47828
Fatehabad	46318
Kaithal	41777
Palwal	41067
Jind	40260
Bhiwani	39807
Mahinderagarh	32864
Mewat	27791

(Source: Department of Economic and Statistical Analysis, Government of Haryana)

It is clear from Table 3.4 & 3.5 that Gurugram, Panchkula, Faridabad, Ambala, and Karnal are the top five representative districts of Haryana in terms of a large number of Fine-Dining Restaurants and high per capita income. Data was collected from the customers of these five selected districts.

Sampling method

For data collection, purposive sampling, and snowball sampling, methods of non-probability sampling technique, were used. The purposive sampling method was used to collect data directly from customers, who visited Fine-dining restaurants of Haryana before the Covid-19 lockdown. Questionnaires were distributed to restaurant customers only after they had finished their meals and were waiting for their bill, with the permission of the respective restaurant managers. During the Covid-19 lockdown, since the characteristics of the samples were difficult to locate and reach, the snowball sampling method was used to obtain online data from customers. In other words, the snowball sampling method relies on referrals from original subjects to produce new subjects. The key benefit of this approach is that it aids in the collection of primary data at a low cost.

Sampling frame

Before choosing a sample, a decision about a sampling unit must be made. The sampling frame may be geographical, such as a state, district, or village. It is a list of sampling units or elements from which the sample or a part of the sample is drawn. So, in this research study, the sampling frame taken is the chosen five districts of Haryana

i.e. Gurugram, Panchkula, Faridabad, Karnal, and Ambala who visited Fine-Dining restaurants.

Sample Size

This applies to the number of objects to be chosen to represent a sample from the universe. The sample size should not be too big or too small, it should be optimal. The sample size should be adequate and can be found out based on the analysis of data to be performed in the study. Several researchers had made recommendations on the minimum sample size required to conduct Structural Equation Modeling. SEM can be performed on a minimum sample size of 100 (Williams and Holahan, 1994).

According to Kelloway (1998) and Marsh, Balla, and McDonald (1988), the sample size should be 200 to obtain accurate goodness-of-fit measurements. Tabachnick and Fidell (2001) and Kline (2010) proposed a sample size of 100 – 200 cases, or five cases per free parameter in the model, as reasonable and adequate. Furthermore, Loehlin and Beaujean (2016) provided a rule of thumb, stating that the sample size should be at least 50 more than eight times the number of variables in the model. For the present study, the sample size would be 10 times the number of cases/ statements in the questionnaire. Some statisticians advise using the ratio of observed to expected parameters (N:q) as a reference. The N:q ratio can range from 10 to 1 (Schreiber, Nora, Stage, Barlow, and King, 2006) to 5 to 1 (Bentler & Chou, 1987). As there are 32 statements in the questionnaire, so the sample size should be (32 statements x 10) 320 respondents. But for the present study, the final sample size taken is 500 customers which is much higher than the recommended sample size by the previous researchers.

Data Collection

The present study is based on primary as well as secondary data.

The Research Instrument:

Primary data required for the study was gathered with the assistance of a self-administered questionnaire to collect specific information. A questionnaire is a method for analysis that includes a collection of questions about the topic. It was created with existing literature in mind. During the drafting of the questionnaire, experts' views were taken into account. To get first-hand details from the respondents, a questionnaire was prepared and shared. Data were collected both offline and online. Customers were

approached directly to collect data and google forms were used as a platform to gather online data. Before taking the survey, respondents were given the following description of a Fine-Dining restaurant: "FINE DINING RESTAURANT is a Full-Service restaurant with luxury interiors, unique cuisines specialties, and a high level of service." With the assistance of highly skilled workers, they have a one-of-a-kind atmosphere and upscale service. Fast-food restaurants, cafeterias, and buffet restaurants are not considered "Fine Dining." Then respondents were asked to recall the restaurant visited before the lockdown period filling this description and click the most appropriate response to the statements.

Secondary Data

Secondary data refers to information gathered from previously published sources. Secondary data revealed important differences and shortcomings in the available literature. Data for the study has been collected from all possible sources like reputed journals, websites, magazines, books, statistical reports. The secondary data provided a strong background for the research work.

Development of the instrument:

For getting useful and relevant information from customers, it is necessary to carefully design the questionnaire. A well-designed questionnaire necessitates thought and effort, and it must be developed and executed in stages. For the present study questionnaire was developed which comprised of statements related to restaurant atmospheric attributes, customer satisfaction, and behavioural intentions. These attributes reflect four dimensions of restaurant atmospherics namely: cultural-related dimensions, sanitation-related dimensions, music-related dimensions, and menu-related dimensions. The attributes for the above-mentioned dimensions have been taken from the scales developed by earlier researchers and were modified, namely, Tangible Service Attributes (Baker, 1987), SERVICESCAPE (Bitner, 1992), DINESCAPE (Ryu & Jang, 2007), SERVQUAL (Parasuraman, 1988), DINESERV (Stevens, 1995), TANGSERV (Raajpoot, 2002) and DINEX (Antun, Frash, Costen & Runyan, 2010).

Customer Satisfaction was measured through the customer satisfaction scale developed by Oliver (1980) and Oliver & Swan (1989). The scale has four statements

which are, "The meal and service offered by the restaurant completely met your needs", "Your decision to dine at this restaurant was a wise one", "As a whole, you enjoyed at this restaurant", "You were satisfied with the behaviour of the restaurant staff".

Respondents' Behavioural Intentions were measured through a scale developed by Maxham & Netemeyer (2002**).** The scale has three statements which are, "You will recommend this restaurant to your family, friends, or others", "You will say positive things about this restaurant to others", "You would dine at this restaurant in the future". The questionnaire ended with relevant personal information of respondents. The questionnaire used for this analysis is based on Likert's five-point scale, (Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree). A score of 5 was given for "Strongly Agree"; 4 for "Agree"; 3 for "Neutral"; 2 for "Disagree" and 1 for "Strongly Disagree."

Table 3.6: Construction of the Questionnaire

S.No	Constructs	Scale Adoption	References
Cultural-related attributes			
B1	The interior design of the restaurant reflected the culture of that particular area/region.	☐ SERVICESCAPE,Bitner (1992) ☐ Tangible serviceattributes, Baker(1987) ☐ DINESCAPE, Ryu &Jang (2008)	☐ Wakefield & Blodgett, 1996
B2	The odour (smell) in the restaurant offered natural fragrance.	☐ SERVICESCAPE,Bitner (1992) ☐ Tangible service attributes, Baker (1987) ☐ DINESCAPE, Ryu & Jang (2008)	☐ Mishra & Gupta,2018
B3	The tableware and crockery used reflected the culture of that particular area.	☐ DINESCAPE, Ryu &Jang (2008)	☐ Ryu & Jang, 2008 ☐ Edwards & Gustafsson, 2008
B4	The colour scheme of the restaurant reflected the culture of that particular area.	☐ Tangible serviceattributes, Baker(1987) ☐ DINESCAPE, Ryu & Jang (2008)	☐ Lucas, 2003
B5	The seating arrangement	☐ SERVICESCAPE,Bitner	☐ Ryu & Jang, 2008

		reflected the culture of that particular area.	☐ (1992)	
			☐ Tangible service attributes, Baker (1987)	
			☐ DINESCAPE, Ryu & Jang (2008)	

Sanitation-related attributes

C1	The furniture (dining table, chair) was clean.	☐ DINESCAPE, Ryu & Jang (2008)	☐ Ryu & Jang, 2008
		☐ Tangible service attributes, Baker (1987)	☐ Baker, 1987
C2	The washrooms were clean and well maintained.	☐ Tangible service attributes, Baker(1987)	☐ Park, Almanza, Miao, Sydnor &Jang, 2016
			☐ Barber &Scarcelli, 2009
			☐ Wakefield & Blodgett,1999
C3	Toilet paper was available in the washroom.	☐ Tangible service attributes, Baker(1987)	☐ Park, Almanza, Miao, Sydnor &Jang, 2016
C4	Water, towel, and soap were available in the washroom.	☐ Tangible service attributes, Baker(1987)	☐ Park, Almanza, Miao, Sydnor &Jang, 2016
C5	Dustbins were properly placed and covered.	☐ Tangible service attributes, Baker(1987)	☐ Park, Almanza, Miao, Sydnor &Jang, 2016
C6	The washbasin, wall mirror, and floor of the washroom were clean.	☐ Tangible service attributes, Baker(1987)	☐ Park, Almanza, Miao, Sydnor &Jang, 2016
C7	The restaurant staff was neatly dressed.	☐ DINESCAPE, Ryu & Jang (2008)	☐ Park, Almanza, Miao, Sydnor & Jang, 2016
		☐ Tangible service attributes, Baker(1987)	☐ Wakefield & Blodgett, 1996
			☐ Han, Yu, Kim & Kim, 2018

Music-related attributes

D1	The background music being played made you feel relaxed.	☐ SERVICESCAPE,Bitner (1992)	☐ Heung & Gu,2016,
		☐ TANGSERV, Raajpoot (2002)	☐ Ryu and Jang,2008
		☐ DINESCAPE, Ryu,and Jang (2008)	☐ Bitner, 1992
			☐ Lucas, 2003

D2	The background music aptly fitted with the image of the restaurant.	☐ SERVICESCAPE,Bitner (1992) ☐ TANGSERV, Raajpoot (2002) ☐ DINESCAPE, Ryu,and Jang (2008)	☐ Harrington & Ottenbachen, 2010
D3	The music played was familiar to me.	☐ TANGSERV, Raajpoot (2002) ☐ SERVICESCAPE,Bitner (1992) ☐ DINESCAPE, Ryuand Jang (2008)	☐ Lee, Kang, Yang, Kim, Lim, Lee, Lee, Suh & Yoon,2016
D4	The volume of the music was soft andtender.	☐ DINESCAPE, Ryu,and Jang (2008) ☐ TANGSERV, Raajpoot (2002) ☐ SERVICESCAPE,Bitner (1992),	☐ Milliman, 1982 ☐ Hibbert, 2002
D5	The music made dining more fun.	☐ DINESCAPE, Ryu,and Jang (2008) ☐ TANGSERV, Raajpoot (2002) ☐ SERVICESCAPE,Bitner (1992),	☐ Milliman,1982 ☐ Lin & Guthrie,2012
D6	Music extended yourstay at the restaurant.	☐ SERVICESCAPE,Bitner (1992) ☐ DINESCAPE, Ryu,and Jang (2008) ☐ TANGSERV, Raajpoot (2002)	☐ Lee, Wang & Cai, 2016 ☐ Caldwell & Hibbert, 2002
Menu-related attributes			
M1	The menu card wasvisually attractive.	☐ DINESERV, Stevens, Knutson & Patton (1995) ☐ GRESERV ☐ DinEX, Antun, Frash, Costen & Runyan (2010)	☐ Lee, Kang, Yang, Kim, Lim, Lee, Lee, Suh & Yoon,2016 ☐ Harrington & Ottenbachen, 2010
M2	The menu card was easily readable.	☐ DINESERV, Stevens, Knutson & Patton (1995)	☐ Lee, Kang, Yang, Kim, Lim, Lee, Lee,

		☐ GRESERV	☐ Suh & Yoon,2016
		☐ DinEX, Antun, Frash, Costen & Runyan (2010)	☐ Harrington & Ottenbachen, 2010
M3	A variety of food choices were available on the menu card.	☐ DINESERV, Stevens, Knutson & Patton (1995) ☐ GRESERV ☐ DinEX, Antun, Frash, Costen & Runyan (2010)	☐ Lee, Kang, Yang, Kim, Lim, Lee, Lee, Suh & Yoon,2016 ☐ Ottenbacher & Harrington, 2009
M4	The menu card provided sufficient information on nutritional value.	☐ DinEX, Antun, Frash, Costen & Runyan (2010) ☐ GRESERV ☐ DinEX	☐ Lee, Kang, Yang, Kim, Lim, Lee, Lee, Suh & Yoon,2016 ☐ Wansink & Love,2014
M5	It was easy to locate a food item on the menucard.	☐ Sobol and Barry(1980) ☐ DinEX, Antun, Frash, Costen & Runyan (2010)	☐ Sobol & Barry,1980 ☐ Yang, 2012 ☐ Ottenbacher & Harrington, 2009
M6	The price tags aptly reflected the restaurants' image.	☐ DinEX, Antun, Frash, Costen & Runyan (2010)	☐ Miyazaki, Sprott && Manning, 2000
M7	The food served was asper the descriptions of ingredients given in the menu.	☐ DINESERV, Stevens, Knutson & Patton (1995) ☐ DinEX, Antun, Frash, Costen & Runyan (2010) ☐ GRESERV	☐ Lee, Kang, Yang, Kim, Lim, Lee, Lee, Suh & Yoon,2016 ☐ Muskat, Hortnagl, ☐ Prayag & Wagner, 2019 ☐ Stevens, Knutson& Patton, 1995
Customer Satisfaction Scale			
F1	The meal and service offered by the restaurant completelymet our needs.	☐ Oliver 1980, Oliver & Swan (1989)	☐ Wu & Liang, 2009 ☐ Isci, Tuver &Guzel 2018 ☐ Shahzadi, Malik, Ahmad & Shabbir, 2018 ☐ Thusyanthy & Tharanikaran, 2017 ☐ Liu and Tse, 2018 ☐ Jin, Line & Goh,2013

F2	Your decision to dine at this restaurant was a wise one.	☐ Oliver 1980, Oliver & Swan (1989)	☐ Wu & Liang, 2009 ☐ Isci, Tuver &Guzel 2018 ☐ Shahzadi, Malik, Ahmad & Shabbir , 2018 ☐ Thusyanthy & Tharanikaran, 2017 ☐ Liu and Tse, 2018 ☐ Jin, Line & Goh,2013
F3	As a whole, you enjoyed this restaurant.	☐ Oliver, 1980, Oliver & Swan (1989)	☐ Wu & Liang, 2009 ☐ Isci, Tuver &Guzel 2018 ☐ Shahzadi, Malik, Ahmad & Shabbir, 2018 ☐ Thusyanthy & Tharanikaran, 2017 ☐ Liu & Tse, 2018 ☐ Jin, Line & Goh,2013
F4	You were satisfied with the behaviour of the restaurant staff.	☐ Choi & Kandampully, 2019	☐ Choi & Kandampully, 2019 ☐ Jin, Line & Goh,2013
Behavioural Intentions Scale			
G1	You will recommend this restaurant to your friends, family or others.	☐ Maxham & Netemeyer (2002**.** ☐ Zeithaml, Berry & Parasuraman (1996)	☐ Isci, Tuver &Guzel, 2018
G2	You will say positivethings about this restaurant.	☐ Maxham & Netemeyer (2002**)** ☐ Zeithaml, Berry & Parasuraman (1996)	☐ Isci, Tuver &Guzel, 2018 ☐ Shahzadi, Malik, Ahmad & Shabbir , 2018
G3	You would dine at this restaurant in the future.	☐ Maxham and Netemeyer (2002) ☐ Zeithaml, Berry & Parasuraman (1996)	☐ Isci, Tuver &Guzel, 2018 ☐ Shahzadi, Malik, Ahmad & Shabbir , 2018

Table 3.7: Classification of Research Instrument as per Constructs

Constructs	Total Number of Items	Items code
RESTAURANT ATMOSPHERICS		
A. Culture-related attributes	05	B1 to B5
B. Sanitation-related attributes	07	C1 to C7
C. Music-related attributes	06	DI to D6
D. Menu-related attributes	07	M1 to M7
Total Number of items (A)	25	B1 to M7
CUSTOMER SATISFACTION SCALE		
E. Customer satisfaction	04	F1 to F4
Total number of items (B)	04	
BEHAVIOURAL INTENTIONS SCALE		
F. Behavioural Intentions	03	G1 to G3
Total number of items (C)	03	
Total number of items (A+B+C)	**32**	**From B1 to G3**

3.7   Reliability and Validity of the Instrument

Various types of reliability and validity may be used to determine the soundness of a psychometric scale. In this study, Cronbach's alpha, composite reliability as well as content, construct, and criterion validity (Malhotra, Hall, Shaw & Crisp, 1996), and other forms of reliability and validity were assessed for the scale used in this study.

Reliability Analysis:

Cronbach's Alpha is used to assess the internal accuracy of the items on a scale. This explains how closely a group of objects as a category are related. The Cronbach Alpha reliability coefficient of the information test was used to determine the internal accuracy of the information. This measure is appropriate for the current study since the majority of responses were on a five-point scale. Cronbach's Alpha reliability

coefficients usually range from 0 to 1. The closer the Cronbach's alpha coefficient nearer to 1.0, thegreater will be the internal consistency of the items in the scale.

3.8   Pilot study

The pilot survey assists in re-drafting, simplifying, and proposing changes to the questionnaire claims before finalizing them. A pilot analysis was carried out to ensure that the questionnaire is simple and easy to understand. A pilot study was done by using a small sample size before carrying out the study on large scale. A pilot survey was carried out with 50 customers, which was 10% of the actual sample size. It proved helpful in identifying problems with the questionnaire. The overall Cronbach's alpha value came out to be .807 which is higher than the threshold of .70 and is found to be closer to 1(Nunnally, 1978).

Table 3.8: Case Processing Summary of Pilot Study

		Number of Cases	**%**
Cases	Valid	50	100.0
	Excluded	0	.0
	Total	50	100.0

Table 3.9: Reliability Statistics

Cronbach's Alpha	**Number of Items**
.807	32

Table 3.10: Reliability Statistics of Pilot study		
Constructs	**Cronbach's Alpha Basedon Standardized Items**	**No of Items**
Culture-related attributes	.875	5
Sanitation-related attributes	.794	7
Music-related attributes	.647	6
Menu-related attributes	.815	7
Customer Satisfaction	.856	4
Behavioural Intentions	.837	3

However, while inspecting Cronbach's alpha value for different attributes, it was found that in the case of music-related attributes, the value was less than .70 and item-total statistics recommended statement D7 to be deleted which could lead to an improvement in Cronbach's alpha value for the individual construct. The revision was made in the questionnaire and the final questionnaire was drafted again.

3.9 Final Response Rate

For the final survey, a questionnaire was sent online to 500 customers from Gurgaon, Faridabad, Karnal, Panchkula, and Ambala who had visited a Fine-Dining restaurant before the Covid-19 lockdown. Out of the circulated questionnaires, 440 have been filled and received back. The following table describes the number of responses collected from the chosen five districts of Haryana.

Table: 3.11 Response collected from Five Districts of Haryana

Districts	No. of Respondents
Gurgaon	129
Faridabad	105
Panchkula	75
Karnal	67
Ambala	64
Total	**440**

3.10 Validity Check

Validity is the degree to which variations between those being measured with a measuring instrument represent real differences. There are different ways of determining the validity of a measurement instrument, such as the validity of the content, validity of face, validity of construction (Carmines & Zeller, 1979). In this analysis, all these approaches have been used to measure the instrument's validity.

Content Validity

It is the degree to which a measurement instrument has ample coverage of the subject

under study. The validation of content is concerned with how reflective the scale or device is of the universe or the content of the measured property or attribute. Inter-item correlations should be moderate to achieve content validity. High loading (> 0.90) and high inter-item correlation (> 0.80) should be avoided since a high inter-item correlation implies that each item contributes minimal information to clarify the factors (Choi, 2010). In this study, correlation analysis has been performed as a means of evaluation of content validity.

Face Validity

Face validity refers to whether the questionnaire's questions/statements in the context of the research are acceptable or not. Consultation with professionals, both from the restaurant sector and the academic community, was conducted to verify the face validity of the questionnaire. In the assertions of the questionnaire, a pilot analysis was also performed to figure out the inconsistencies. Few defects were noticed and recommended. Required improvements in the questionnaire were made based on the available input**.**

Construct Validity

The validity of the construct is used to assess how well a test determines what it should measure. In other words, it is the test formulated in such a manner that it tests what it claims to test effectively. Confirmatory factor analysis is first carried out to decide if the manifest measurement objects represent the presumed latent constructs. Structural Equation Modeling (SEM) was applied to determine the viability of the proposed model and hypotheses (Churchill, 1979).

Convergent Validity

It is a sub-class of construct validity. Convergent validity takes two steps that are structured to test the same design and indicates that they are related. Convergence means measuring a design with independent calculation instruments and showing a high similarity between the measurements (Mello & Collins, 2001).

Discriminating Validity

It is just the reverse; it requires showing a lack or very poor similarity between various constructs. Conversely, the discriminatory validity indicates that two steps that are not

meant to apply to each other are unrelated. Both forms of validity are a prerequisite for an outstanding structural validity (Kinnear & Taylor, 1996).

3.11 Data Screening

Following data collection, the next step is to inspect the raw data for missing values and outliers and to correct them so that the assumptions of multivariate analysis are notviolated. An outlier is defined as an observation that appears to be distinct from the other observations in the data set. An outlier has a lower probability of belonging to thesame statistical distribution as the other results in the data set. No missing data was found. However, some outliers were discovered, and box plots for all variables were examined to determine the data set's extreme outliers. The box plot is a graphical representation of data dispersion. Along with the median, the figure depicts the lower quartile (Q1) and the upper quartile (Q3). Any observation that falls outside of this range is regarded as an outlier (Walfish & Ball, 2006). Upon again checking the datasheet, it was found that some outliers were due to the wrong entry of data. The respondents whose response was unusually high or low with the rest of the data set were corrected.

3.12 Data Analysis Techniques

The collected data have been coded and tabulated in Microsoft Office Excel 2013. The data was classified, tabulated, and analysed with the help of the IBM Statistical Package for Social Sciences (SPSS 26). SPSS Analytics is a mathematical data processing software package. IBM SPSS AMOS, version, 21 was used to effectively execute Structural Equation Modeling (SEM). Graphical models can be easily created using SEM to test hypotheses and test associations between observable and latent variables.

Bootstrapping in IBM AMOS

Bootstrapping is a resampling technique in which several sub-samples of the same size as the original sample are drawn at random to provide information for empirical investigation variability of parameter estimates and fit indices (Byrne, 2010). In statistical analysis, bootstrapping techniques are used to calculate the indirect effect of certain parameters.

Table 3.12: Statistical tools used for the Data Analysis

S.No.	Objective	Statistical Tool used
1.	To study the influence of Fine-dining Restaurant Atmospherics on (i) Customer Satisfaction and (ii) Behavioural Intentions	Descriptive Statistics (CFA) Confirmatory Factor analysis, Structural Equation Modeling
2.	To study the influence of Customer Satisfaction on Behavioural Intentionsof customers.	Structural Equation Modeling
3.	To study the mediating effect of Customer Satisfaction between Fine-dining Restaurant Atmospherics and Behavioural Intentions.	The bootstrapping method in IBM SPSS AMOS
4.	To study the moderating effect of demographic variables on the relationship between Fine - dining Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions.	Multi-Group Analysis & One-way ANOVA

Descriptive Statistics

These are summary statistics that quantitatively summarize the attributes of collected data. Some of the measures which were used are described below:

Mean

The mean is a well-known average value. It is determined by adding up all the values in the data set and dividing them by the total number of values. The mean is the most commonly used of all position measures because it is easily interpreted and has useful mathematical properties that enable it to be used in a variety of statistical contexts (Whitley & Ball, 2001). It has been used to calculate the average score of customers' responses towards restaurant atmospherics, customer satisfaction, and behavioural intentions.

Standard Deviation

It assesses how much values deviate from the average. A low standard deviation implies that the values tend to be close to the collection's mean (also known as the expected value), while a high standard deviation indicates that the values are distributed over a wider range. It has been used to calculate the degree of variance in a set of values.

Correlation

A coefficient of correlation, denoted by r, determines the degree of interaction. It is a measure of linear interaction and is commonly referred to as the Pearson correlation coefficient after its creator. The correlation coefficient is measured on a scale of + 1 to − 1. The full association between the two variables is expressed either by + 1 or -1. When one variable rises as the other rises, the correlation is positive; when one rises and the other falls, the correlation is negative. 0 represents a total lack of association (Pallant, 2020). Inter-item correlation is calculated to know the association between different sub-constructs/statements of restaurant atmospherics, customer satisfaction, and behavioural intentions.

ANOVA One-way

One-way variance analysis (ANOVA) is used to assess if there are statistically meaningful variations between the means of two or more separate (unrelated) groups. It measures the means of the groups and decides if either of these means are statistically substantially different from each other.

Multivariate Analysis

Any statistical approach used to analyse more complex data sets is referred to as multivariate regression. It also refers to resolving a problem when more than one dependent variable is measured concurrently with other variables. The multivariate analysis facilitated the exploration of observations between the psychometric variables used in the research.

Normality of Data

One of the most important assumptions of multivariate analysis is that the data should be normal. A dataset is said to be normal when it has been drawn from a population that has a normal distribution. A normally distributed dataset is symmetric and unimodal

(Hair, Black, Babin, Anderson & Tatham, 2010). It follows a bell-shaped curve with skewness and kurtosis value zero. While the coefficient of skewness is positive, the distribution is said to be positively skewed; when it is negative, the distribution is said to be negatively skewed. If the principle of normality is violated for large sample sizes(> 30 or 40), it does not cause major problems (Pallant, 2007). It denotes that a parametric test may be used even though the data is not normally distributed (Elliott & Woodward, 2007). The Central Limit Theorem states that if the sample data is roughly normal, the normality of the data is not a problem. However, for this analysis, the values of skewness and kurtosis are used to determine the normality of data. Both skewness and kurtosis should be zero for a perfectly normally distributed curve. In practice, however, obtaining a perfectly normal curve is difficult. As a result, for psychometric analysis, suitable skewness values should range from -2 to +2 (Hair, Black, Babin, Anderson & Tantham, 2010; George & Mallery, 2010; Khan, 2015).

Confirmatory Factor Analysis (CFA)

It is a multivariate quantitative method for analysing the factor structure of a series of variables. CFA assists the investigator in testing the hypothesis that there is a relationship between the observed variables and their underlying latent model. The researcher hypothesizes the relationship trend using theory data, observational data, or both, and then statistically tests the hypothesis. Confirmatory factor analysis (CFA) is used in this study to affirm or reject the measurement theory.

Structural Equation Modeling (SEM):

A mathematical representation of a theoretical concept is a structural equation model (SEM). It is used to examine the relationships between the latent structures of the proposed confirmatory model. SEM is used by researchers to decide if a proposed model based on a theory or concept is accurate. To evaluate the fit of the proposed model in CFA, four fit indices are used: Root Mean Square Error of Approximation (RMSEA), Chi-square ($\chi2$), Comparative Fit Index (CFI), and Tucker-Lewis Index (TLI). The model $\chi2$ is the most basic fit index. It is used to evaluate the null hypothesis that the covariance structure of the proposed model is the same as the observed covariance matrix (Byrne, 2013).

Model fit:

Fit refers to the model's ability to replicate the findings. A good-fit model is fairly compatible with the data and hence does not need to be re-specified. A well-fitting measurement model is also needed before delving deeper into the structural model's causal paths. The fit evaluation decides how similar the expected results are to the matrices that form the relationships in the actual data (as expressed in the hypothesized model structure).

Absolute Model Fit

Absolute fit indices may be used to evaluate how well a priori model fits or reproduces the data**.**

Chi-Square (χ 2)

The $\chi 2$ test statistic is an absolute fit index that assumes multivariate normality and is adaptive to sample size (Gerbing & Anderson, 1992). It is said that the greater the probability correlated with $\chi 2$, the closer the match between the hypothesized model and the ideal model (Herzog & Boomsma, 2009; Hu & Bentler, 1995). This statistic depends on the size of the sample. The $\chi 2$ value increases as the sample size expands and the number of degrees of freedom increases.

CMIN/DF (χ2/ v)

$\chi 2$ is an index derived by dividing the statistical significance of the test by the value of the degree of freedom. It is known as the parsimony and stand-alone suit index. The evolution of the Tucker-Lewis Index is also based on this ratio. The value of this ratio provides details about the match between the data and the model. The accuracy is said to be higher with a lower index value of $\chi 2$ / v ratio.

The Goodness of Fit Index (GFI)

This index measures the match between the proposed model and the observed covariance matrix. This measure is affected by sample size.

Root Mean Square Error of Approximation (RMSEA) Index

This index measures the difference between the observed covariance matrix of the degree of freedom and the model's hypothesized covariance matrix (Chen, 2007).

When the sample size is large, RMSEA achieves higher prediction efficiency than when the sample size is small.

Incremental Model Fit

Adjusted Goodness of Fit (AGFI)

Joreskog and Sorbom (1989) created two goodness-of-fit indices: GFI (Goodness of Fit) and AGFI (Aggregate Goodness of Fit) (Adjusted GFI). The GFI demonstrates goodness-of-fit, and the AGFI aims to adapt the GFI to the model's complexity. The number of parameters is adjusted by AGFI. It may exceed the 0.0-1.0 range.

Standardized Root Mean Residual (SRMR)

The SRMR is defined as the difference between the observed and expected correlations. The square-root difference between the sample covariance matrix residuals and the hypothesized model is calculated. The standardized root means Residual Square, whichranges from 0 to 1, makes this easier to comprehend, with a value of .08 or less indicating an acceptable model.

Comparative Fit Index (CFI)

The Comparative Fit Index (CFI) is a measure of incremental fit. The extent to which the examined model outperforms the alternative model described by the manifest covariance matrix is assessed (Chen, 2007). The CFI produces values ranging from 0 to 1, with higher values indicating a good match.

Tucker-Lewis Index & Normed-fit index

The Tucker-Lewis Index (Tucker & Lewis, 1973), also known as the Non-Normed Fit Index or NNFI, and the Normed Fit Index are two other well-known measures (Bentler & Bonett, 1980). The NNFI and NFI are appropriate for the model's complexity. These indices are somewhat dependent on sample size, with TLI/NNFI providing the best overall performance. If the model is perfect, the fit indices should be 1. A value of at least 0.90 is typically required to accept the model, while a value of at least 0.95 is required to rate the model fit as "strong".

Table 3.13: Recommended Measures for Estimating Model Fitness

The Goodness of Fit Indices	Recommended values when N >250
ABSOLUTE MODEL FIT	Significant P-values expected p-value> 0.05
Chi-SquareCMIN/DF	<3
The Goodness of Fit Index (GFI)	>0.80
Root Mean Square Error of Approximation (RMSEA)	<0.70
	<0.50
AVE (CFA only)	<0.50
Incremental Model Fit	
Adjusted Goodness of Fit (AGFI)	>0.80, is usually less than the value of GFI
Standardized Root Mean Residual (SRMR)	>0.80 or less
Tucker Lewis Index (TLI)	>0.90
Normed Fit Index (NFI)	>0.90
Comparative Fit Index (CFI)	>0.90

(Source: Hair, Black, Babin, Anderson & Tatham 2006; Kline, 2011)

3.13: Chapter Summary

In a way, this chapter has explained the research methodology and strategies being followed in the study. Beginning with the statement of the problem, it explains the hypothesis being framed, sampling procedure, pilot study, and data collection methods. Further, it discussed the survey instrument and operationalization of research constructs which explained the questionnaire scaling and its structure. Before performing statistical analysis, the reliability and validity of the measurement scale were discussed. A blend of statistical techniques such as CFA, SEM, and Goodness-of-fit measures was discussed to get more refined results.

3.14: Organisation of the Study

The present research has been organized into five chapters with the main contents as given below:

Chapter 1: Introduction

This chapter covers an introduction about the Indian foodservice industry, its growth, present status, restaurant Industry, classification of restaurants, the contribution of

restaurants towards the Indian foodservice industry, customer perception of the restaurant industry. It also discusses customer satisfaction, its history, predictors, and outcomes of customer satisfaction, different scales to measure customer satisfaction. The term behavioural intentions, its scope, and different theories to understand behavioural intentions have also been discussed.

Chapter 2: Review of Literature

In this chapter, an extensive review of the literature has been presented. Studies related to different aspects of the topic namely--atmospherics, restaurant atmospherics, dimensions of restaurant atmospherics, customer satisfaction, dimensions of customer satisfaction, behavioural intentions have been covered. Studies indicating the relationship between atmospherics, customer satisfaction, and behavioural intentions have been covered. It also highlighted the research gaps and provided a framework of constructs to be finalized in the study.

Chapter 3: Research Methodology

This chapter presents the statement of the problem, objectives of the study, hypotheses formulation, and conceptual model (variables) related to the study. It describes the research methodology (research design, data collection techniques, and sampling design) adopted for conducting the research.

Chapter 4: Data Analysis & Interpretation

This chapter presents a detailed analysis of the collected data. It analyses and interprets the hypothesis being framed and describes how far the researcher has achieved it. The results of descriptive statistics, measurement model fit of exogenous variables, structural equation model of exogenous and endogenous variables, mediation, and moderation analysis have been presented.

Chapter 5: Findings and Conclusion

This chapter discussed the major findings of the study and summarized them to form a meaningful conclusion. It also discussed the recommendations, limitations, and scope for future research in this area.

CHAPTER - 4
DATA ANALYSIS & INTERPRETATION

This chapter presents the results and interpretation on the basis of data analysis. This chapter is divided into six parts. In the first part, the demographic profile of respondents has been shown through frequency and percentages, in the second part, descriptive analysis of the data is shown through mean, standard deviation, and correlation matrix. The third part presents the normality check of data and in the fourth part, hypothesis testing has been done by using the 'Structural Equation Model' (SEM). 'Analysis of Moment Structures' (AMOS) is applied to test the model fit, path analysis, and direct and indirect effect of constructs on each other. The first step towards applying SEM is to develop a measurement model, which is also known as Confirmatory Factor Analysis. Through this model, the model fit of the original model is being tested. The fifth part of the chapter deals with the mediation analysis of customer satisfaction between restaurant atmospherics and behavioural intentions. To understand the moderating effect of demographics, multi-group analysis was performed by using Structural Equation Model and one-way ANOVA and was presented in the sixth part. For analysing the data, Statistical Package of Social Science (SPSS) version 26 has been used. All the data was imported to IBM Statistics Data editor and the analysis was performed.

4.1 Demographic Profile of the Respondents

The demographic variables considered while collecting data are age, gender, marital status, and occupation. The results of the demographic variables are presented in the table below:

Table 4.1: Demographic Profile

Demographic Variables	Category	Frequency	Percentage (%)
Age	18-30	170	38.6
	31-40	130	29.5
	41-50	73	16.6
	51-60	40	9.1
	61 & Above	27	6.1

Gender	Male	205	46.6
	Female	235	53.4
Marital Status	Married	244	55.5
	Unmarried	196	44.5
Occupation	Student	120	27.3
	Self-Employed	61	13.9
	Public Sector	50	11.4
	Private Sector	102	23.2
	Professional	62	14.1
	Any other	45	10.2

The above table shows the demographic profile of 440 respondents. For the present study, the maximum number of respondents, i.e. 38.6% are from the age group 18-30. The next big category of age group is 31-40, comprising of 29.5% of respondents. 16.6% of the sample is from the age group 41-50. The least number of respondents are from the age group 61 & above constituting 6.1% of the total sample. However, 9.1% of the respondents belong to the age group 51-60. As far as gender is concerned, male constituted 46.6% of the total sample, whereas female consists of 53.4% of the respondents. The next demographic variable is marital status. 55.5% of respondents are married and 44.5% of the respondents are unmarried. Concerning occupation, the largest category of respondents were students, who comprised 27.3% of the sample. It was followed by the private sector with 23.2% of the sample. 14.1% of the respondents were professionals whereas 10.2% were from the last category of respondents.

4.2 Descriptive Statistics

Descriptive statistics refer to the summarized quantitative presentation of results so that complex data can be readily interpreted. It is possible to view descriptive statistics in two ways. They are indicators of core inclination and variability measures. Mean and standard deviations for all the constructs were determined for the study of variables. The goal behind the measurement of the mean and standard deviation was to research in-depth each element. Also, mean and standard deviation were independently measured to get more clarity on each item of unobserved variables.

Table 4.2: Descriptive Statistics of Culture-related attributes

Item Code	N	Mean	Standard Deviation
B1	440	3.0386	1.48826
B2	440	3.1545	1.32566
B3	440	3.2159	1.39841
B4	440	3.1773	1.39978
B5	440	3.1659	1.41975
Valid N	440		

The mean scores for all the statements of culture-related attributes are above 3. It shows a moderate level of agreement towards all these five statements. The statement B3 has got the highest mean value of 3.21.

Table 4.3: Descriptive Statistics of Sanitation-related attributes

Item Code	N	Mean	Standard Deviation
C1	440	4.2500	.89354
C2	440	4.1614	1.02535
C3	440	4.1409	1.01836
C4	440	4.2114	.96090
C5	440	4.1773	.93059
C6	440	4.3800	.75101
C7	440	4.3152	.74344
Valid N	440		

The mean scores for all the statements of sanitation-related attributes are above 4. It shows a high level of agreement towards all these seven statements. The statement C6

has got the highest mean value of 4.38. This data suggests that customers were happy with the sanitation-related attributes of the restaurants they had visited.

Table 4.4: Descriptive Statistics of Music-related attributes

Item Code	N	Mean	Standard Deviation
D1	440	3.5114	1.34989
D2	440	3.5614	1.21901
D3	440	3.5432	1.25295
D4	440	3.6364	1.20725
D5	440	3.6568	1.19717
D6	440	3.5318	1.27492
Valid N	440		

The mean scores for all the statements of music-related attributes are above 3 but below 4.1 It shows a moderate level of agreement towards all these six statements. The statement D5 has got the highest mean value of 3.65. This data suggests that customers did not show much liking for the music-related attributes of a Fine-dining restaurant they had visited.

Table 4.5: Descriptive Statistics Menu-related attributes

Item Code	N	Mean	StandardDeviation
M1	440	3.9159	1.06923
M2	440	4.1409	.98191
M3	440	4.1977	.91532
M4	440	4.0477	.96404
M5	440	4.0727	1.00077
M6	440	3.4354	1.30429
M7	440	3.7029	1.18330
Valid N	440		

The mean scores for all the statements of menu-related attributes are close to 4. It shows a good level of agreement towards all these seven statements. The statement M3 has got the highest mean value of 4.19. This data suggests that customers liked the menu-related attributes of the Fine-dining restaurants which they had visited.

Table 4.6: Descriptive Statistics of Customer Satisfaction

Item Code	N	Mean	Standard Deviation
F1	440	4.0909	.89081
F2	440	4.1341	.80868
F3	440	4.1386	.83835
F4	440	4.2545	.78929
Valid N	440		

The mean scores for all the statements of customer satisfaction-related attributes are above 4. It shows a high level of agreement towards all four statements. The statement F4 has got the highest mean value of 4.25. This data suggests that customers were happy and satisfied with their overall experience of restaurant atmospheric attributes of the Fine-dining restaurants.

Table 4.7: Descriptive Statistics of Behavioural Intentions

Item Code	N	Mean	Standard Deviation
G1	440	3.9705	1.08690
G2	440	4.0614	.94416
G3	440	4.0227	1.00768
Valid N	440		

The mean scores for all the statements of behavioural intentions are above 4 or very close to 4. It shows a high level of agreement towards all three statements. The statement G2 has got the highest mean value of 4.06. This data suggests that satisfied customers showed positive behavioural intentions to come back, have positive word of mouth, and willingness to recommend atmospheric attributes of the Fine-dining restaurants.

4.2.1 Descriptive Analysis through Correlation Matrix

In the descriptive analysis, the correlation matrix of every unobserved variable of the main construct has been presented to minutely understand the extent of the closeness of the relationship among them. Correlation describes the relationship among variables in a simple form. The value of the coefficient of correlation lies between -1 and +1.

Table 4.8: Correlation Matrix of Culture-related attributes

Statements	Correlation Coffecient	B1	B2	B3	B4	B5
B1	Correlation Coffecient	1.000				
B2	Correlation Coffecient	.874**	1.000			
B3	Correlation Coffecient	.846**	.888**	1.000		
B4	Correlation Coffecient	.800**	.866**	.876**	1.000	
B5	Correlation Coffecient	.806**	.838**	.847**	.859**	1.000

**Correlation is found to be significant at the 0.01 level (2-tailed)

The above table shows the correlation matrix of culture-related attributes of the atmospherics of a fine-dining restaurant. A coefficient value close to 1, shows a strong inter-relationship among the statements. All the statements show a strong correlation with each other. However, statements B2 and B3 are highly correlated. It is followed by the statements B3 and B4. Further, the statements B1 and B2 are highly correlated to each other. All coefficient values are found to be close to 1. Therefore, by analysing the table, it can be said that there is a positive correlation among all the items which indicates that an increase in one variable would lead to an increase in the other.

Table 4.9: Correlation Matrix of Sanitation-related attributes

Statements	Correlation Coefficient	C1	C2	C3	C4	C5	C6	C7
C1	Correlation Coefficient	1.000	.334	.316	.364	.347	.395	.603**
C2	Correlation Coefficient	.334	1.000	.650	.702	.692	.719	.530

C3	Correlation Coefficient	.316	.691**	1.000	.786**	.768**	.706**	.609**
C4	Correlation Coefficient	.364	.738**	.786**	1.000	.782**	.773**	.620**
C5	Correlation Coefficient	.347	.723**	.768**	.782**	1.000	.741**	.663**
C6	Correlation Coefficient	.395	.731**	.706**	.773**	.741**	1.000	.639**
C7	Correlation Coefficient	.327	.603**	.609**	.620**	.663**	.639**	1.000

**. Correlation is found to be significant at the 0.01 level (2-tailed).

The above table shows the correlation matrix of sanitation-related attributes. A significant correlation was found among all the statements of this construct. A high degree of correlation is found between the statement C3 and C4. C4 and C5 are also found to be highly correlated with each other. A high degree of correlation is found between the statement C4 and C6. All these correlation values show the high degree of closeness of the relationship among them, however, the correlation between the statements C1 and (C2, C3, C4, C5, C6) are found to be non-significant.

Table 4.10: Correlation matrix of Music-related attributes:

Statements	Correlation Coefficient	D1	D2	D3	D4	D5	D6
D1	Correlation Coefficient	1.000	.849**	.854**	.828**	.784**	.711**
D2	Correlation Coefficient	.849**	1.000	.821**	.798**	.807**	.723**
D3	Correlation Coefficient	.854**	.821**	1.000	.832**	.782**	.695**
D4	Correlation Coefficient	.828**	.798**	.832**	1.000	.829**	.716**
D5	Correlation Coefficient	.784**	.807**	.782**	.829**	1.000	.781**
D6	Correlation Coefficient	.711**	.723**	.695**	.716**	.781**	1.000

**. Correlation is found to be significant at the 0.01 level (2-tailed).

The above table shows the correlation matrix of music-related attributes. A significant correlation is found among all the statements of this construct. A high degree of correlation is found between the statements D1 and D3 which is followed by D1 and D2 statements. Other statements also show the good closeness of relationships among them.

Table 4.11: Correlation Matrix of Menu-related Atmospheric Attributes:

Statements	Correlation Coefficient	M1	M2	M3	M4	M5	M6	M7
M1	Correlation Coefficient	1.000	.679**	.645**	.114	.580**	.628**	.263
M2	Correlation Coefficient	.679**	1.000	.746**	.036	.625**	.630**	.318
M3	Correlation Coefficient	.645**	.746**	1.000	.007	.648**	.643**	.313
M4	Correlation Coefficient	.114	.036	.007	1.000	.050	.110	-.009
M5	Correlation Coefficient	.580**	.625**	.648**	.050	1.000	.714**	.284
M6	Correlation Coefficient	.628**	.630**	.643**	.110	.714**	1.000	.236
M7	Correlation Coefficient	.263	.318	.313	-.009	.284	.236	1.000

**. Correlation is found to be significant at the 0.01 level (2-tailed).

The above table shows the correlation matrix of menu-related attributes. A significant correlation is found among all the statements of this construct except for M4 & M7. A moderate degree of correlation is found between the statement M2 and M3 which is followed by M5 and M6 statements. Other statements also show a moderate degree of closeness of relationship among them.

Table 4.12: Correlation Matrix of Customer Satisfaction

Statements	Correlation Coefficient	F1	F2	F3	F4
F1	Correlation Coefficient	1.000	.682**	.684**	.613**
F2	Correlation Coefficient	.682**	1.000	.763**	.606**
F3	Correlation Coefficient	.684**	.763**	1.000	.673**
F4	Correlation Coefficient	.613**	.606**	.673**	1.000

**. Correlation is found to be significant at the 0.01 level (2-tailed).

The above table shows the correlation matrix of customer satisfaction-related attributes. A significant correlation is found among all the statements of this construct. A high degree of correlation is found between the statement F2 and F3 which is followed by F1 and F3 statements. Other statements also show the good closeness of relationships among them.

Table 4.13: Correlation Matrix of Behavioural Intentions

Statements	Correlation Coefficient	G1	G2	G3
G1	Correlation Coefficient	1.000	.787**	.818**
G2	Correlation Coefficient	.787**	1.000	.768**
G3	Correlation Coefficient	.818**	.768**	1.000

**Correlation is found to be significant at the 0.01 level (2-tailed).

The above table shows the correlation matrix of the statements determining behavioural intentions of customers. A significant correlation is found among all the statements of this construct. A high degree of correlation is found between the statement G1 and G3 which is followed by G1 and G2 statements. The statements G2 and G3 are also highly correlated.

4.3 Assessment of Normality

A pre-condition of a multi-variate analysis is to verify the normality of the results. It explains how well a data set follows a normal distribution. Moreover, in the case of parametric research, one of the most significant assumptions is the normality of the data. Graphical and numerical methods are the two most common methods of testing the normality of data. The graphical approach to verify the normality of data is a histogram, box plot, P-P Plot, Q-Q Plot. However, the study of normality using these approaches involves knowledge and skill in working with complex data sets. For a large sample size, i.e. N> 300, more accurate approaches to evaluate the normality of data are histograms, skewness, and kurtosis. In the current analysis, data skewness, kurtosis, and Kolmogorov-Smirnov test were conducted to verify data normality. Skewness is the inclination of the deviations from the mean in one direction to be greater than in the other. Kurtosis denotes the degree of flatness or peakedness in the area about the mode

of a frequency distribution curve. The acceptable range to identify the normality of data is that the values of both skewness and kurtosis should lie between -2 and +2 (George & Mallery, 2010).

Table 4.14: Assessment of Normality (Values of Skewness and Kurtosis for all the variables)

Variable	min	max	skew	c.r.	kurtosis	c.r.
B1	1.000	5.000	.054	.464	-1.535	-6.572
B2	1.000	5.000	.149	1.280	-1.438	-6.158
B3	1.000	5.000	.032	.275	-1.464	-6.269
B4	1.000	5.000	.087	.741	-1.500	-6.425
B5	1.000	5.000	.036	.304	-1.469	-6.289
C7	2.000	5.000	-1.256	-10.755	1.380	5.909
G1	1.000	5.000	-1.146	-9.810	.723	3.098
G2	1.000	5.000	-.951	-8.148	.385	1.650
G3	1.000	5.000	-1.022	-8.749	.442	1.891
F1	1.000	5.000	-1.340	-11.474	.642	9.598
F2	1.000	5.000	-.998	-8.551	1.186	5.077
F3	1.000	5.000	-1.194	-10.225	1.864	7.980
F4	1.000	5.000	-1.095	-9.377	1.390	5.950
D5	1.000	5.000	-.616	-5.275	-.797	-3.412
M1	1.000	5.000	-.907	-7.766	.200	.858
M3	1.000	5.000	-1.096	-9.386	.674	2.886
M2	1.000	5.000	-1.123	-9.616	.645	2.762
M8	1.000	5.000	-.966	-8.271	.446	1.912
M9	1.000	5.000	-1.088	-9.315	.667	2.856
D6	1.000	5.000	-.599	-5.133	-.869	-3.719
D4	1.000	5.000	-.691	-5.914	-.644	-2.759

Variable	min	max	skew	c.r.	kurtosis	c.r.
D3	1.000	5.000	-.536	-4.593	-.920	-3.938
D2	1.000	5.000	-.513	-4.393	-.956	-4.094
D1	1.000	5.000	-.672	-5.756	-.865	-3.704
C2	1.000	5.000	-1.029	-8.808	.448	1.917
C3	1.000	5.000	-1.037	-8.882	.315	1.350
C4	1.000	5.000	-.997	-8.537	.231	.988
C5	1.000	5.000	-.972	-8.324	.083	.355
C6	1.000	5.000	-.902	-7.721	-.017	-.073
Multivariate					330.423	81.728

The values of skewness and kurtosis for all the variables are found to be within the acceptable range. Each construct and sub-construct was found to be normal with values between -2 and +2. So, there was no problem in proceeding with the analysis.

Table 4.15: Tests of Normality

Kolmogorov-Smirnov				Shapiro-Wilk		
Attributes	Statistic	df	Sig.	Statistic	d.f	Sig.
Culture-related attributes	.212	440	.523	.851	440	.712
Sanitation- related attributes	.171	440	.611	.869	440	.546
Music- related attributes	.213	440	.545	.896	440	.734
Menu Design- relatedattributes	.163	440	.745	.888	440	.822
Customer Satisfaction	.216	440	.609	.859	440	.832
Behavioural Intentions	.267	440	.476	.865	440	.532

The above table summarizes the findings of two well-known tests of normality, namely the Kolmogorov-Smirnov Test and the Shapiro-Wilk Test. The Kolmogorov-Smirnov test (Chakravart, Laha & Roy, 1967) is used to determine if a sample comes from a population with a particular distribution. It indicates whether a sample comes from a population that is normally distributed. Shapiro-Wilk Normality Test measurements have been considered to be the most significant test in most situations. This is the ratioof two measurements of the variance of a regular distribution based on a random

set of n observations. If the p-value is greater than 0.05, the data is normal. If it is less than 0.05, the data will deviate substantially from the normal distribution. As the p-value for all the constructs is above 0.05, it shows that the sample was drawn from a normal population.

4.4: Hypothesis Testing

H1: There is a significant influence of Fine-dining Restaurant Atmospherics on (i) Customer Satisfaction and (ii) Behavioural Intentions.

In order to test the above hypothesis, Structural Equation Modeling, using Analysis of Moment Structure (AMOS) has been applied. It is a multivariate technique of analysis. This method has been much in use to study the complex set of data. It is a mix of regression analysis and factor analysis. Structural Equation Modeling explains the relationship between exogenous and endogenous variables simultaneously, without any need of applying different statistical tools. Before doing Structural Path Analysis, Confirmatory Factor Analysis, also known as measurement model was tested. In the present study, restaurant atmospherics (exogenous variable) is treated as stimulus (S), customer satisfaction (mediating variable) as an organism (O), and behavioural intentions (endogenous variable) as the response (R).

4.4.1: Measurement Model of Restaurant Atmospherics

At the first stage of hypothesis testing, Confirmatory Factor Analysis (CFA) is done to test the reliability and legitimacy of the constructs under study. It explains the internal consistency of the constructs and determines the convergent and discriminant validity.

Reliability Check

The reliability of data explains the accurateness and precision with which the data is collected. For the present study, Cronbach's alpha value is calculated to check internal consistency among the unobserved and observed variables. The Cronbach alpha value greater than 0.70 indicates good internal consistency (Nunnally, 1978). Reliability is a necessary contributor to validity but not a sufficient condition for validity.

Validity check

Validity is the extent to which a test measures what it wants to measure. The most commonly used method of checking the validity of a sample is to check its construct's validity. Convergent and discriminant validity were tested for all the latent constructs.

The convergent validity of the constructs can be checked through its factor loadings. The factor loadings should be more than 0.5 or 0.7 (Anderson & Gerbing, 1988). High factor loadings indicate the convergent validity of the data. The minimum threshold for average variance extracted for all the constructs should be above 0.5 (Fornell & Larcker, 1981; Hair et al., 1998).

Fornell and Larcker (1981) suggested adequate discriminant validity when the square root of the AVE is larger than the corresponding correlations, which is fulfilled for every construct indicating adequate discriminant validity according to this criterion. Discriminant validity can be insured with the average variance extracted and a value more than 0.5 is considered a good score. Whereas, the estimate must be more than the squared inter-factor correlations coupled with that factor (Hair et al., 2010). In order to prove the measurement model, it is very important to satisfy the conditions of reliability and validity.

4.4.2 Testing the Measurement model, Confirmatory Factor Analysis (CFA) for Restaurant Atmospherics

Measurement model, CFA for restaurant atmospherics is described by four constructs i.e.--Culture-related attributes, Sanitation-related, Music-related, and Menu-related attributes. They were tested to check the reliability and validity of the construct being studied. A total of 25 items were tested for the CFA of restaurant atmospherics. The detail of each item is shown below in the table.

Table 4.16: List of Items in Restaurant Atmospherics

Sub-Construct	Item No.	Description of Statement
Culture-related attributes		
	B1	The interior design of the restaurant reflected the culture of that particular area/region.
	B2	The odour (smell) in the restaurant offered natural fragrance.
	B3	The tableware and crockery being used reflected the culture of that particular area.
	B4	The colour scheme of the restaurant reflected the culture of that particular area.

	B5	The seating arrangement reflected the culture of that particular area.
Sanitation-related attributes		
	C1	The furniture (dining table, chair) was clean.
	C2	The washrooms were clean and well maintained.
	C3	Toilet paper was available in the washroom.
	C4	Water, towel, and soap were available in the washroom.
	C5	Dustbins were properly placed and covered.
	C6	The washbasin, wall mirror, and floor of the washroom were clean.
	C7	The restaurant staff was neatly dressed.
Music-related attributes		
	D1	The background music being played made you feel relaxed.
	D2	The background music aptly fitted with the image of the restaurant.
	D3	The music played was familiar to you.
	D4	The volume of the music was soft and tender.
	D5	The music made dining more fun.
	D6	Music extended your stay at the restaurant.
Menu-related attributes		
	M1	The menu card was visually attractive.
	M2	The menu card was easily readable.
	M3	A variety of food choices were available on the menu card.
	M4	The menu card provided sufficient information on nutritional value.
	M5	It was easy to locate a food item on the menu card.
	M6	The price tags aptly reflected the restaurants' image.
	M7	The food served was as per the descriptions of ingredients given in the menu.
Total No. of Items	**25**	**From B1 to B5, C1 to C7, D1 to D6, M1 to M7**

Figure 4.1: Measurement Model for Restaurant Atmospheric Attributes
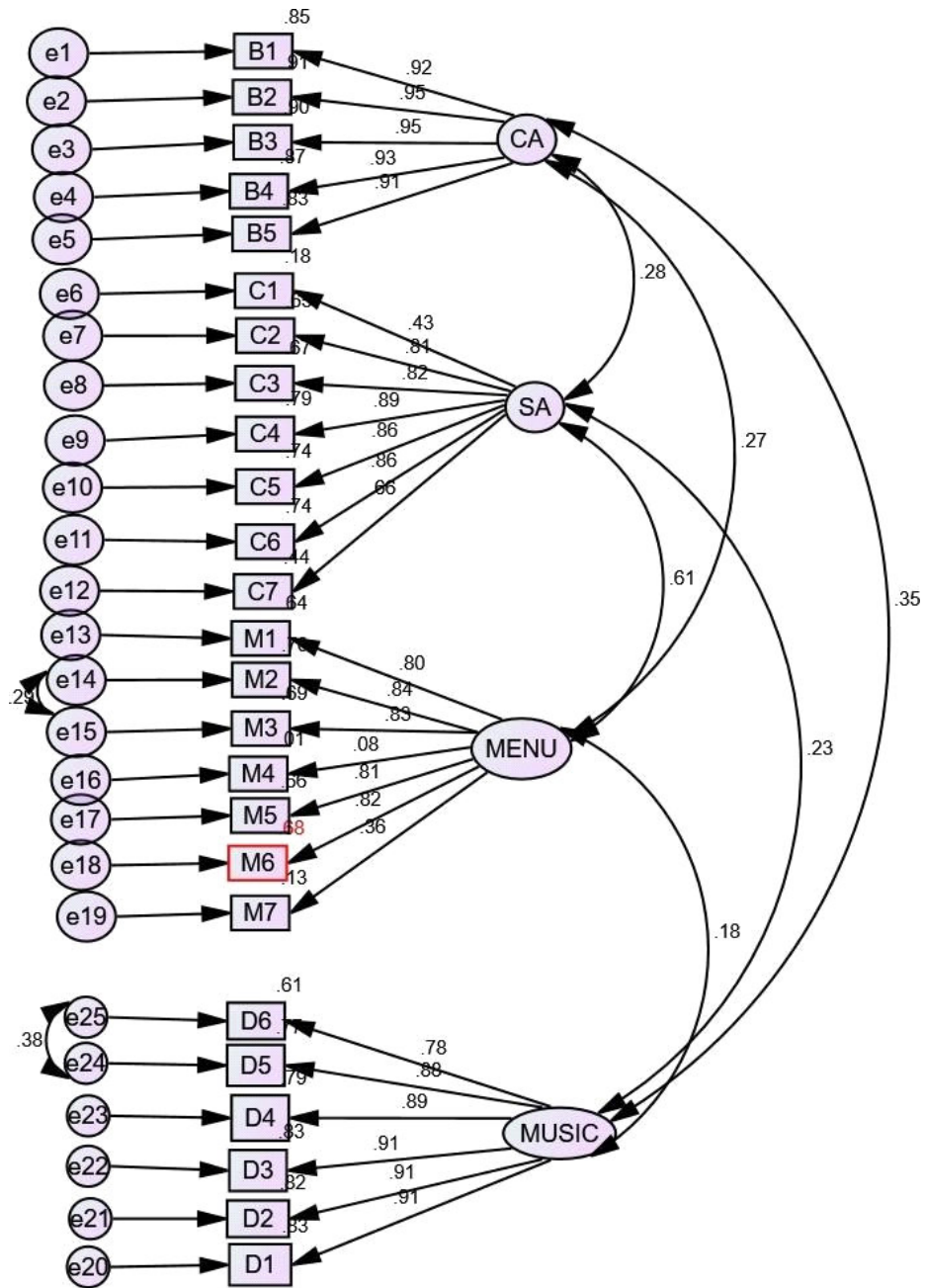
CA= Culture-related attributes, SA=Sanitation-related attributes, M=Menu-related attributes, and D=Music-related attributes

The measurement model for restaurant atmospherics fully matches with the criteria of absolute model fit, but the factor loadings for the statements C1, M4, and M7 were quite low and were less than the minimum value of 0.70 (Hair et al. 2010). Due to this, certain issues were found in the convergent validity.

4.4.3 Reliability and Validity of Measurement Model

Table 4.17: Reliability, Standardised loadings, and Average Variance Extracted (AVE) values for the Measurement model of Restaurant Atmospherics

Latent Variable	Items	Standardized Loadings	Composite Reliability	Cronbach Alpha	AVE
Culture-related attributes	B1	.920	0.971	0.823	0.871
	B2	.952			
	B3	.950			
	B4	.932			
	B5	.913			
Sanitation-related attributes	C1	.426	0.911	0.874	0.602
	C2	.807			
	C3	.820			
	C4	.890			
	C5	.858			
	C6	.862			
	C7	.664			
Music-relatedattributes	D1	.912	0.953	0.892	0.774
	D2	.906			
	D3	.910			
	D4	.887			
	D5	.875			
	D6	.780			
Menu-relatedattributes	M1	.798	0.855	0.881	0.499
	M2	.838			
	M3	.829			
	M4	.085			
	M5	.809			
	M6	.822			
	M7	.359			

The table shows the values for reliability, standardized loadings, Cronbach's alpha, and average variance extracted for all the dimensions of restaurant atmospherics. The data is assumed to be reliable when the Cronbach alpha value is above 0.7. In the present study, fair internal consistency has been found among all the sub-constructs of restaurant atmospherics. The Cronbach alpha value for culture-related attributes is 0.823, for sanitation-related attributes is 0.874, for music-related attributes is 0.892 and for menu-related attributes is 0.881.

Composite reliability depends on the factor loadings of the items of a particular construct. Composite reliability of all the dimensions of restaurant atmospherics is above 0.70, which is an indicator of good composite reliability. The value of composite reliability for culture-related attributes is 0.971, for sanitation-related attributes is 0.911, for music-related attributes is 0.953 and for menu-related attributes is 0.855.

Convergent validity is assumed to be present if the standardized factor loading is greater than 0.70. However, all the items of the first sub-construct have got high factor loadings close to 1. Standardized factor loading for sanitation-related attributes is also high. The statement C5 has got the highest factor loading and the statement C1 received the lowest factor loading of .426, which is below the threshold of 0.70, and hence it does not meet the minimum criteria. Factor loadings again for all the statements of music-related attributes are quite high. 0.911 is the highest factor loading for the statement D1 which is followed by D3 with the factor loading of 0.910. Menu-related attributes also got factor loadings above 0.70, except for the statements M4 and M7. These statements got very low factor loadings which are not good for the further analysis of data. The value of average variance extracted for the sub-constructs—culture, sanitation and music-related attributes exceeded the minimum criterion of .5 (Fornell & Larcker, 1981; Hair et al., 1998), but the average-variance extracted value for the menu-related attributes did not meet the minimum threshold of 0.5 and hence did not support convergent validity.

Table 4.18: Discriminant Validity Analysis of Restaurant Atmospherics

	Culture-related attributes	Sanitation-related attributes	Music- related attributes	Menu-related attributes
Culture-related attributes	**0.934**			
Sanitation-related attributes	.270[**]	**0.776**		
Music-related attributes	.337[**]	.239[**]	**0.880**	
Menu-related attributes	.236[**]	.551[**]	.176[**]	**0.706**

**. Correlation is significant at the 0.01 level (2-tailed).

* Values in diagonal are the square root of 'Average Variance Extracted' (AVE) of each construct, below the diagonal are the correlations.

Correlation values and the square root of AVE is being presented in the above table to find out the discriminant validity. It is found that the square root of AVE of all the sub-dimensions of restaurant atmospherics is greater than the correlation coefficient for each sub-construct. The squared correlations between pairs of constructs were less than the AVEs, suggesting discriminant validity.

Table 4.19: Model Fit indices of the Measurement Model of Restaurant Atmospherics

Absolute Fit Measures	Measure	Estimate	Threshold	Interpretation
	$\chi 2$ (Chi-square)	572.78	---	---
	df (Degrees of Freedom)	267	---	---
	Chi-square/df ($\chi 2/df$)	2.145	Between 1 and 3	Acceptable
	GFI (Goodness of Fit Index)	0.908	>0.9	Acceptable
	RMSEA(Root Mean Square Error of Approximation)	0.051	<0.08	Acceptable
Incremental Fit Measures	AGFI (Adjusted Goodness ofFit Index)	0.888	>0.80	Acceptable

	NFI (Normed Fit Index)	0.943	>0.90	Acceptable
	CFI (Comparative Fit Index)	0.969	>0.90	Acceptable
	TLI (Tucker Lewis Index)	0.965	>0.90	Acceptable
Parsimony Fit Measures	PCFI (Parsimony Comparativeof Fit Index)	0.862	>0.50	Acceptable
	PNFI (Parsimony Normed FitIndex)	0.839	>0.50	Acceptable

(Source: Hair, Black, Babin, Anderson & Tatham 2006; Kline, 2011)

The above table shows a good measurement model fit. All the measurement values are within the acceptable range of values. However, convergent validity issues emerged with the original model, as the factor loadings for three indicators, C1 of sanitation-attributes, M4 and M7 of menu-related attributes are very low. So, it is advisable to drop these indicators to get rid of the validity concerns of the measurement model and to improve the overall measurement model and the structural model. Finally, the statements C1, M4, and M7 are dropped.

4.4.4 Measurement Model for the Overall Constructs (Restaurant Atmospherics,Customer Satisfaction, and Behavioural Intentions)

After dropping the statements C1, M4, and M7, a measurement model for overall factors is presented. Overall Measurement model, CFA for restaurant atmospherics, customer satisfaction, and behavioural intentions is described by six latent constructs. It is important to check the reliability and validity of the constructs being studied. A total of 29 items were tested under CFA of restaurant atmospherics, customer satisfaction, and behavioural intentions. The detail of each item is shown below in the table.

Table 4.20: List of Items in Restaurant Atmospherics

Sub-Construct	Item No.	Description of Statement
Culture-related attributes		
	B1	The interior design of the restaurant reflected the culture of that particular area/region.
	B2	The odour (smell) in the restaurant offered naturalfragrance.
	B3	The tableware and crockery being used reflected theculture of that particular area.
	B4	The colour scheme of the restaurant reflected the culture of that particular area.
	B5	The seating arrangement reflected the culture of thatparticular area.
Sanitation-related attributes		
	C1 **(Dropped)**	The furniture (dining table, chair) was clean.
	C2	The washrooms were clean and well maintained
	C3	Toilet paper was available in the washroom.
	C4	Water, towel, and soap were available in the washroom.
	C5	Dustbins were properly placed and covered.
	C6	The washbasin, wall mirror, and floor of the washroom were clean
	C7	The restaurant staff was neatly dressed.
Music-related attributes		
	D1	The background music being played made you feelrelaxed.
	D2	The background music aptly fitted with the imageof the restaurant.
	D3	The music played was familiar to you.
	D4	The volume of the music was soft and tender
	D5	The music made dining more fun.
	D6	Music extended your stay at the restaurant

Menu-related attributes		
	M1	The menu card was visually attractive.
	M2	The menu card was easily readable
	M3	A variety of food choices were available on the menu card.
	M4 (Dropped)	The menu card provided sufficient information onnutritional value.
	M5	It was easy to locate a food item on the menu card
	M6	The price tags aptly reflected the restaurants' image.
	M7 (Dropped)	The food served was as per the descriptions of ingredients given in the menu.
Total No. of Items	22	From B1 to B5, C2 to C7, D1 to D6, M1 to M3, andfrom M5 to M6
Customer Satisfaction	F1	The meal and service offered by the restaurant completely met our needs.
	F2	Your decision to dine at this restaurant was a wiseone.
	F3	As a whole, you enjoyed this restaurant.
	F4	You were satisfied with the behaviour of the restaurant staff.
Total No. of Items	04	
Behavioural Intentions	G1	You will recommend this restaurant to your friends,family or others.
	G2	You will say positive things about this restaurant.
	G3	You will dine at this restaurant in future
Total number of items	03	
Total number of items in the overall measurement model	29	

Figure 4.2: Overall Measurement Model of Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions
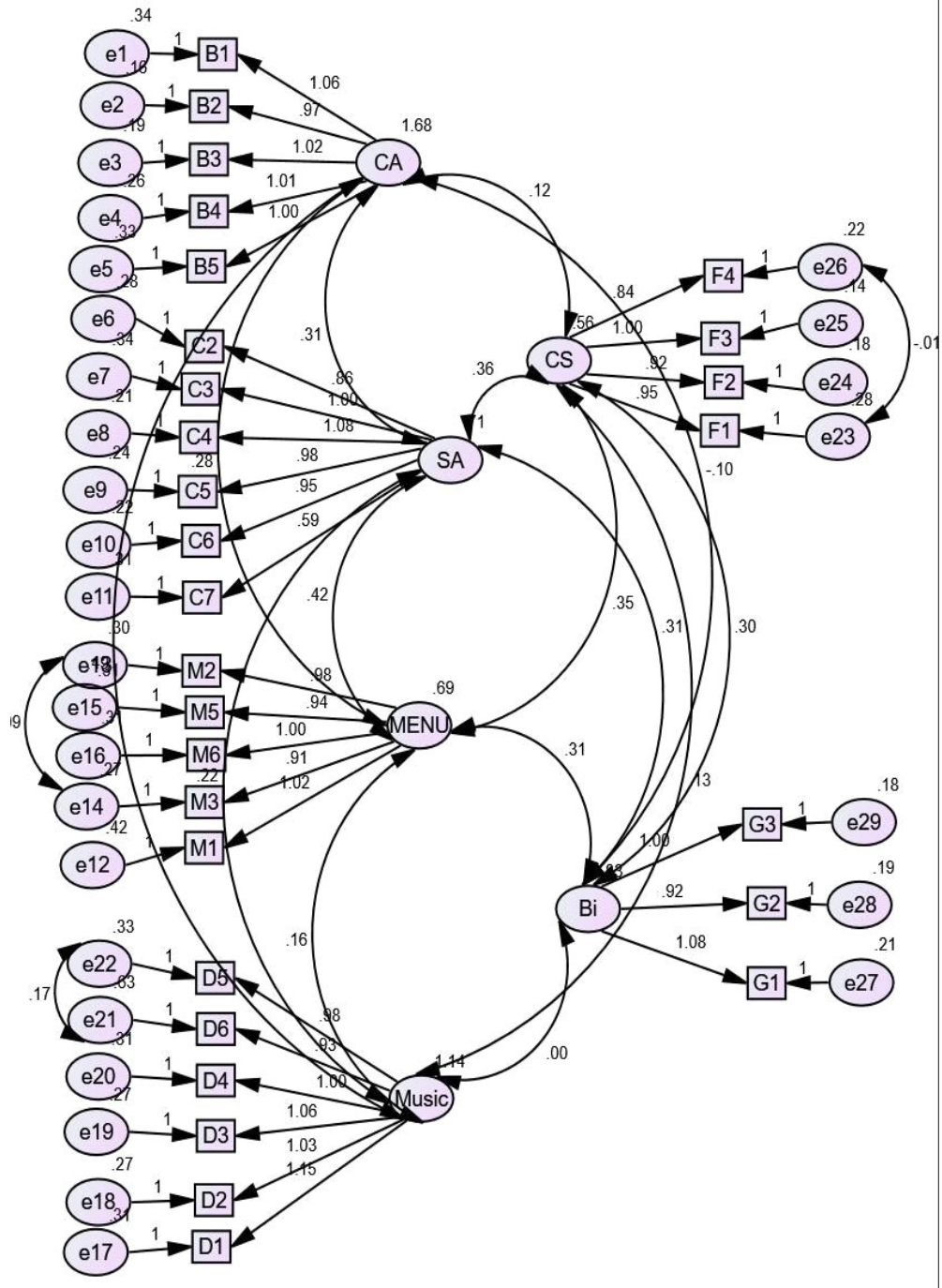
CA= Culture-related attributes, SA=Sanitation-related attributes, M=Menu, D=Music, CS=Customer satisfaction, BI=Behavioural Intentions

The overall measurement model is characterized by restaurant atmospherics, customer satisfaction, and behavioural intentions. The results of this model adequately match with the criteria of absolute model fit and the factor loadings for all the statements are found to be high.

Table 4.21: Reliability and Validity of the Overall Measurement model

Latent Variable	Items	Standardized Loadings	Composite Reliability	Cronbach Alpha	AVE
Culture-relatedattributes	B1	.920	0.971	0.823	0.871
	B2	.952			
	B3	.950			
	B4	.932			
	B5	.913			
Sanitation-related attributes	C2	.808	0.925	0.885	0.673
	C3	.821			
	C4	.890			
	C5	.858			
	C6	.862			
	C7	.664			
Music-relatedattributes	D1	.912	0.953	0.890	0.773
	D2	.906			
	D3	.910			
	D4	.887			
	D5	.875			
	D6	.780			
Menu-relatedattributes	M1	.798	0.855	0.892	0.671
	M2	.838			
	M3	.829			
	M5	.815			
	M6	.833			
Customer Satisfaction	F1	.801	0.904	0.901	0.703
	F2	.852			
	F3	.896			
	F4	.800			
Behavioural Intentions	G1	.905	0.926	0.895	0.808
	G2	.887			
	G3	.904			

The table shows the values for reliability, standardized loadings, Cronbach's alpha, and Average variance extracted for all the three main constructs i.e.--restaurant atmospherics, customer satisfaction, and behavioural intentions. The data is assumed to be reliable when the Cronbach alpha value is above 0.70 (Nunnally, 1978). In the present study, high internal consistency has been found among all the sub-constructs of restaurant atmospherics, indicators of customer satisfaction, and behavioural intentions. The Cronbach alpha value for culture-related attributes is 0.823, for sanitation-related attributes is 0.885, for music-related attributes is 0.890 and for menu-related attributes is 0.892.

High internal consistency exists among all the indicators of customer satisfaction and behavioural intentions. Cronbach's alpha value for customer satisfaction is 0.901 and for behavioural intentions, it is 0.895.

Composite reliability depends on the factor loadings of the items of a particular construct. The composite reliability of all the constructs is above 0.70, which is an indicator of good composite reliability (Hair, Anderson, Tatham, & Black, 1998). The value of composite reliability for culture- related attributes is 0.971, sanitation-related attributes are 0.911, for music-related attributes is 0.953, for menu-related attributes is 0.855. Composite reliability for customer satisfaction is 0.904 and for behavioural intentions, it is 0.926.

Convergent validity is assumed to be present if the standardized factor loading is greater than 0.70 (Anderson & Gerbing, 1988). After dropping the three statements from the first construct i.e. restaurant atmospherics, the convergent validity issues related to "menu" which emerged in the previous measurement model are now fixed in the overall measurement model. Now, all the items of the first sub-construct i.e. 'Culture-related attributes' have got high factor loadings close to 1. The statement which got the highest factor loading in culture-related attributes is B2 with 0.952-factor loading which is followed by B3 with 0.949-factor loading. Standardized factor loading for sanitation-related attributes is also high. The statement C4 got the highest factor loading of 0.890 and the statement C7 received the lowest factor loading of 0.666, which is below the threshold of 0.70, but it is very close to 0.70 and hence this statement is retained for further analysis. Factor loadings again for all the statements of music-related attributes are quite high. 0.911 is the highest factor loading for the statement D1 which is followed

by D3 with the factor loading of 0.910. All the statements in menu-related attributes got good factor loadings. The customer satisfaction scale received high factor loadings, which shows that the latent variable is measuring what it is supposed to measure. F3 statement got the highest loading of 0.896 and the statement F4 got the least loading of 0.800. The behavioural intentions of customers are found to be very high. All the three statements got high factor loadings which are close to 1. The value of average variance extracted for the sub-constructs—culture, sanitation, music and menu-related attributesexceeded the minimum criterion of .5 (Fornell & Larcker, 1981; Hair et al., 1998and hence support convergent validity.

Table 4.22: Discriminant Validity Analysis of the Overall Measurement Model

	Culture-related attributes	Sanitation -related Attributes	Music-related attributes	Menu-related attributes	Customer Satisfaction	Behavioural Intentions
Culture-related attributes	**0.933**					
Sanitation-related attributes	.270[**]	**0.821**				
Music- related attributes	.337[**]	.239[**]	**0.879**			
Menu- related attributes	.236[**]	.551[**]	.176[**]	**0.819**		
Customer Satisfaction	.121[*]	.534[**]	.161[**]	.523[**]	**0.838**	
Behavioural Intentions	-.084	.377[**]	.010	.380[**]	.402[**]	**0.899**

*Values in diagonal are the square root of 'Average Variance Extracted' (AVE) of each construct, below the diagonal are the correlations.

Correlation values and the square root of AVE is being presented in the above table to find out the discriminant validity. It is found that the square root of AVE of all the six constructs is greater than the correlation coefficient. Therefore, all the constructs support discriminant validity.

Table 4.23: Model Fit indices of Overall Measurement model of Restaurant Atmospherics, Customer Satisfaction and Behavioural Intentions

Absolute Fit Measures	Measure	Estimate	Threshold	Interpretation
	$\chi2$ (Chi-square)	665.271	---	---
	df (Degrees of Freedom)	359	---	---
	Chi-square/df ($\chi2/df$)	1.853	Between 1and 3	Acceptable
	GFI (Goodness of Fit Index)	0.908	>0.90	Acceptable
	RMSEA(Root Mean Square Error of Approximation)	0.044	<0.08	Acceptable
Incremental Fit Measures	AGFI (Adjusted Goodness of Fit Index)	0.889	>0.80	Acceptable
	NFI (Normed Fit Index)	0.947	>0.90	Acceptable
	CFI (Comparative Fit Index)	0.975	>0.90	Acceptable
	TLI (Tucker LewisIndex)	0.971	>0.90	Acceptable
Parsimony Fit Measures	PCFI (Parsimony Comparative of FitIndex)	0.862	>0.50	Acceptable
	PNFI (Parsimony Normed Fit Index)	0.837	>0.50	Acceptable

(Source: Hair, Black, Babin, Anderson & Tatham 2006; Kline, 2011)

The above table shows a good fit of the measurement model. All the measurement values are within the acceptable range. It gives a clear indication to proceed with this model to test the structural relationship among the constructs.

4.4.5. Structural Equation Modeling

Structural equation modeling is a multivariate statistical technique. It is a combination of 'Factor Analysis and Multiple Regression Analysis'. The main aim of structural equation modeling is to understand the cause and effect relationship among the constructs. It also tests the hypothetical or the research model being framed. In simple

words, it can be said that the structural model examines the relationship between dependent and independent variables. A two-step approach, suggested by Anderson & Gerbing (1988) was followed while applying structural equation modeling. In the first stage, a measurement model with multi-dimensional constructs was tested to check how closely measured variables are closely related to each other to define the theory. The measurement model met all the criteria of fit indices. After this, the study progressed with the second step of Structural Equation Modeling i.e. testing the structural model.

Figure 4.3: Hypothesized Structural Equation Model with Standard Estimates.
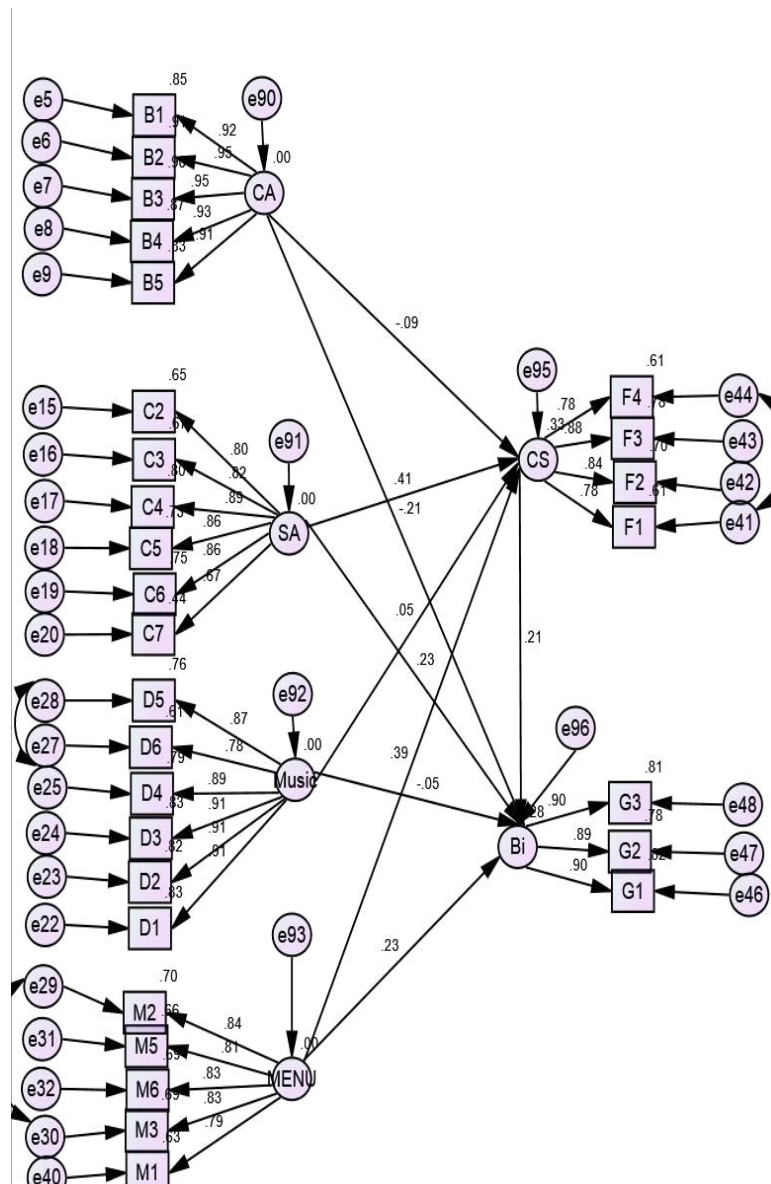
CA= Culture-related attributes, SA=Sanitation related attributes, D=Music, M=Menu, CS=Customer Satisfaction, BI=Behavioural Intentions.

The above figure shows the casual relationship between exogenous and endogenous variables. In the present study, restaurant atmospherics along with its four constructs is an exogenous (independent) variable, customer satisfaction is a mediating variable and the behavioural intentions of customers is an endogenous (dependent) variable.

Table 4.24 Reliability and Standardized Loadings of Constructs

Latent Variable	Items	Standardized Loadings	Composite Reliability	Cronbach Alpha	AVE
Culture-related attributes	B1	.920	0.971	0.971	0.630
	B2	.953			
	B3	.949			
	B4	.931			
	B5	.913			
Sanitation-related attributes	C2	.804	0.876	0.885	0.528
	C3	.820			
	C4	.893			
	C5	.856			
	C6	.866			
	C7	.664			
Music-relatedattributes	D1	.913	0.953	0.954	0.581
	D2	.905			
	D3	.911			
	D4	.887			
	D5	.874			
	D6	.779			
Menu-relatedattributes	M1	.791	0.855	0.913	0.506
	M2	.837			
	M3	.830			
	M5	.813			
	M6	.829			
Customer Satisfaction	F1	.788	0.904	0.901	0.501
	F2	.854			
	F3	.867			
	F4	.748			
BehaviouralIntentions	G1	.903	0.926	0.925	0.808
	G2	.885			
	G3	.902			

The above table shows high reliability among all the constructs. All the values are above the threshold of >0.70.

Table 4.25: Model Fit indices of Structural model of Restaurant Atmospherics, Customer Satisfaction and Behavioural Intentions

Absolute Fit Measures	Measure	Estimate	Threshold	Interpretation
	χ2 (Chi-square)	920.664	---	---
	df (Degrees of Freedom)	365	---	---
	Chi-square/df (χ2/df)	2.522	Between1 and 3	Acceptable
	GFI (Goodness of Fit Index)	0.873	>0.90	Acceptable
	RMSEA(Root Mean Square Error of Approximation)	0.059	<0.08	Acceptable
Incremental Fit Measures	AGFI (Adjusted Goodness of Fit Index)	0.849	>0.80	Acceptable
	NFI (Normed Fit Index)	0.926	>0.90	Acceptable
	CFI (Comparative Fit Index)	0.954	>0.90	Acceptable
	TLI (Tucker LewisIndex	0.949	>0.90	Acceptable
Parsimony Fit Measures	PCFI (Parsimony Comparative of Fit Index)	0.858	>0.50	Acceptable
	PNFI (Parsimony Normed Fit Index)	0.833	>0.50	Acceptable

The above table shows a good fit for the structural model. All the measurement values are within or close to the acceptable range. Now, the next step is to evaluate the path coefficients to test the hypothesis.

4.4.6: Testing the Path and Hypotheses

In structural equation modeling, the inter-relationship between the hypothetical constructs is denoted through regression or path coefficients between the constructs. The cause and effect relationship is expressed through single-headed arrows. Regression effects are also named "paths", "directional effects", and "factor loadings".

Table 4.26: Regression Weights for Restaurant Atmospherics, Customer Satisfactionand Behavioural Intentions

	Relationships		Estimate	S.E.	C.R.	P	Label
CS	←	SA	.337	.039	8.566	***	par_21
CS	←	MENU	.322	.040	8.015	***	par_22
CS	←	Music	.033	.029	1.165	.244	par_23
CS	←	CA	-.050	.023	-2.114	.035	par_34
Bi	←	CS	.263	.077	3.439	***	par_20
Bi	←	Music	-.041	.037	-1.099	.272	par_24
Bi	←	MENU	.252	.057	4.432	***	par_25
Bi	←	SA	.245	.056	4.403	***	par_26
Bi	←	CA	-.147	.031	-4.745	***	par_35
C6	←	SA	.955	.044	21.946	***	par_1
C5	←	SA	.978	.045	21.658	***	par_2
C4	←	SA	1.080	.047	23.078	***	par_3
C3	←	SA	1.000				
C2	←	SA	.854	.043	19.718	***	par_4
D1	←	Music	1.152	.039	29.429	***	par_5
D2	←	Music	1.031	.036	28.817	***	par_6
D3	←	Music	1.066	.036	29.222	***	par_7
D4	←	Music	1.000				
D6	←	Music	.928	.044	21.191	***	par_8
M6	←	MENU	1.000				
M5	←	MENU	.945	.048	19.578	***	par_9
M2	←	MENU	.991	.049	20.032	***	par_10
M3	←	MENU	.916	.046	19.783	***	par_11
M1	←	MENU	1.020	.054	18.849	***	par_12
D5	←	Music	.978	.037	26.586	***	par_13
F4	←	CS	.822	.042	19.750	***	par_14
F3	←	CS	1.000				

F2	←	CS	.951	.046	20.809	***	par_15
F1	←	CS	.974	.051	18.970	***	par_16
G3	←	Bi	1.000				
G2	←	Bi	.919	.034	26.803	***	par_17
G1	←	Bi	1.080	.039	27.773	***	par_18
C7	←	SA	.594	.039	15.256	***	par_27
B5	←	CA	1.000				
B4	←	CA	1.005	.029	34.634	***	par_30
B3	←	CA	1.024	.028	36.886	***	par_31
B2	←	CA	.974	.026	37.389	***	par_32
B1	←	CA	1.056	.032	33.361	***	par_33

Significant at 0.01 level

Table 4.26 shows the association between restaurant atmospherics (culture, sanitation, music, and menu), customer satisfaction and behavioural intentions. The relationships between different variables are measured through the standardized regression coefficient (β), p-value, and t-value. In table 4.26, the standardized regression coefficient (β) shows that when the exogenous variable (independent variable) goes up by 1 unit, the endogenous variable (dependent variable) goes up by the unit of its respective estimate (Jana & Chandra, 2016). A further explanation of relationships is given below:

H1a: Culture-related attributes of Fine-dining restaurants have a significant

Influence of Restaurant Atmospherics on Customer Satisfaction influence on (i) Customer Satisfaction and (ii) Behavioural intentions**.**

The above table shows that the regression weight for **culture-related attributes (CA)** in the prediction of **customer satisfaction** (**CS)** is significantly different from zero at the 0.05 level (two-tailed). The regression coefficient and p-value of the path from culture-related attributes of a fine-dining restaurant to customer satisfaction is ß = -.05, t-value -2.114, and the p-value is 0.035 respectively. As the p-value is less than the significant alpha value of 0.05, H1a (i) is accepted that culture-related atmospheric attributes have a significant positive influence on customer satisfaction.

The influence of restaurant atmospherics on behavioural intentions was also studied. The regression weight for **culture-related attributes (CA)** in the prediction of behavioural intentions (**Bi)** is significantly different from zero at the 0.001 level (two-tailed) with regression coefficients being -.147, t-value= -4.745, and p-value 0.000 and thus, H1a (ii) is accepted. This result shows that both customer satisfaction level and behavioural intentions are affected by culture-related attributes of a fine-dining restaurant.

H1b: Sanitation-related attributes of Fine-dining restaurants have a significant influence on (i) Customer Satisfaction and (ii) Behavioural Intentions.

The above table shows that the regression weight for **sanitation-related attributes** in the prediction of **customer satisfaction** (**CS)** is significantly different from zero at the

0.001 level (two-tailed). The regression coefficient and p-value of the path from sanitation-related attributes of a fine-dining restaurant to customer satisfaction is ß = 0.337, t-value= 8.566, and p-value being 0.000 respectively. This result shows that the sanitation conditions of a fine-dining restaurant have a significant influence on customer satisfaction. As the p-value is less than the significant alpha value of 0.05, H1b (i) is accepted that sanitation-related atmospheric attributes have a significant positive influence on customer satisfaction. The regression coefficient for the path from sanitation attributes to behavioural intentions is also significantly affected with ß = 0.245, t-value= 4.403, and p-value being 0.000 respectively. It shows that if customers are satisfied with the sanitation conditions of a restaurant then they show positive behavioural intentions and thus, accepted H1b (ii).

H1c: Music-related attributes of Fine-dining restaurants have a significant influence on (i) Customer Satisfaction and (ii) Behavioural intentions.

The above table shows that the regression weight for **music-related attributes** in the prediction of **customer satisfaction** (**CS)** is not significantly different from zero at the

0.05 level (two-tailed). The regression coefficient and p-value of the path from music-related attributes of a fine-dining restaurant to customer satisfaction is ß = 0.033, t-value= 1.165 and p-value=0.244 respectively. This result shows that music played in a fine-dining restaurant has no significant influence on customer satisfaction. For music, the p-value is more than the significant alpha value of 0.05. The regression

coefficient for the path from music to behavioural intentions is also not significantly affected with ß = -.041, t-value= -1.099, and p-value being 0.272 respectively. It shows that music has no significant influence on customer satisfaction and their behavioural intentions. Hence the hypothesis H1c (i) and H1c (ii) was not supported.

H1d: Menu-related attributes of Fine-dining restaurants have a significant influence on (i) Customer Satisfaction and (ii) Behavioural Intentions.

The above table shows that the regression weight for **menu-related attributes** in the prediction of **customer satisfaction (CS)** is significantly different from zero at the

0.001 level (two-tailed). The regression coefficient and p-value of the path from menu-related attributes of a fine-dining restaurant to customer satisfaction is ß = 0.322, t-value= 8.015 and p-value= 0.000 respectively. This result shows that the design and description of food items in a menu card have a significant influence on customer satisfaction. The regression coefficient for the path from menu-related attributes to behavioural intentions is also significantly affected with ß = 0.252, t-value= 4.432, and p-value being 0.000 respectively. It shows that the menu card of a restaurant significantly influences customer behavioural intentions. As the p-value is less than the significant alpha value of 0.05, hence, H1d (i) and H1d (ii) are supported.

H2: There is a significant influence of Customer Satisfaction on Behavioural Intentions.

Hypothesis 2 postulates that customer satisfaction from restaurant atmospherics has a significant positive influence on customers' behavioural intentions. The Table 4.26 shows a significant relationship between customer satisfaction and behavioural intentions (ß = 0.263, t=3.439, and p-value being 0.000 respectively). This finding proposes that if customers are satisfied with the atmospheric attributes of a restaurant, then they indicated positive intentions to revisit, recommend and have positive word-of-mouth for it.

After analysing all the attributes of restaurant atmospherics and its influence on customer satisfaction and behavioural intentions, the summarized results for hypothesis one (H1) and hypothesis two (H2) has been presented in the table below:

Table 4.27: Summarized results of Hypothesis testing of Influence of Restaurant Atmospherics on Customer Satisfaction and Behavioural Intentions

Hypothesized path	Standardized path coefficients	t-value	p-value	Results
H1a(i) Culture-related attributes →Customer Satisfaction	-.050	-2.114	.035	H1a(i) is supported
H1b(i) Sanitation related attributes→ Customer Satisfaction	.337	8.566	***	H1b(i) is supported
H1c(i) Music related attributes →Customer Satisfaction	.033	1.165	.244	H1c(i) is not supported
H1d(i) Menu→ Customer Satisfaction	.322	8.015	***	H1d(i) is supported
H1a(ii) Culture related attributes → Behavioural Intentions	-.147	-4.745	***	H1a(ii) issupported
H1b(ii) Sanitation → Behavioural Intentions	.245	4.403	***	H1b(ii) issupported
H1c(ii) Music → Behavioural Intentions	-.041	-1.099	.272	H1c(ii) is not supported
H1d(ii) Menu → Behavioural Intentions	.252	4.432	***	H1d(ii) issupported
H2 Customer Satisfaction → Behavioural Intentions	.263	3.439	***	H2 is supported

H3: Customer Satisfaction mediates the relationship between Restaurant Atmospherics and Behavioural Intentions.

4.4.7: **Testing the Mediation Effect**

The mediating effect of customer satisfaction between restaurant atmospherics and behavioural intentions was tested. How or why an outcome is influenced by an independent variable is explained by a mediating variable. The Bootstrapping method in AMOS software is being used to test the mediation effect between independent and dependent variables. In the bootstrap approach, two structural models have been constructed; one with the absence of mediating construct and the other one with the existence of mediating construct (Cheung & Lau, 2008).

SEM- MEDIATION THROUGH BOOTSTRAP APPROACH

Figure 4.4: Direct effect of Restaurant Atmospherics on Behavioural Intentions (In the absence of mediator)
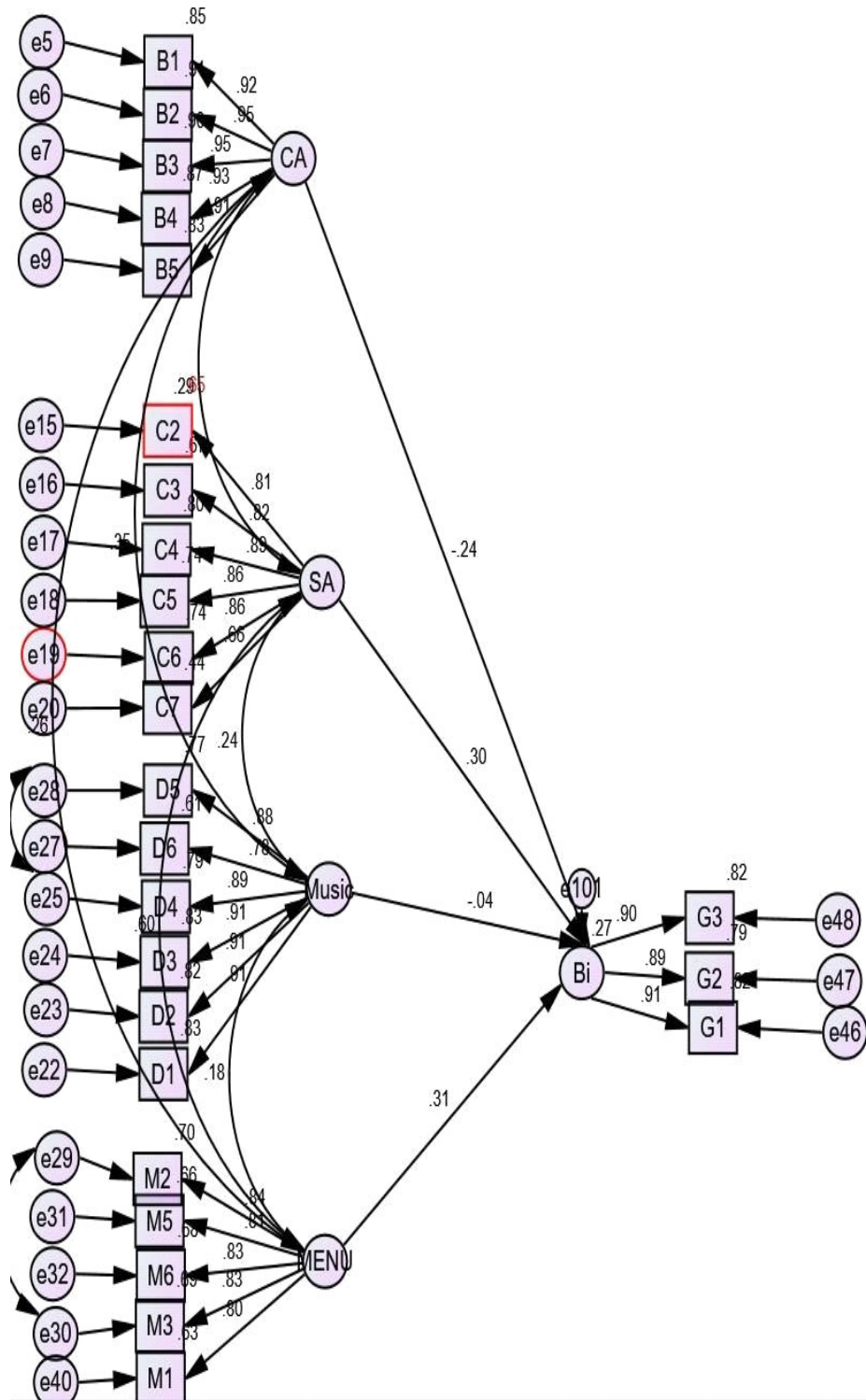
CA=Culture-related attributes, SA=Sanitation-related attributes, M=Menu, D=Music, BI=Behavioural Intentions

Figure 4.5: Indirect effect of Restaurant Atmospherics on Behavioural Intentions (In the presence of mediator)
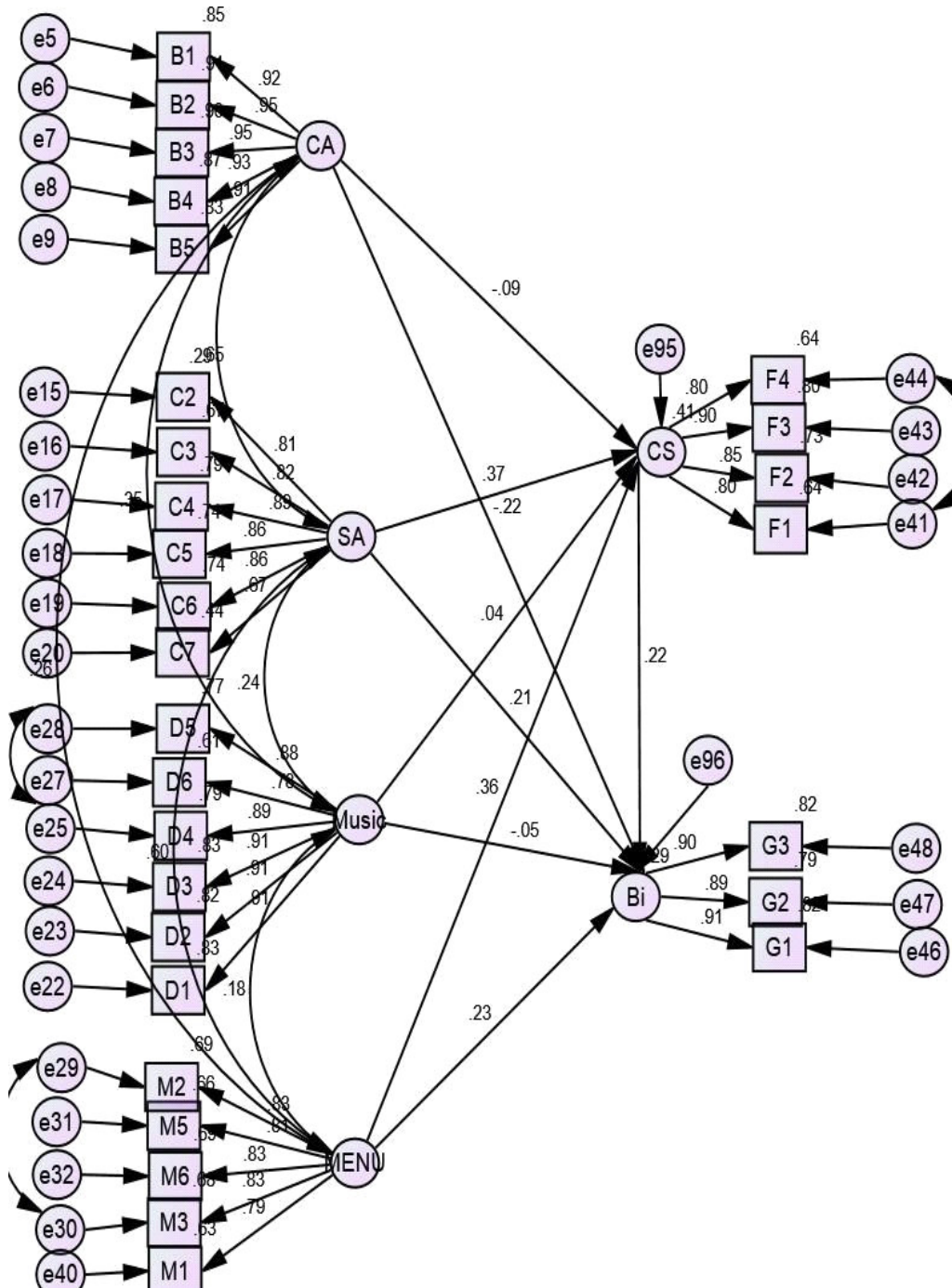
CA= Culture-related attributes, SA=Sanitation-related attributes, M=Menu, D=Music, CS=Customer satisfaction, BI=Behavioural Intentions

Table 4.28: Regression Weights: (Without Mediating variable i.e. Customersatisfaction)

Relationships			Estimate	S.E.	C.R.	P	Label
Bi	←	CA	-.166	.035	-4.781	***	par_23
Bi	←	SA	.321	.066	4.860	***	par_24
Bi	←	Music	-.034	.041	-.827	.408	par_25
Bi	←	MENU	.336	.067	5.009	***	par_26

The above table shows that except music, all other exogenous latent constructs of restaurant atmospherics are identified to have a direct significant influence on the endogenous latent construct i.e. behavioural intentions.

Table 4.29: Regression Weights: (With Mediating Variable i.e. Customer Satisfaction)

?			Estimate	S.E.	C.R.	P	Label
CS	←	CA	-.054	.026	-2.058	.040	
CS	←	SA	.331	.051	6.495	***	
CS	←	Music	.029	.031	.933	.351	
CS	←	MENU	.326	.051	6.349	***	
Bi	←	CA	-.152	.034	-4.431	***	
Bi	←	SA	.233	.069	3.370	***	
Bi	←	Music	-.042	.040	-1.032	.302	
Bi	←	MENU	.248	.070	3.543	***	
Bi	←	CS	.265	.075	3.553	***	

All exogenous latent constructs except music have a significant influence on the mediating latent construct, i.e. customer satisfaction. It was also found that all exogenous latent constructs except music have a significant influence on endogenous latent constructs in the presence of latent mediating construct.

All the sub-constructs of restaurant atmospherics except music-related attributes have directly influenced the customer satisfaction. The indirect relationship through the bootstrapping method from SEM is being shown below.

SEM- MEDIATION THROUGH BOOTSTRAP APPROACH

Table 4.30: **Indirect Effects - Two-Tailed Significance (BC)**

	Culture Related Attributes	Sanitation related attributes	Music-related attributes	Menu Related attributes	Customer Satisfaction	Behavioural Intentions
Customer Satisfaction	…	…	…	…	…	…
Behaviour al Intentions	.040	.001	.355	.001	…	…

The standardized indirect effect in the table above shows that all the exogenous latent constructs except music, have significant indirect effects on the endogenous variable, i.e. behavioural intentions through the mediator variable (MV) customer satisfaction. The standardized indirect (mediated) effect of **Culture-related attributes** on **Behavioural intentions** is significantly different from zero at the 0.001 level (p=.040 two-tailed). The standardized indirect (mediated) effect of **Menu** on **Behavioural intentions** is significantly different from zero at the 0.001 level (p=.001 two-tailed). The standardized indirect (mediated) effect of **Music** on **Behavioural intentions** is not significantly different from zero at the 0.001 level (p=.355 two-tailed). The standardized indirect (mediated) effect of **Sanitation-related attributes** on **Behavioural intentions** is significantly different from zero at the 0.001 level (p=.001 two-tailed).

Table 4.31: Direct Effects - Two-Tailed Significance (BC)

	Culture related Attributes	Sanitation related attributes	Music-related attributes	Menu related attributes	Customer Satisfaction	Behavioural Intentions (BI)
Customer	…	…	…	…	…	…
Satisfaction						
B.I	.001	.001	.324	.001	**.001**	…

The standardized direct effect table shows that all the exogenous latent constructs except music have a significant direct effect on behavioural intentions. It is also noted that exogenous variables have a significant impact on the mediator variable. Hence, a partial mediating effect of customer satisfaction between restaurant atmospherics and behavioural intentions was found which shows both direct and indirect effect.

Table: 4.32 Summary table for Mediation Analysis

Relationship			Direct without mediator	Direct with mediator	Indirect Effect
Culture-related attributes	Customer satisfaction	Behavioural Intentions	-.166	-.152	.040
Sanitation-related attributes	Customer satisfaction	Behavioural Intentions	.321	.233	.001
Music-related attributes	Customer satisfaction	Behavioural Intentions	-.034	-.042	.355
Menu-related attributes	Customer satisfaction	Behavioural Intentions	.336	.248	.001

The summary table shows that all exogenous latent constructs except music have significant effects toward endogenous latent construct; behavioural intentions. However, for indirect effect result, all exogenous latent constructs except music have indirect effect toward behavioural intentions through customer satisfaction. This finding concludes the partial mediating effect of customer satisfaction between restaurant atmospherics and behavioural intentions. The result of the exogenous variables, ie. restaurant atmospherics have significant indirect effects through mediating variable (MV) customer satisfaction and significant direct effects on endogenous variable, behavioural intentions indicate that model has achieved the partial mediation.

Table 4.33: Summarized Results of Hypotheses Testing of Mediating effect of Customer Satisfaction between Restaurant Atmospherics and Behavioural Intentions

Hypothesis3 (H3):	There is a significant mediating effect of customer satisfaction between Fine-dining restaurant atmospherics and Behavioural intentions.	H3 is supported (Partial mediating effectwas found)

4.5: Hypothesis testing of Moderation effect of Demographics

H4: There is no significant moderating effect of demographics (age, gender, marital status, and occupation) on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions in Fine-dining restaurants.

H4a: Testing Moderation effect of Gender on the relationship between Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions in Fine-dining restaurants.

In this study, the moderating effect of gender on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions was analysed. Multi-group analysis in Structural equation modeling (SEM) was initiated to determine the moderating effect of gender on the aforesaid relationship. For the analysis, the moderating variable, i.e. gender was classified into two groups i.e. male and female (Hair, Anderson, Babin and Black, 2010 and Byrne, 2010).

Figure 4.6: Moderating effect of Male on the relationship between Restaurant Atmospherics, Customer Satisfaction and Behavioural Intentions
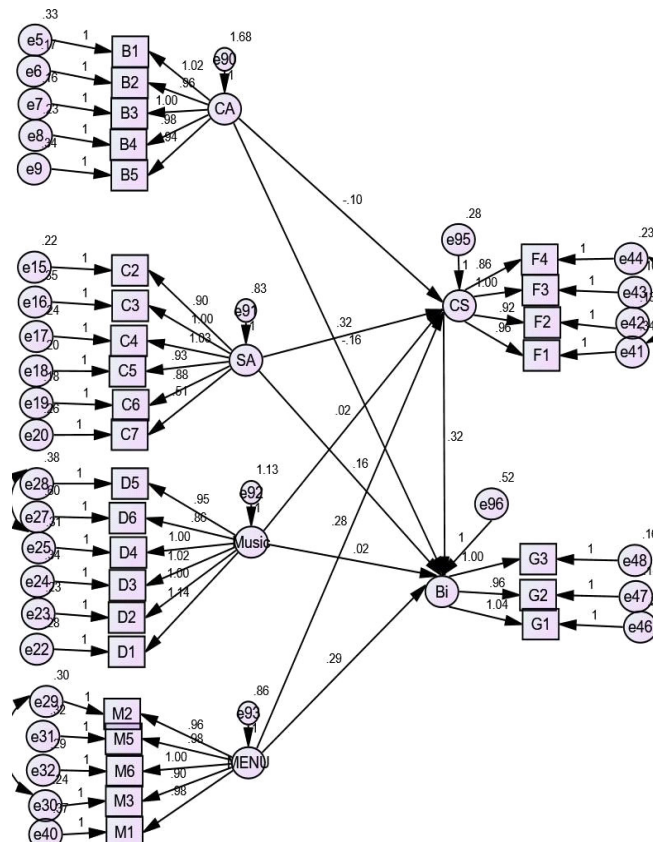
CA=Culture-related attributes, SA=Sanitation-related attributes, D=Music, M=Menu, CS=Customer satisfaction, BI=Behavioural Intentions

Figure 4.7: Moderating effect of Female on the Relationship between Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions
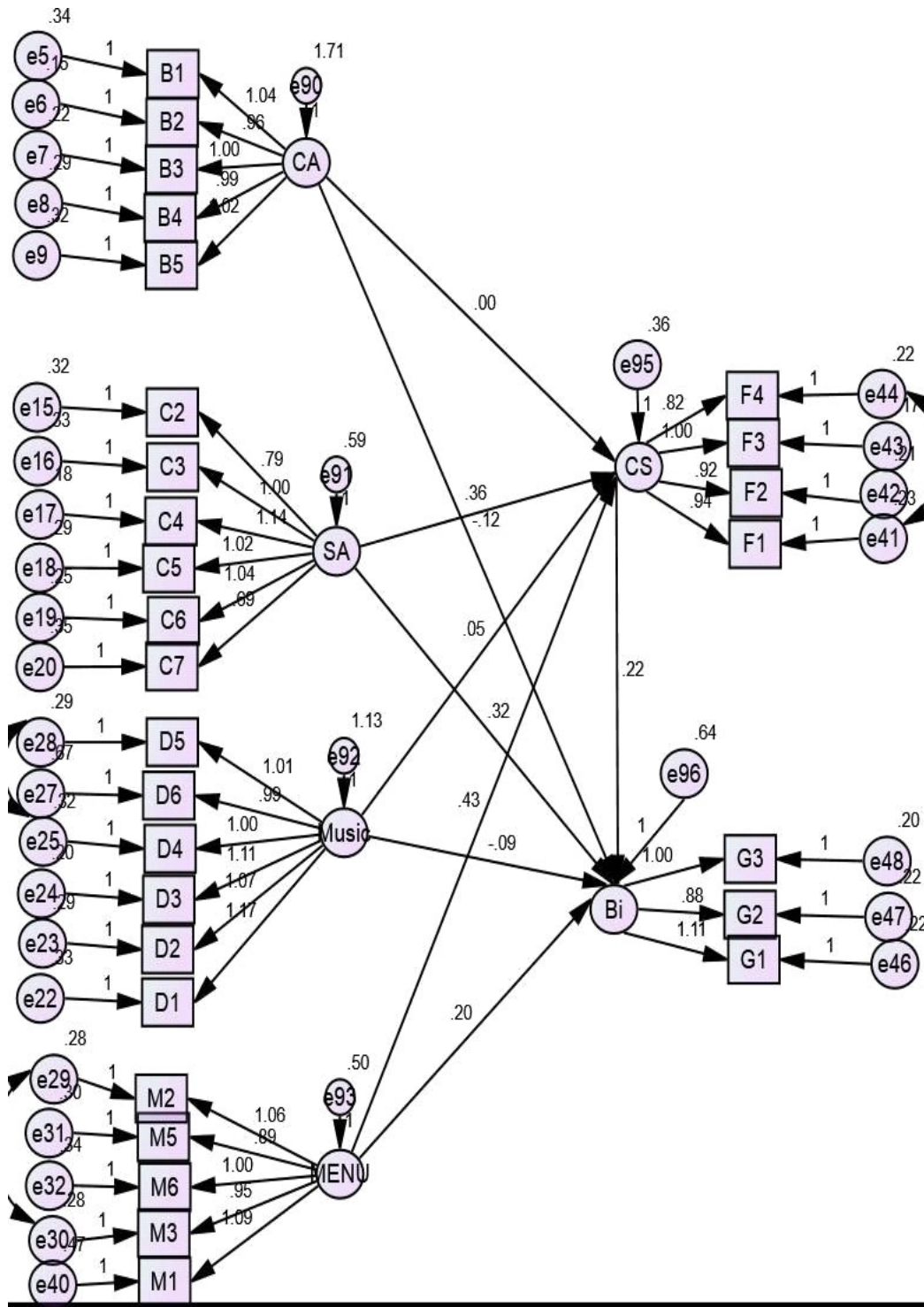
* Significant at 5% level for male

CA=Culture-related attributes, SA=Sanitation-related attributes, D=Music, M=Menu, CS=Customer satisfaction, BI=Behavioural Intentions

Table 4.34: Regression Weights: (Male and Female)

			MALE		FEMALE				
			Estimate	P	Estimate	P	Label	Label	z-score
CS	←	SA	0.299	***	0.342	***	par_25	par_65	0.428
CS	←	MENU	0.267	***	0.421	***	par_26	par_66	1.453
CS	←	Music	-0.001	0.985	0.066	0.135	par_27	par_67	1.129
CS	←	CA	-0.059	0.022	-0.059	0.022	par_31	par_71	1.127
Bi	←	CS	0.32	0.006	0.218	0.034	par_24	par_64	-0.659
Bi	←	Music	0.023	0.688	-0.094	0.104	par_28	par_68	-1.438
Bi	←	MENU	0.291	***	0.2	0.087	par_29	par_69	-0.622
Bi	←	SA	0.15	0.096	0.316	0.003	par_30	par_70	1.208
Bi	←	CA	-0.176	***	-0.126	0.008	par_41	par_81	0.725
C6	←	SA	0.883	***	1.036	***	par_2	par_42	1.743*
C5	←	SA	0.932	***	1.025	***	par_3	par_43	1.015
C4	←	SA	1.026	***	1.127	***	par_4	par_44	1.082

The results of the multiple-group SEM analysis are shown in Figures 4.7, 4.8, and table 4.34. Table 4.34 shows the estimated values, p values, and the values of Z- score separately for males and females. The values for Z-score are obtained from the output of differences in critical ratio. The values of the z-score were found to be insignificant in respect of all the sub-constructs of restaurant atmospherics i.e. (culture, sanitation, music, and menu), customer satisfaction, and behavioural intentions. Hence, hypothesis H4a was not supported. However, the p-value for both males and females for sanitation and menu on customer satisfaction were found to be significant at a 5% level of significance. As far as the moderation effect of gender on the behavioural intentions was concerned, no significant moderating effect of being male and female was found on the relationship between restaurant atmospherics, customer satisfaction and behavioural intentions.

H4b: Marital Status has a significant moderating effect on the relationship between Fine-dining restaurant atmospherics, customer satisfaction, and behavioural intentions.

Figure 4.8: Moderating effect of Unmarried on the relationship between RestaurantAtmospherics, Customer Satisfaction and Behavioural Intentions

CA=Culture-related attributes, SA=Sanitation-related attributes, D=Music, M=Menu, CS=Customer Satisfaction, BI=Behavioural Intentions

**Figure 4.9: Moderating effect of Married on the Relationship between RestaurantAtmospherics, Customer Satisfaction, and Behavioural Intentions**
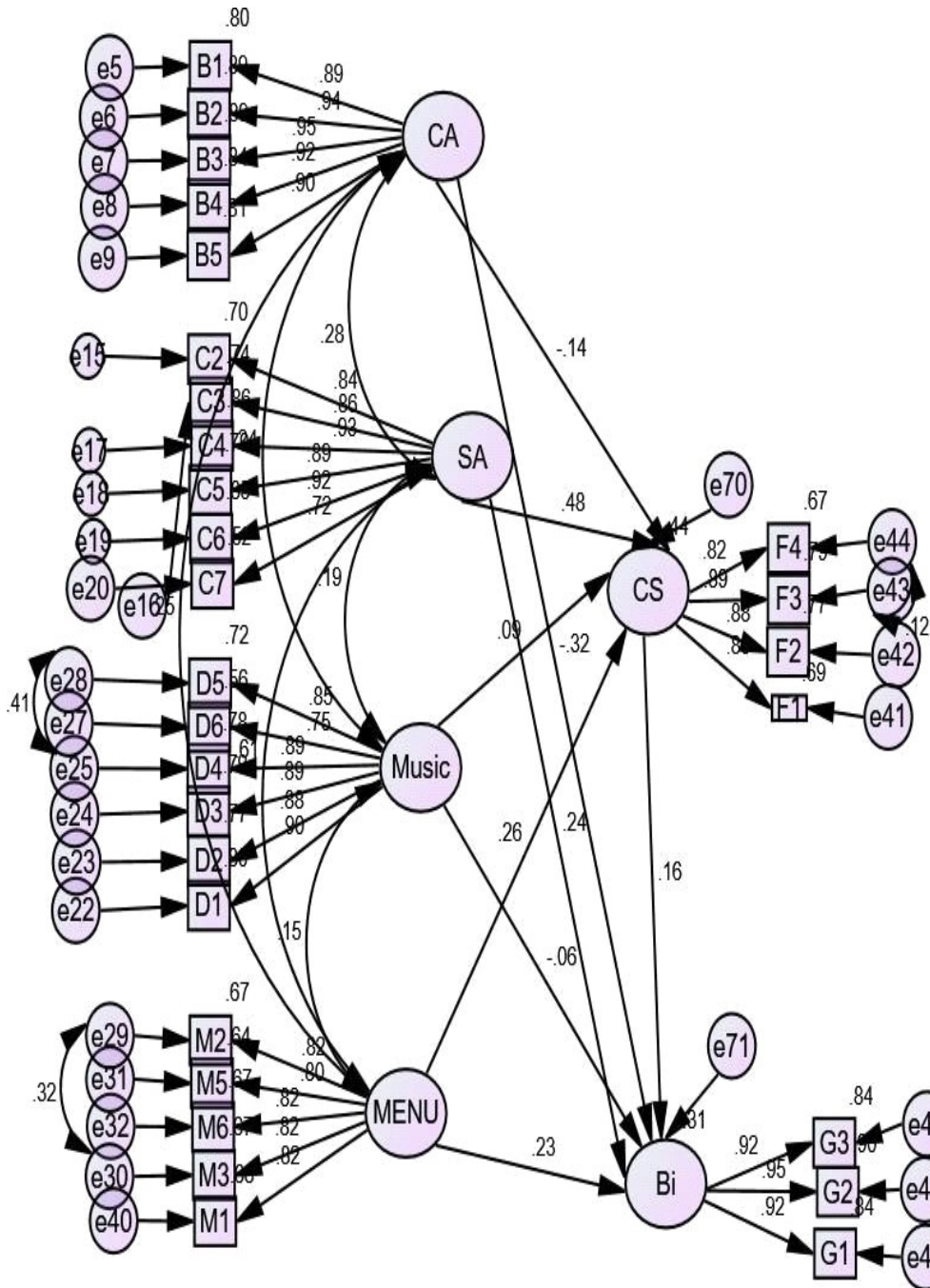
CA=Culture-related attributes, SA=Sanitation-related attributes, D=Music, M=Menu, CS=Customer satisfaction, BI=Behavioural Intentions
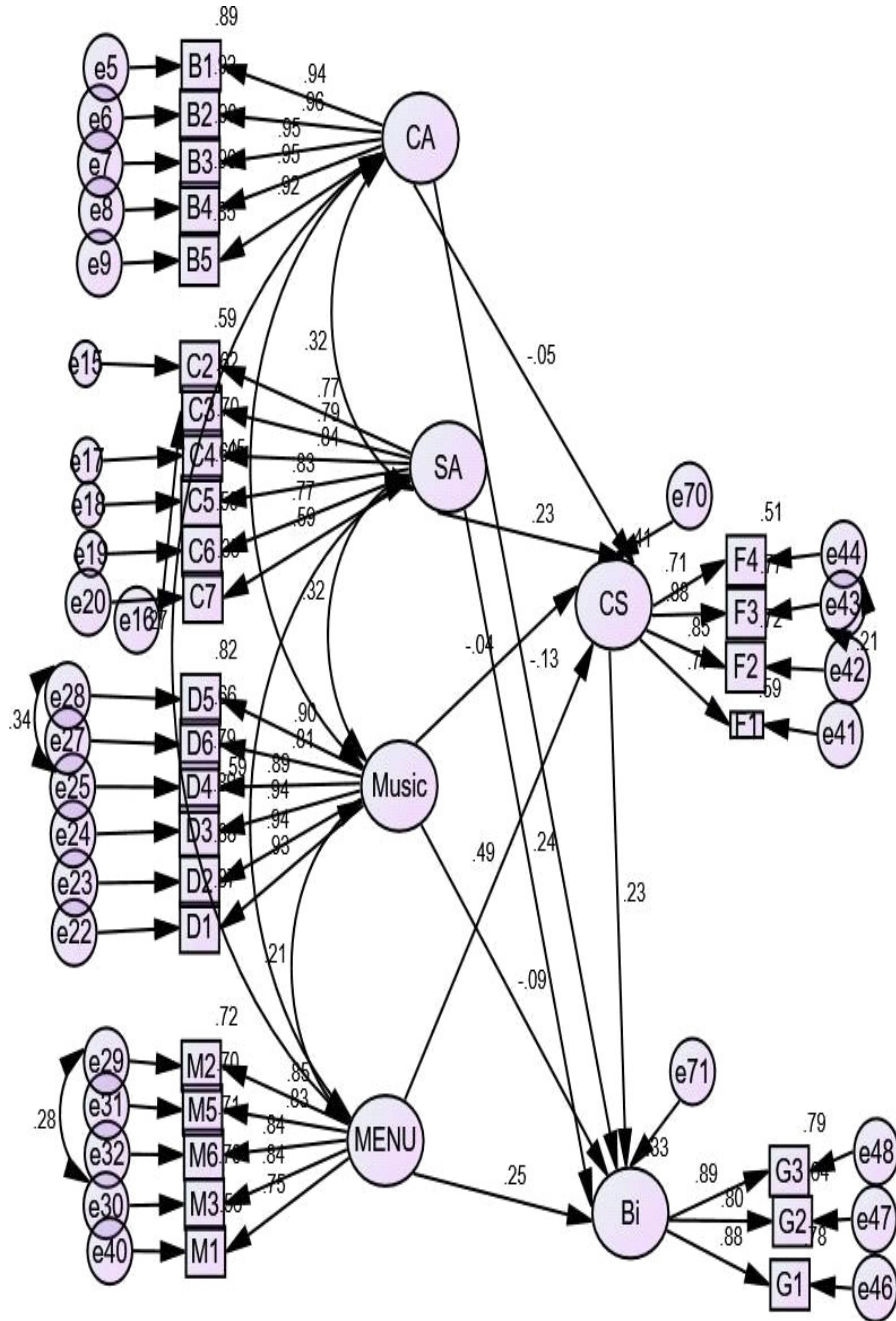
Table 4.35: Regression Weights: (Unmarried and Married Default model)

Relationship			Unmarried		Married				
			Estimate	P	Estimate	P	Label	Label	z-score
CS	←	SA	0.199	0.009	0.425	***	par_25	par_65	2.214**
CS	←	MENU	0.436	***	0.231	***	par_26	par_66	-1.978**
CS	←	Music	-0.026	0.614	0.061	0.114	par_27	par_67	1.344
CS	←	CA	-0.025	0.522	-0.084	0.019	par_40	par_80	-1.103
Bi	←	CS	0.274	0.009	0.207	0.041	par_24	par_64	-0.475
Bi	←	Music	-0.076	0.231	-0.053	0.306	par_28	par_68	0.285
Bi	←	MENU	0.269	***	0.264	***	par_30	par_70	1.325
Bi	←	SA	0.245	0.008	0.273	0.004	par_29	par_69	0.216
Bi	←	CA	-0.082	0.088	-0.247	***	par_41	par_81	-2.429**
C6	←	SA	0.825	***	1.034	***	par_2	par_42	2.389**
C5	←	SA	0.996	***	0.963	***	par_3	par_43	-0.357
C4	←	SA	1.019	***	1.107	***	par_4	par_44	0.915

The results of the multiple-group SEM analysis are shown in Figures 4.8, 4.9, and Table 4.35. The above table shows the estimated values, p values, and the values of Z- score separately for unmarried and married. The values for Z-score are obtained from the output of differences in critical ratio. The values of the z-score were found to be significant in respect of the two sub-constructs of restaurant atmospherics i.e. sanitation and menu, and non-significant for music and culture for customer satisfaction. Hence, the hypothesis H3b for sanitation and menu was supported, however, the p-value for both unmarried and married concerning music and culture-related attributes on customer satisfaction were found to be insignificant at a 5% level of significance. The moderation effect was found to be stronger for married for sanitation with an estimated value (β =0.425 and p-value .000) as compared to the estimated value of (β =0.199 and p-value .000) in the case of unmarried. For menu-related attributes, a strong moderation effect was found for unmarried about menu-related attributes with estimated value (β =0.436 and p-value .000) for unmarried and (β =0.231 and p-value .000) in case of married. As far as the moderation effect of marital status on behavioural intentions was concerned, no statistically significant moderating effect of being unmarried and

married on behavioural intentions were found except for culture and menu-related attributes. The moderating effect of marital status on the relationship between culture-related attributes and behavioural intentions was found to be significant with estimated value (β = -0.082 and p-value .000) for unmarried and estimated value (β =-0.247 and p-value

.000). The moderation effect was found to be high in the case of married for culture-related attributes and hence their behavioural intentions. Hence, H3b is partially supported for sanitation and menu-related attributes of restaurant atmospherics towards customer satisfaction and for culture-related attributes and behavioural intentions.

**H4c:** Age has a significant moderating effect on the relationship between Fine-dining Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions.

One-way Analysis of Variance was conducted to know the difference between and within the groups and multiple comparisons were done across all the age groups to understand the moderating effect of the age on the relationship between Fine-dining Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions.

Table: 4.36. Difference across all the Age Groups using ANOVA

Attributes	Difference	Sum of Squares	Degree of Freedom	Mean Square	F.	Sig.
Culture-related attributes	Between Groups	114.533	4	28.633	18.764	.000
	Within Groups	663.787	435	1.526		
	Total	778.320	439			
Sanitation-related attributes	Between Groups	56.662	4	14.165	27.970	.000
	Within Groups	220.307	435	.506		
	Total	276.968	439			
Music- related attributes	Between Groups	31.733	4	7.933	6.537	.000
	Within Groups	527.946	435	1.214		
	Total	559.680	439			
Menu-related attributes	Between Groups	61.691	4	15.423	26.187	.000
	Within Groups	256.194	435	.589		
	Total	317.885	439			
Customer Satisfaction	Between Groups	12.540	4	3.135	6.141	.000
	Within Groups	222.076	435	.511		
	Total	234.616	439			
Behavioural Intentions	Between Groups	8.897	4	2.224	2.519	.041
	Within Groups	384.069	435	.883		
	Total	392.966	439			

Table 4.37: Difference among Age and all the Constructs through Multiple Comparisons

Constructs	Age group	N	Mean	SD	F value	Sig value	Multiple comparisons
Culture- related attributes	18-30 (a)	170	3.63	1.30	18.76	.000	A>B,C,D,E
	31-40 (b)	130	3.19	1.32			
	41-50 (c)	73	2.87	1.25			
	51-60 (d)	40	2.26	.925			
	61 & Above(e)	27	1.98	.334			
Sanitation- related attributes	18-30 (a)	170	4.39	.667	27.97	.000	B> A,C,D,E
	31-40 (b)	130	4.45	.763			
	41-50 (c)	73	4.16	.823			
	51-60 (d)	40	3.52	.649			
	61 & Above(e)	27	3.26	.424			
Music-related attributes	18-30 (a)	170	3.82	1.09	6.537	.000	A>B,C,D,E
	31-40 (b)	130	3.59	1.13			
	41-50 (c)	73	3.46	1.14			
	51-60 (d)	40	3.03	.922			
	61& Above(e)	27	3.01	1.12			
Menu-related attributes	18-30 (a)	170	4.18	.786	26.18	.000	B> A,C,E,D
	31-40 (b)	130	4.32	.651			
	41-50 (c)	73	4.16	.707			
	51-60 (d)	40	3.08	.984			
	61 & Above(e)	27	3.40	.942			
Customer Satisfaction	18-30 (a)	170	4.23	.692	6.14	.000	B> A,C,D,E
	31-40 (b)	130	4.24	.819			
	41-50 (c)	73	4.15	.655			
	51-60 (d)	40	3.79	.557			
	61 & Above(e)	27	3.72	.659			
Behavioural Intentions	18-30	170	4.12	.967	2.51	.041	A> B,C,D,E
	31-40	130	4.04	1.05			
	41-50	73	4.00	.820			
	51-60	40	3.70	.707			
	61 & Above (e)	27	3.59	.775			

Moderating effect of Age on Culture-related attributes:

Table 4.36 & 4.37 shows the moderating effect of age on the response towards culture-related attributes of a fine-dining restaurant based on the mean difference across all the age groups. Respondents belonging to the age group 18-30 showed more inclination towards culture-related restaurant attributes with the highest mean value of 3.63. The second age group which admired the culture-related attributes was 31-40. The people belonging to the age group 41-50 and 51-60 got the mean score above 2, i.e. 2.87 and 2.26. The age group 61 & above got the least mean value of 1.98, showing the least positive response towards these attributes. The f value is 18.76 and the significant value is .000. Since the significant value is less than 0.05, it can be ascertained that, on account of the influence of age as a moderating variable, there is a statistically significant difference regarding culture-related attributes across all the age groups.

Moderating effect of Age on Sanitation-related attributes:

Table 4.36 & 4.37 shows the moderating effect of age on opinion towards sanitation-related attributes based on mean difference across all the age groups. Respondents belonging to the age group 31-40, 18-30, and 41-50 indicated a strong positive response towards sanitation conditions in the restaurant with the mean values of 4.45, 4.39, and 4.16. People in the age groups 51-60 and 61 & above also showed good response towards sanitation conditions. The f value is 27.97 and the significant value is .000. Since the significant value is less than 0.05, it can be ascertained that age has a significant moderating influence on the opinion towards sanitation-related attributes across all the age groups.

Moderating effect of Age on Music-related attributes

Table 4.36 & 4.37 shows the moderating effect of age on preference for music-related attributes of a fine-dining restaurant on the basis of mean difference across all the age groups. The results of the table indicate significant differences regarding the perception of music among all age groups. Respondents belonging to the age group 18-30, 31-40, and 41-50 got the highest mean values of 3.82, 3.59, and 3.46. The age group which least liked the music played by the restaurant was 51-60 and 61 & above with mean scores of 3.03 and 3.01. The f value is 6.537 and the significant value is .000. Since the significant value is less than 0.05, it can be ascertained that age has a statistically significant moderating influence on the opinion towards sanitation-related attributes across all the age groups.

Moderating effect of Age on Menu-related attributes

Table 4.36 & 4.37 shows the moderating effect of age on the response towards menu-related attributes based on mean difference across all the age groups. The results of the table indicate significant differences regarding the perception of the menu among all the age groups. Respondents belonging to the age group 31-40 got the highest mean value of 4.32 which is followed by the age groups18-30 and 41-50 with the mean scores of 4.18 and 4.16. People in the age groups 51-60 and 61& above are found to have less preference towards menu-related attributes of a fine-dining restaurant. The f value is 26.18 and the significant value is .000. Since the significant value is less than 0.05, it can be ascertained that there is a statistically significant difference regarding the perception of menu-related attributes across all age groups.

Moderating effect of Age on Customer Satisfaction

Table 4.36 & 4.37 shows the moderating effect of age and the level of customer satisfaction on the basis of mean difference across all the age groups. The results of the table indicate a significant difference regarding the level of customer satisfaction among all the age groups. Respondents belonging to the age group 18-30, 31-40, and 41-50 got the highest mean scores of 4.23, 4.24, and 4.15. The age group 51-60 and 61 & above perceive customer satisfaction to be the lowest with mean scores of 3.79 and 3.72. The f value is 6.14 and the significant value is .000. Since the significant value is less than 0.05, it can be ascertained that age has a statistically significant moderating influence on customer satisfaction across all age groups.

Moderating effect of Age on Behavioural Intentions

Table 4.36 & 4.37 shows the moderation effect of age on behavioural intentions on the basis of mean difference across all the age groups. The results of the table indicate a significant difference regarding behavioural intentions among all the age groups. As the respondents belonging to the age groups 18-30, 31-40, and 41-50 are the most satisfied customers so they showed the highest intention to revisit, recommend to friends, family, and others and positive word of mouth for the fine-dining restaurant with the high mean values of 4.12, 4.04, 4.00. Customers belonging to the age group 51-60 and 61 & above showed their behavioural intentions with the mean value of 3.70 and 3.59. The f value is 2.51 and the significant value is 0.041. Since the significant value is less than 0.05, it can be ascertained that age has a statistically significant moderating influence on the behavioural intentions of customers across all age groups.

In nutshell, it can be concluded from Tables 4.36 & 4.37 that moderated by their age, the respondents were found to be significantly varying across all the constructs namely, culture, sanitation, music, menu, customer satisfaction, and behavioural intentions. The p-value for the F test is statistically significant for all the sub-constructs of restaurant atmospherics, customer satisfaction, and behavioural intentions being less than 0.05 across all the age groups. Specifically, the age groups of 18-30, 31-40, and 41-50 are more positive towards the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions as compared to other age groups as the p-value is less than 0.05. These results indicate that the age of customers moderates the relationship between restaurant atmospherics, customer satisfaction, and their behavioural intentions. Hence, H4c is supported.

H4d: Occupation has a significant moderating effect on the relationship between Fine- dining restaurant atmospherics, customer satisfaction, and behavioural intentions. The moderation effect of occupation on the relationship among restaurant atmospherics, customer satisfaction, and behavioural intentions in Fine-dining restaurants is determined by applying one-way ANOVA.

Table 4.38: Differences across all the Occupations using ANOVA

Attributes	Difference	Sum of Squares	Degree of freedom	Mean Square	F.	Sig.
Culture-related attributes	Between Groups	77.879	4	15.576	9.651	.000
	Within Groups	700.441	435	1.614		
	Total	778.320	439			
Sanitation-related attributes	Between Groups	2.805	4	.561	.888	.489
	Within Groups	274.163	435	.632		
	Total	276.968	439			
Music-related attributes	Between Groups	16.353	4	3.271	2.612	.024
	Within Groups	543.327	435	1.252		
	Total	559.680	439			
Menu-related attributes	Between Groups	3.044	4	.609	.839	.522
	Within Groups	314.841	435	.725		
	Total	317.885	439			
Customer Satisfaction	Between Groups	1.75	4	.351	.654	.658
	Within Groups	232.860	435	.537		
	Total	234.616	439			
Behavioural Intentions	Between Groups	3.306	4	.661	.736	.596
	Within Groups	389.660	435	.898		
	Total	392.966	439			

Table 4.39: Difference among Occupation and all the constructs throughMultiple Comparisons

Constructs	Occupation	N	Mean	SD	F value	Sig value	Multiple comparisons
Culture-related attributes	Student (A)	120	3.7700	1.28	9.651	.000	A>B,D,F,E,C
	Self-Employed(B)	61	3.1213	1.40			
	Public Sector (C)	50	2.5600	1.10			
	Private Sector (D)	102	3.0863	1.30			
	Professional (E)	62	2.7097	1.22			
	Any Other (F)	45	2.9467	1.20			
Sanitation-related attributes	Student (A)	120	3.77	1.28	.888	.489	A>B, D,F,E,C
	Self-Employed(B)	61	3.12	1.40			
	Public Sector (C)	50	2.56	1.10			
	Private Sector (D)	102	3.08	1.30			
	Professional (E)	62	2.70	1.22			
	Any Other (F)	45	2.94	1.20			
Music-related attributes	Student (A)	120	3.85	1.09	2.61	.024	A>B,F,D,C, E
	Self-Employed(B)	61	3.57	1.03			
	Public Sector (C)	50	3.37	1.73			
	Private Sector (D)	102	3.48	1.14			
	Professional (E)	62	3.32	1.16			
	Any Other (F)	45	3.57	1.07			
Menu-related attributes	Student (A)	120	4.16	.770	.839	.522	A> F,C,D,E,B
	Self-Employed(B)	61	3.91	.975			
	Public Sector (C)	50	4.10	.855			
	Private Sector (D)	102	4.06	.894			
	Professional (E)	62	4.01	.920			
	Any Other (F)	45	4.12	.655			

Customer Satisfaction	Student (A)	120	4.18	.681			
	Self-Employed(B)	61	4.12	.724			
	Public Sector (C)	50	4.17	.771			
	Private Sector (D)	102	4.22	.706	.654	.658	A>D,C,B,E,F
	Professional (E)	62	4.10	.782			
	Any Other (F)	45	4.01	.815			
Behavioural Intentions	Student (A)	120	4.80	.967			
	Self-Employed(B)	61	3.89	.978			
	Public Sector (C)	50	4.14	.838			
	Private Sector (D)	102	3.93	.981	.736	.596	A> C,F,E,D,B
	Professional (E)	62	3.98	.995			
	Any Other (F)	45	4.08	.804			

Moderating effect of Occupation and Culture-related attributes

Table 4.38 & 4.39 shows the moderating effect of occupation on the response towards culture-related attributes. It is visible from the table that people differ in their perception of culture-related attributes across different occupations. The mean score for students is the highest i.e.3.77. The next category of occupation of respondents who were highly influenced by culture-related attributes is self-employed respondents with a mean score of 3.12. Those doing jobs in the private sector with a mean score of 3.08 are also influenced by culture-related attributes on an average basis. The perception of culture-related attributes is found to be at par for customers who are working in the public sector, or are professionals or come under any other category of occupation, with mean values 2.56, 2.70, and 2.94. The F value for all the occupations is 9.65 and the significant value is .000 which is below the threshold of 0.05 indicating a significant difference across all occupations.

Moderating effect of Occupation and Sanitation-related attributes

Table 4.38 & 4.39 shows the moderating effect of occupation on the response towards sanitation-related attributes. It is visible from the table that the difference in the perception of customers towards sanitation-related attributes across all the

occupations was not statistically significant. The mean score for students is the highest i.e. 3.77. The next category of occupation of respondents who were highly influenced by sanitation- related attributes is self-employed respondents with a mean score of 3.12. Those doing jobs in the private sector with a mean score of 3.08 are also influenced by sanitation- related attributes on an average basis. The perception of sanitation-related attributes is found to be at par for customers who are working in the public sector, or are professionals or come under any other category of occupation, with mean values 2.56, 2.70, and 2.94. The F value across all the occupations is .888 and the significance value is .489 which is above the threshold of 0.05 indicating no statistically significant differences across all occupations for sanitation-related attributes.

Moderation effect of Occupation and Music-related attributes

Table 4.38 & 4.39 shows the moderating effect of occupation on the response towards music-related attributes. It is visible from the table that people differ in their perception of music-related attributes across different occupations. The mean score for students is the highest i.e. 3.85. The next category of occupation of respondents who were highly influenced by music are self-employed and people belonging to any other occupation with the mean score of 3.57 for both the categories of occupation. For respondents doing jobs in the public and private sector have an almost similar liking for music with mean values of 3.37 and 3.48. However, the respondents who are professionals have shown the least preference for music-related attributes. The F value across all the occupations is .888 and the significance value is .024 which is below the threshold of 0.05 indicating a statistically significant difference across all occupations for music- related attributes.

Moderation effect of Occupation and Menu-related attributes

Table 4.38 & 4.39 shows the moderating effect of occupation on the response towards menu-related attributes. It is visible from the table that people do not differ in their perception of menu-related attributes across different occupations. The mean score for students is the highest i.e. 4.16. The next category of occupation of respondents which got the second highest mean value is the customers from any other category with the mean value of 4.12. however, except for self-employed, people belonging to all other occupations got near similar values of 4.10 for public sector employees, 4.06 for private

sector respondents, 4.01 for professionals, and 3.91 for self-employed respondents. The F value across all the occupations is .839 and the significance value is .522 which is above the threshold of 0.05 indicating no statistically significant difference across all occupations for menu-related attributes.

Moderation effect of Occupation and Customer Satisfaction

It is evident from tables 4.38 & 4.39 that the respondents employed in the private sector were very much satisfied with their overall experience in terms of satisfaction with the highest mean of 4.22. However, all other categories of occupation got very close mean values which shows that customers agreed with most of the statements asked about their experience concerning satisfaction. Students, public sector employees, self-employed, and customers doing any other occupation got the mean values of 4.18, 4.17, 4.12, 4.10, and 4.01. An analysis of the above table reveals that the F value is .654 and the p-value is .658, which is above the threshold of 0.05 indicating no statistically significant difference across all occupations regarding customer satisfaction.

Moderation effect of Occupation and Behavioural Intentions

It is evident from Table 4.38 & 4.39 that as the students were found to be satisfied with their overall experience in the fine-dining restaurant, they showed a strong intention to come back to the same restaurant with the highest mean of 4.80. Public sector employees and the respondents belonging to any other occupation got almost similar mean values of 4.14 and 4.08. Respondents belonging to the private sector, professionals, and self-employed got the mean values of 3.98. 3.93, 3.89. An analysis of the above table reveals that the F value is .736 and the p-value is .596, which is above the threshold of 0.05 indicating no statistically significant difference across all occupations for their behavioural intentions.

In nutshell, it can be concluded from table no. 4.38 that except for culture-related attributes and music-related attributes, the respondents were not found to be statistically significantly varying across sanitation, menu, customer satisfaction, and behavioural intentions, guided by their occupation in the context of fine-dining restaurants.

Table 4.40: **Summarized results of hypotheses testing moderation effect of Demographic variables on Restaurant Atmospherics, Customer Satisfaction, and Behavioural Intentions**

H4a:	Gender has a significant moderating effect on the relationship between Fine-dining restaurant atmospherics, customer satisfaction, and behavioural intentions.	H4a is not supported
H4b:	Marital Status has a significant oderating effect on the relationship between Fine-dining restaurant atmospherics, customer satisfaction, and behavioural intentions.	H4b is supported for the path 1. Customer Satisfaction ☐ Sanitation 2. Customer Satisfaction ☐Menu 3. Behavioural Intentions ☐Culture
H4c:	Age has a significant moderating effect on the relationship between Fine-dining restaurant atmospherics, customer satisfaction, and behavioural intentions.	H4c is supported.
H4d:	Occupation has a significant moderating effect on the relationship between Fine-dining restaurant atmospherics, customer satisfaction, and behavioural intentions.	H4d is supported for culture andmusic-related attributes only.

4.6   Summary of the Chapter

This chapter underlined the results of data analysis and interpretation based on the hypothesis testing. A sample of 440 respondents was analysed and interpreted for the stated objectives. This study followed a theoretical model developed by Mehrabian and Russell (1974), popularly known as the Stimulus-Organism and Response model to understand the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions. For examining this relationship, a structural equation model was presented. The model shows a good model fit. On analysing nine different paths, it was

found that except for two paths i.e. music and customer satisfaction and music and behavioural intentions, all other postulated relationships were found to be statistically significant at a 5% level of significance. In other words, it can be said that restaurant atmospherics (Stimulus) is found to have a significant influence on customer satisfaction (Organism) and further their behavioural intentions (Response). So, this study proved the application of the S-O-R model.

Further, this study evaluated the intervening effect of customer satisfaction between restaurant atmospherics and behavioural intentions. The mediation effect was tested through bootstrapping approach in SEM using AMOS. Partial mediation of customer satisfaction was found between restaurant atmospherics and behavioural intentions.

Going a step further, the moderation effect of demographic variables on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions was analysed. Multi-group analysis in SEM using AMOS was performed to explore the influence of gender and marital status on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions. The Z-score values were found to be insignificant for gender, which showed no moderating influence of gender on the aforesaid relationship.

While attempting to determine the moderation effect of marital status on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions, the study supported the moderation effect of marital status only for sanitation and menu-related attributes on customer satisfaction. Further, the moderation effect of marital status on culture-related attributes and behavioural intentions was supported.

One-way ANOVA was applied to examine the moderating effect of age and occupation on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions. The age of respondents was also found to have a significant moderating effect on this relationship whereas occupation did not affect the proposed relationship of the influence of restaurant atmospherics, customer satisfaction, and behavioural intentions.

CHAPTER - 5
FINDINGS, SUGGESTIONS, AND CONCLUSION

This chapter highlights the major findings of the study and discusses the results in light of the previous literature. This chapter has been categorized into different sub-sections. It describes the major findings and concludes the results of the study. There is a discussion of findings on the influence of restaurant atmospherics on customer satisfaction and their behavioural intentions in the context of Fine-Dining restaurants of Haryana. Apart, from this, discussion on findings related to the mediating effect of customer satisfaction between restaurant atmospherics and behavioural intentions have also been presented. After this, the findings of the moderating effect of demographics on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions have been presented. Further, the conclusion is drawn and in the end, suggestions/recommendations for the Fine-Dining restaurant operators, limitations of the study and the scope for future research have been addressed.

5.1 Mehrabian and Russell's Stimulus-Organism-Response Model

Previous research studies have shown that the physical surroundings of a place have an influential role to play both before and after the service delivery process. Every field of business or service, be it a retail store, mall, hospital, insurance, tourism, or hospitality industry, has realized the importance of atmospherics and its impact on customer senses. Kotler in the year 1974 described atmospherics as the excellence of the immediate space. A lot of research studies have shown that atmospherics has been felt through the sense organs of an individual. In recent times, the majority of restaurateurs have understood the fact that a well-designed restaurant with a unique atmosphere can make a restaurant business successful. As such, the role of atmospherics becomes more important and challenging when it comes to a fine dining restaurant.

This research study has applied the Mehrabian and Russell model to determine the influence of restaurant atmospherics (Stimulus) on customer satisfaction (Organism) and their behavioural intentions (Response), particularly the relationship between

different restaurant atmospheric attributes, namely, culture-related attributes, sanitation-related attributes, music-related attributes and menu related attributes, customer satisfaction, and behavioural intentions. A review of the literature supports the view that the atmospherics of a restaurant influences customer satisfaction and further behavioural intentions. The findings of the present study have also authenticated the influence of restaurant atmospherics on customer satisfaction and behavioural intentions.

5.2 Measurement of Restaurant Atmospherics

The present study started with finding out the descriptive statistics of the collected data. Restaurant atmospherics was evaluated through four sub-constructs namely, culture-related attributes, sanitation-related attributes, music-related attributes, and menu-related attributes. The mean and standard deviation of all the statements of the measurement scale were identified and presented in Tables 4.2 to 4.7. A high to moderate response was found for all the statements determining restaurant atmospherics, customer satisfaction, and behavioural intentions. To find out the closeness of relationship among all the statements of the sub-constructs of restaurant atmospherics, a correlation matrix for all the statements of all the four sub-constructs was presented. The findings of these tables indicated a high to moderate correlation among all the statements of the constructs.

Correlation among the statements of Culture-related attributes

Culturally inspired design and ambience play an important role in enhancing the atmosphere of a place. The findings of table 4.8 showed a high correlation among all the five statements of Culture-related attributes. All the values of correlation were found to be close to +1. The highest correlation of 0.888 was found between the statements B2 (The odour (smell) in the restaurant offered natural fragrance) and B3 (The table-ware and crockery being used reflected the culture of that particular area). All five statements are found to be fairly correlated.

Correlation among the statements of Sanitation-related attributes

The second sub-construct taken up to identify the impact of restaurant atmospherics was sanitation conditions of Fine-dining restaurants of Haryana. Table 4.9 shows six statements that reflected sanitation conditions in the restaurants. Again, a very good

correlation or closeness was found among all the statements. The highest correlation was found between the statement C3 (Toilet paper was available in the washroom) and C4 (Water, towel, and soap were available in the washroom). i.e. 0.786.

Correlation among the statements of Music-related attributes

Music played in a restaurant has been known to add more spice to the flavour of the restaurant. Music-oriented attributes were the third sub-construct of restaurant atmospherics and were represented by six statements. Table 4.10 showed a high degree of correlation of 0.854 was found between D1 (The background music being played made you feel relaxed) and D3 (The music played was familiar to you). However, all the values of correlation were found to be close to +1. These findings are found to be consistent with the research studies of many previous researchers.

Correlation among the statements of Menu-related attributes

The menu card of a restaurant gives information about the food items and their price. It is one of the most important constructs which could influence the customer. Table 4.11 showed five statements related to menu-related attributes. A positive moderate degree of correlation was found among all the statements of the construct. The highest correlation of 0.746 was found between the statements M2 (The menu card was easily readable) and M3 (A variety of food choices were available in the menu card). The findings of the study are found to be in line with the studies done by the earlier researchers.

5.3 Influence of Restaurant Atmospherics on Customer Satisfaction and Behavioural Intentions

The findings of the study confirmed that the constructs of restaurant atmospherics influence customer satisfaction. In this study, the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions was tested by applying structural equation modeling. The structural relationship among the four constructs of restaurant atmospherics, i.e. culture, sanitation, music and menu, customer satisfaction, and behavioural intentions were shown in Figure 4.3. Regression weights for all the constructs are shown in Table 4.26. Path coefficients and the standardized regression coefficient (β) for all the three sub-constructs except music were found to be significant. The findings of each sub-construct of restaurant atmospherics have been explained

further as follows:

Influence of Culture-related attributes on Customer Satisfaction and Behavioural Intentions

The atmosphere of a restaurant can be made rich by adding a cultural element to it. The use of culturally inspired art, decorative items, seating arrangement, the layout of the restaurant, all could lead to increased customer satisfaction. Attributes related to culture were found to have a reasonably significant influence on customer satisfaction and their behavioural intentions. Through path coefficient, t value, and p-value of the structural model as shown in Table 4.27(β= -.050, t= -2.114 and p-value= .035, significant at 0.01 level), it was found that culture-related attributes of fine-dining restaurants significantly affected customer satisfaction. Similarly, a significant association between culture-related attributes and the behavioural intentions of customers was found with β=,-.147, t= -4.745 and p-value= 0.000 respectively as the p-value is significant at 0.01 level.

Decoration, table setting, furnishing, presentation of food, sitting arrangement, the behaviour of the restaurant staff were the cultural attributes that were taken up in the previous research studies. The findings of this study proposed that culture-oriented attributes are very important in the context of Fine-dining restaurants too, as they had been in ethnic restaurants. Among a large number of atmospheric dimensions being studied in the earlier literature, this research study specifically examined the influence of the interior design, odour, table- ware, crockery, colour scheme, and the seating arrangement of fine-dining restaurants on customer satisfaction and their behavioural intentions. The table cloths and crockery emerged as the most important atmospheric attributes for customers. The Colour scheme of the restaurant, sitting arrangement along with other culture-related attributes, added to customer satisfaction. The interior designof the restaurant and the aroma or odour of the restaurant was found to be least important to customers which further affected their satisfaction and behavioural intentions.

The findings of the study are consistent with the findings of the previous research studies conducted by Levitt & DiPietro, 2017; Lai, Lu & Liu, 2019; Levitt, DiPietro, Meng, Barrows & Strick, 2020; Choi, 2016; Wong & Baldwin, 2018; Dziadkowiec &

Rood, 2015; Erkmen, 2019; Kong & Jogaratnam, 2007; Lord, Putrev & Zheng, 2006; Siswhara & Sukmawati, 2018; Kim, Youn & Rao, 2017; Wu, Chen, Ai & Chen, 2019; Ha & Jang, 2010; Lin & Mattila, 2010; Rafdinal & Suhartanto, 2020; Oh & Kim, 2020; Heung & Gu, 2012; Dwaikat, Khalili & Hassis, 2019; Othman & Goodarzirad, 2013. All these research studies have shown the influence of culture-related attributes on increasing the overall satisfaction of customers and further their behavioural intentions.

Influence of Sanitation-related attributes on Customer Satisfaction and Behavioural Intentions

Sanitation conditions of a place referred to the hygienic conditions prevailing in a particular situation. The role of sanitation has increased manifold in recent times and the customers have become more aware of the health values and like to buy a product or consume a service in a clean and hygienic environment. In the restaurant industry, the service environment needs to be not only attractive but should offer an extraordinary experience to customers, particularly when it is a fine-dining restaurant. In earlier times, people liked to visit those restaurants which offered tasty food but now, in addition to the taste, they want to enjoy and feel the environment and it can happen only when a restaurant operator considers it important on a priority basis and take extra effort to meet the expectation of customers related to sanitation conditions. Past literature has shown that customers showed their re-visit intention for those restaurants which satisfied them in terms of sanitation apart from food and service.

In line with the previous research studies, this research study also examined the influence of sanitation conditions in fine-dining restaurants. It was found that like any other form of restaurant, sanitation conditions were equally important for the customers of fine-dining restaurants which contributed towards satisfaction and acted as an important predictor of word-of-mouth intention, a recommendation to family, friends, and relatives, and revisit intention.

The structural relationship among the attributes of sanitation, customer satisfaction, and behavioural intentions was shown in figure 4.3. Through path coefficients, t-value, and p-value of structural model shown in Table 4.27 (ß = 0.337, t-value= 8.566 and p-value being 0.000 respectively, significant at 0.01 level), it was found that sanitation-related attributes of fine-dining restaurants significantly affected customer satisfaction. Path coefficients and the standardized regression coefficient (β) for all the statements related

to sanitation were found to be significant at the alpha level of 0.01. Sanitation-related attributes emerged as an important predictor of positive behavioural intentions of customers with ß = 0.245, t-value= 4.403 and p-value being 0.000 respectively, significant at 0.01 level.

The neatness of the restaurant staff emerged as the most important sanitation factor admired by customers. Sanitation conditions of the washroom such as proper placement of dustbins, cleanliness of the washbasin, wall mirror, and floor were the next most important fine-dining restaurant attributes which added to customer satisfaction and their behavioural intentions. Availability of water, towel, and soap in the washroom all contributed with a degree of variability towards increasing the overall customer satisfaction in terms of their decision to dine at the same restaurant and re-visit intention.

The findings of the study are found to be consistent with the results of the previous research studies. Studies conducted by Senduk, 2016; Lee, Lee & Dewald, 2016; Park, Almanza, Miao & Sydnor, 2016; Namin, 2017; Nawawi, Kamarudin, Ghani & Adnan,2018; Serhan & Serhan, 2019; Xua & Yibai, 2016; Heung & Gu, 2012; Omar, Ariffin & Ahmad, 2016; Weiss, Feinstein & Dalbor, 2004; Gupta, McLaughlin & Gomez, 2007; Torlak, Demir & Budur, 2019; Byun & Jang, 2019, showed almost similar resultsas were found in the present study.

Influence of Music on Customer Satisfaction and Behavioural Intentions

Music may transform the imprint of a physical setting. The role of music in making an environment more pleasant and memorable has been explored many times in previous research studies, but the present study has tried to investigate the influence of music in a fine-dining restaurant on increasing customer satisfaction and ultimately their behavioural intentions. The review of literature has shown that a boring environment can be converted into a lively one by playing good music. The atmosphere of a place may become more pleasant and relaxing by playing the music which is liked by the audience. However, the liking for music would depend on certain characteristics of customers coming to a restaurant.

The influence of music on customer satisfaction and behavioural intentions was studied and shown through a structural model shown in Figure 4.3. Through path coefficients,

t-value, and p-value of structural model shown in Table 4.27 (ß = 0.337, t-value= 1.165 and p-value being 0.000 respectively), it was found that music-related attributes of fine-dining restaurants have no significant effect on customer satisfaction. The p-value for the regression paths from music to both customer satisfaction and behavioural intentions was found to be less than 0.05 level of significance. It was evident from Table 4.27 that there was no significant influence of music-related attributes on behavioural intentions of customers with ß = -.041, t-value= -1.099, and p-value being 0.272 respectively.

However, some of the customers agreed to the notion that the music played made dining more fun for them. The majority of customers disagree with this view. It was also found that soft and tender music was decent to hear instead of loud music. Some customers were of the view that background music aptly fitted with the image of the fine-dining restaurant. But collectively all the statements related to music were unable to create any significant influence on customer satisfaction and behavioural intentions.

The findings of the study are found to be consistent with what the earlier researchers had proved, i.e. music can only bring the feeling of pleasure and can increase the time spent in a particular place. The findings of the present research supported the resultsof Jani & Han, 2014; Tuzunkan & Albayrak, 2016; Caldwell & Hibbert, 2002; Wansink & Ittersum, 2012; Milliman, 1986; Hui, Dube & Chebat, 1997; Pantoja & Borges, 2017; Kemp, Williams, Min & Chen, 2019; Mufeeth & Mubarak, 2019; Omar, Ariffin & Ahmad, 2015. The findings of the present study have shown that in fine-dining restaurants, customers only enjoyed the music played. As the music didn't show any significant influence on customer satisfaction, so even their behavioural intentions are not affected. Customers didn't show any intention to come back again to the restaurant just to enjoy the music.

Influence of Menu on Customer Satisfaction and Behavioural Intentions

A transcribed menu card is effective. It allows customers to inspect available food items. Information about food items on the menu could make customers curious whichmight lead to some doubts or questions in the mind of customers. A well-designed menucard creates interest and firmly explains all the questions that customers might have in their mind by elaborating the ingredients, method of preparation and ensures

proper readability of the menu. A well-planned menu card adds to the satisfaction level of customers and determines their future behaviour. It has been seen in the previous research studies that menu card design and description of items in menu card has much impact on customer satisfaction. In this research study, an effort was made to understand the role of menu cards in increasing overall customer satisfaction which would further describe their future behaviour. For this purpose, a structural relationship was defined and studied. Figure 4.3 and Table 4.27 depicted a substantial association between menu-related characteristics, consumer satisfaction, and behavioural intentions, as the p-value was found to be 0.000, suggesting significance at the alpha level of 0.001. The results of the study strongly showed that customer loyalty can be attracted by a well-presented menu card as the standardized beta coefficient was ß = 0.337, t-value= 8.015 and p-value being 0.000 respectively for the influence of menu- related attributes on customer satisfaction. Again, customer satisfaction with menu- related attributes significantly affected the behavioural intentions of customers with ß = 0.252, t-value= 4.432, and p-value being 0.000 respectively.

The most rated comment by the clients of fine-dining restaurants was the availability of a range of food options on the menu card. This research also supports the notion that a menu card should be readable and intuitive, as suggested in the literature. Menu card item description also emerged as an important element to please customers. It was found that customers wanted to get the food item served exactly the way as was mentioned in the menu card. It was found that the fine-dining restaurant servers had a clear-cut understanding about the liking of customers towards a particular food item. Price description of food items in menu cards has been accepted to have a psychological impact on customers minds and the price list also depicts the image or standard of a restaurant. When it comes to fine-dining, price tags become even more important. Customers presume a fine-dining restaurant to have definite, committed meal options and a deluxe atmosphere with high excellence of service. Particularly, among all the categories of restaurants, fine-dining restaurants are anticipated to offer the finest quality of food, service, and atmosphere. That is why customers don't mind paying a premium price for dining in a fine-dining restaurant.

The findings of this study are found to be consistent with the findings of the following research studies--Josiam and Foster, 2009; Baiomy, Jones & Goode, 2017; VanEpps, Roberto, Park, Economos & Bleich, 2016; Chang, 2015; Namin, 2017; Shahzadi, Malik, Ahmad & Shabbir, 2017; Petzer and Mackay, 2014; Jawabreh, Al, Abdelrazaq & Mahmoud, 2018; Jalilvand, Salimipour, Elyasi & Mohammadi, 2016; Soriano, 2002; Rozekhi, Hussin, Siddiqe, Rashid & Salmi, 2016; Smith, White-McNeil & Ali, 2020, which highlighted the role of pricing in affecting overall customer satisfaction.

5.4   Mediating role of Customer Satisfaction

The mediating effect of customer satisfaction between restaurant atmospherics and behavioural intentions was analysed. The mediation effect was tested through the application of the bootstrapping method using SEM. Through this method direct and indirect effect of all the four sub-constructs of restaurant atmospherics i.e. culture-related attributes, sanitation-related attributes, music-related attributes, and menu-related attributes on behavioural intentions was studied. Table 4.28 and Table 4.29 indicates that all the sub-constructs of the independent variable, i.e. restaurant atmospherics except the music was found to have a significant indirect effect on the dependent variable, i.e. behavioural intentions through the mediating variable customer satisfaction as all the p values except for music were found to be significant at 0.001. It highlights the indirect mediation effect of customer satisfaction between restaurant atmospherics and behavioural intentions.

Table 4.31 shows the direct effect of the independent variable, i.e. restaurant atmospherics through its four sub-constructs -- Culture-related attributes, Sanitation-related attributes, Menu-related attributes, on the dependent variable, behavioural intentions. It is also noted that all independent variables, except music, were found to have a significant impact on mediating variable, customer satisfaction as all the values except for music are found to be significantly different from zero at the 0.001 level.

Partial mediation occurs when both direct and indirect influence is present. The resultsof the summary table 4.32 revealed that customer satisfaction partially mediates the above-described relationship. The direct effect of restaurant atmospherics with and without mediating variable and the indirect effect has been presented in this table.

The findings of this study are consistent with the research studies conducted by

Jalilvand, Salimipour, Elyasi & Mohammadi, 2016; Torlak, Demir & Budur, 2019; Mudassar, Talib, Cheema & Raza, 2013; Namkung and SooCheong Jang, 2007; Shahzadi, Malik, Ahmad & Shabbir, 2017; Marinkovic, Senic, Ivkov, Dimitrovski, & Bjelic, 2014. The findings of all these studies have also confirmed the mediating role of customer satisfaction between various restaurant attributes and the behavioural intentions of customers.

5.5 Moderation Effect of Demographic Variables

Following the hypothesized objectives, an endeavour was made to test the moderation effect of demographic variables on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions.

Moderating Effect of Gender

Multi-group analysis was performed to evaluate the moderating influence of gender on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions. Figure.4.6 and 4.7 and Table 4.34 shows the moderating influence of male and female on the proposed structural relationship. No moderating influence of gender on the aforesaid relationship was found as the Z-score for all the sub-constructs was found to be insignificant. It shows that the customer being male or female did not show any significant moderating effect on the perception of fine-dining restaurant atmospherics, customer satisfaction, and behavioural intentions. However, while studying the path relationships, it was found that the perception of both males and females regarding sanitation and menu-related attributes was different. Females valued sanitation and menu-related attributes more as compared to their male counterparts.

Moderating Effect of Marital Status

Multi-group analysis was performed to evaluate the moderating influence of marital status on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions. Figure.4.8 and 4.9 show the moderating influence of unmarried and married on the proposed structural relationship. While attempting to determine the moderation effect of marital status on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions, the study supported the moderation effect of marital status only for sanitation and menu related attributes on customer

satisfaction but not on the behavioural intentions of customers, as the value of Z-score is found to be significant for both sanitation and menu-related attributes. From Table 4.35, it is clear that married customers with a beta value of 0.425 valued sanitation conditions in a fine-dining restaurant more than unmarried customers with a beta value of 0.199. It can also be inferred that unmarried customers were more impressed by menu design and presentation with a beta value of 0.436 which is higher than 0.231 for married customers. Further, the moderation effect of marital status on culture-related attributes and behavioural intentions was also supported. Married respondents perceived culture-related attributes more favourably with a beta value of -0.247 which is higher than the beta value of -0.082 for unmarried respondents.

Moderating Effect of Age

The moderating effect of age on the relationship between restaurant atmospherics, customer satisfaction, and behavioural intentions was also examined. Tables 4.36 and 4.37 showed that the age of respondents was found to have a significant moderating effect on this relationship as the p-value for all the constructs is below 0.05 level of significance. Respondents belonging to the age group 18-30 highly perceived culture-related attributes which were followed by the age group 31-40. The difference across age groups for sanitation conditions in a fine-dining restaurant was also found. Amongall the age groups, respondents from the age group 31-40 gave the most value to sanitation conditions. The young generation from the age group 18-30 liked the music most indicating the role of music in perceiving fine-dining restaurant atmospherics. It was also found that customers from the age group 51-60 and 61 and above strongly perceived menu design and presentation. This finding is inconsistent with what Green et al. (2015) had found in their research. He found no significant relationship between the age of diners and their attention towards calorie menu labels. This difference in the result might be due to the presence of other attributes of atmospherics in the fine-dining restaurant. Customers from the age group 18-30 and 31-40 were the most satisfied andshowed strong behavioural intention to re-visit, were willing for positive word-of- mouth and to recommend it to friends, family, and relatives.

In nutshell, it can be concluded that the age groups 18-31 and 31-40 were found to be the most vibrant age group which moderated the relationship between restaurant

atmospherics, customer satisfaction, and behavioural intentions. This finding is consistent with the study done by Kivela (1997) which revealed that customers from the younger age group were the most influenced by the restaurant ambience. It would be worth mentioning here, the study conducted by Reyonlds & Hewang (2006) which showed the moderating effect of age on various restaurant dimensions. The findings of the present study also supported the viewpoint of Batra & Dahiya (2018), which presented the view that age moderates the perception of restaurant attributes.

Moderating effect of Occupation

Tables 4.38 and 4.39 disclosed that the different occupations have no significant influence on restaurant atmospherics, customer satisfaction, and behavioural intentions except for culture-related and music-related attributes as p-values for culture and music-related attributes are below the significant level of 0.05. However, there was a difference across occupations regarding how people perceive fine-dining restaurant atmospherics, customer satisfaction, and their behavioural intentions. Students positively perceived restaurant atmospherics the most and showed strong intentions to re-visit, positive word-of-mouth, and recommendations to friends, family, and relatives regarding the fine-dining restaurant which they had visited. The public sector employees were found to be the most satisfied ones in terms of the overall satisfaction with the atmospherics of the restaurant.

The findings of the study are consistent with the findings of the studies conducted by Kivela, 1997; Robson, Kimes, Becker & Evans, 2011; Verma & Gupta, 2018; Harrington, Ottenbacher & Kendall, 2011; Yepes, 2013; Josiam & Foster, 2009; Green, Brown & Ohri-Vachaspati, 2015; Hoare & Butcher, 2008; Zhang, Zhang & Law, 2013; Soriano (2002).

5.6   Conclusion

In short, the study has shown that the atmospherics of fine-dining restaurants have a significant influence on customer satisfaction and their behavioural intentions. Mehrabian-Russells' Stimulus-Organism-Response model was taken up as a base to understand the relationship between restaurant atmospherics, customer satisfaction, and their behavioural intentions. The findings of this research validated the research conducted by several earlier researchers who concluded that if its atmospheric elements

are wisely planned, a pleasant feeling arrives automatically. The present study discussed the role of the four important attributes of a restaurant, namely, culture, sanitation, music, and menu in determining customer satisfaction and behavioural intentions. It has been proved from the study that in a fine-dining restaurant, sanitation conditions were the most sought-after factor among all other dimensions. Culturally enthused fine-dining restaurants are much admired by customers. Diners liked the culturally inspired arrangement of furniture, use of crockery, design, decor, and fragrance in a restaurant. Menu design and description also impacted customer satisfaction level and came out as a significant indicator of positive behavioural intentions. Attractive and well-presented menu succeeded in grabbing the attention of customers. Customers found it easy to trace any item in the menu card and were satisfied with the actual preparation of dishes and their serving. Music enlightened the mood of individuals and emerged as the least prominent attribute contributing towards overall satisfaction. However, the role of music in the hospitality industry cannot be overlooked, as it helped in creating a good mood and relaxed diners. Music made the dining experience of customers a special one. All dimensions of atmospherics except music were found to have a significant influence on the behavioural intentions of customers.

In short, it can be inferred that Mehrabian-Russell's model in the context of the theory of stimulus-organism-response was well described in the present study in the form of restaurant atmospherics as stimulus (S), customer satisfaction as (O), and behavioural intentions as (R). The results of the analysis elucidated the clear impact of a restaurant's well-planned and displayed environment on customer satisfaction. Customer satisfaction emerged as a vital predictor of the behavioural intentions of customers. The findings of the study indicated that a satisfied customer showed positive behavioural intentions. In addition to this, demographics affected the perception of customers regarding all the atmospheric attributes and how they were satisfied, which further decided their behavioural intentions. Therefore, restaurant managers should try to offer atmospheric attributes in a way that satisfies all the demographic groups, however, the proportion of satisfaction may vary according to the demographic profile of individuals. A satisfied customer would have a positive word for a restaurant and recommends that restaurant to his/her family, friends, and relatives. So, by providing quality

atmospherics, restaurants can attract customers and can sustain long-term association with them to persist in the highly viable and challenging foodservice industry.

5.7   Suggestions/Recommendations

The results of this study have many recommendations for fine-dining restaurant operators.

☐   The current study suggests that all of the major atmospheric characteristics of a fine-dining restaurant be thoughtfully designed to maximize overall customer happiness and assure favourable behavioural intentions. As competition in the restaurant sector, particularly in fine-dining restaurants, builds up, it has become increasingly crucial for restaurants to provide their clients with the greatest atmosphere, food, and service. A satisfied customer speaks positively about the restaurant, promote it to friends, relatives, and family, and return to the same restaurant. This study provides intuitions for fine-dining restaurant managers to make sincere efforts to follow all the restaurant atmospheric components, which had been discussed in this study for refining customer satisfaction which would further describe their behavioural intentions.

☐   The current study has provided many recommendations for fine-dining restaurant managers. Sanitation conditions, menu design, description, and cultural-related features were found to play a significant influence in boosting consumer satisfaction and stimulating their behavioural intention.

☐   The concept of fine dining in India has got immense popularity as the spending power of Indian customers has increased. As fine-dining restaurants are often known for serving an elite group of customers, so the customers have manifold high expectations from restaurant service providers. Restaurateurs should provide an excellent dining experience by meeting customers' expectations. Fine-dining restaurant operators should consider this fact that now customers have started acknowledging the role of atmospherics, which is a combination of several attributes, right from the food, ambience, menu, sanitation conditions, and music.

☐   Restaurant cleanliness is not only necessary but also required to ensure the safety and well-being of both restaurant employees and patrons. Customers' perceptions of a restaurant is influenced by its extent of commitment to sanitation.

Fine-dining restaurateurs should sincerely follow the cleanliness and sanitation standards laid down by the food safety and standards authority of India (FSSAI) to improve the overall perception of customers towards a restaurant and to ensure positive word-of-mouth from customers. Cleanliness of not only the dining space but the parking area, entry and exit points, particularly washrooms, crockery, dining table tops, and kitchens must be ensured. The restaurant staff should be neatly dressed and should not compromise on the parameters of hygiene and cleanliness.

☐ The importance of menu design and description has been underlined in the study's findings. A menu should be carefully designed while keeping the fine dining restaurant's standards in mind. A menu should be visually appealing while also being informative. It should clearly describe all of the food items on a menu card. Menu items labelled effectively with innovative names and a brief description of the ingredients which would be used to prepare a recipe, if shared with diners could make their dining experience more appealing and exotic. Managers should contemplate menu design and description in such a manner that would lead to the effective presentation of menu items which may stimulate customers for re-visits.

☐ The majority of Fine-dining restaurants believe in offering a classy experience to their diners. Culture-related atmospheric cues ensure the ethnicity of a restaurant. Within a few minutes of entering a restaurant, a customer perceives the decor, design, and layout of a restaurant and it makes his/her experience, if well-presented, an unforgettable one. At present, culturally enthused restaurants are being preferred by diners to have an ethnic feel. The managers of a fine-dining restaurant should give an ethnic feel to the restaurant to induce customers to re- visit and to have positive word-of-mouth.

☐ The role of music in increasing customer satisfaction was not supported by the study, but its role in making the overall customer experience effective can never be undermined. Therefore, restaurateurs need to use music as a stimulating factor to make the overall dining experience wonderful.

☐ A satisfied customer is like a brand ambassador for a restaurant. Once satisfied fully, they speak a positive word for the restaurant and become loyal. The restaurant managers should by no means overlook the prominence of gratification of patrons. Customer satisfaction is one of the important antecedents of future

behavioural intentions. Specifically, in the service industry, customer satisfaction acts as a strong driver of positive word-of-mouth, readiness to recommend, readiness to visit again, and many other factors. Customer trustworthiness should be the main objective of every restaurateur as it is a strategic element for restaurant longevity. The upsurge in diners' satisfaction can lead to improved income and proceeds for the restaurant operator. Customer experience is related to intents. A positive customer experience leads to positive behaviour. Therefore, restaurateurs should do every effort to make the diners' experience delightful.

☐   The analysis of the demographic profile of customers in the present study has shown that customers differ in terms of their demographic profile. Age, occupation, and marital status were found to have a major impact on customer level of satisfaction and future behavioural intentions. All the atmospheric attributes of a restaurant, be it the menu, sanitation, music, culture, and service provided by restaurant staff, must match with the expectations of every demographic group of customers. Restaurants should segment customers based on their demographic profile to satisfy them and the allocation of resources should be done keeping in view the priorities of customers. As most of the satisfied customers were from the younger age group, a fine-dining restaurant manager must effectively target them and should also consider other age groups and put every effort to fulfil their expectations.

☐   The results of the study contributes positively towards improving the performance of fine-dining restaurants by guiding restaurant operators to keep refining all the components of the restaurant which could make customers' experience better and memorable. Tangibles are noticed at the very entry in a restaurant whereas food and service come next. A restaurant manager must pay special heed to keep apprising the tangibles as per the requirement and liking of customers. Restaurant staff should be well-trained and well-versed with all the menu descriptions and must be capable of answering all the queries of customers smartly. Pleasant atmospherics coupled with good food and service makes diner's experience extraordinary. All these attributes are the antecedents of customer satisfaction and directs their future behaviour.

☐   The findings of the study are influenced by the Covid-19 pandemic. The Covid-19 pandemic has posed a major challenge for the restaurant operators after post-pandemic. Without a doubt, the COVID-19 epidemic has caused a massive

global humanitarian and economic disaster, wreaking havoc on the service industries.

The hospitality business, in particular, has been impacted. Restaurant operators are now preparing for an unpredictable and difficult future. When they reopen, they face additional obstacles, such as dealing with a changing state of mind of customers, social distancing norms, health and sanitation regulations.

Restaurateurs should take care of all these recommendations as these would play an important role in enhancing the restaurants' atmospherics and customer satisfaction which would ensure positive behavioural intentions.

5.8 Limitations of the Study

1. Out of twenty-two districts of Haryana, only five representative districts are chosen for data collection. If the coverage area would have been bigger then the results obtained would have been more genuine.

2. Lack of proper response and ignorance on the part of customers also posed some challenges. Some customers were reluctant to fill the questionnaire as some of them were not educated or were running short of time. Moreover, online data collection also poses certain challenges like non-response.

3. The present study has discussed customer satisfaction and behavioural intentions in the context of Fine Dining restaurants only, so the results could not be the same for other types of restaurants.

4. Keeping in view the constraints of time, cost, and energy only some of the restaurant atmospherics have been considered. Atmospherics is a wide term. There might be some other variables that could have made understanding better regarding restaurant atmospherics.

5. In the present study word of mouth intentions, loyalty, recommendations to friends, and family are studied. There could be several other outcomes of customer satisfaction.

6. The behavioural intentions of customers could be the result of many other attributes responsible for customer satisfaction. The atmospherics of a restaurant is just one of them.

7. Lack of cooperation from some restaurant operators posed another challenge while collecting data.

8. The study period was under the influence of the Novel Corona Virus, which posed another challenge while collecting data.

5.9 Future Research

1. First, future studies may investigate some new concepts such as open kitchens, privatedining spaces, and food safety measures.

2. Second, a more inclusive model for understanding the interrelationship between restaurant atmospherics, customer satisfaction, and behavioural intentions could be developed in future research studies.

3. Third, future research studies may probably explore the effect of Covid-19, pandemic on the perception of customers towards restaurants' offerings.

4. Fourth, the spatial distance between dining tables and how customers perceive them could also be a part of future research.

5. Fifth, the fulfilment of social distancing norms but not at the cost of quality and service could also be integrated into future research.

6. Sixth, the dissatisfaction of restaurant operators and lack of support from the government in the times of covid-19 could also be studied.

7. Seventh, how to cope up with covid-19, and the upcoming challenges from the perspective of employees possibly could form a part of future research studies.

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APPENDIX
QUESTIONNAIRE

Dear Respondent,

The survey is utterly for research work and your response is highly solicited. It is assured that the information will be used only for data analysis. This study is being carried out to get an insight into the **"Influence of Restaurant Atmospherics on Customer Satisfaction and Behavioural Intentions" regarding Fine Dining Restaurants**. Thanks for your cooperation.

FINE DINING RESTAURANT is a Full-Service restaurant with Premium Interiors, Specific Food Specialties and a High Standard of Service. They offer a unique ambience (atmosphere/climate) and an upscale service with the help of highly trained staff. **Fast-food Restaurants, Cafeterias, and Buffet Restaurants should not be considered Fine Dining restaurants. Ignore giving a response if you have never been to a Fine-Dining Restaurant.**

Recall the restaurant visited before the COVID lockdown filling this description and

*Please tick (√) the most appropriate response to the statements.

*Note: SA- Strongly Agree 5, A- Agree 4, N- Neutral 3, D- Disagree 2, Strongly Disagree- 1

S.NO.	STATEMENTS	SA	A	N	DA	SD
B1	The interior design of the restaurant reflected the culture of that particular area/region.					
B2	The odour (smell) in the restaurant offered natural fragrance.					
B3	The tableware and crockery being used reflected the culture of that particular area.					
B4	The colour scheme of the restaurant reflected the culture of that particular area.					
B5	The seating arrangement reflected the					

	culture of that particular area.					
C1	The furniture (dining table, chair) was clean.					
C2	The washrooms were clean and well maintained.					
C3	Toilet paper was available in the washroom.					
C4	Water, towel and soap were available in thewashroom.					
C5	Dustbins were properly placed and covered.					
C6	The washbasin, wall mirror and floor of thewashroom were clean.					
C7	The restaurant staff was neatly dressed.					
D1	The background music being played made you feel relaxed.					
D2	The background music aptly fitted with theimage of the restaurant.					
D3	The music played was familiar to you.					
D4	The volume of the music was soft and tender.					
D5	The music made dining more fun.					
D6	Music extended your stay at the restaurant.					
M1	The menu card was visually attractive.					
M2	The menu card was easily readable.					

M3	A variety of food choices were available onthe menu card.					
M4	The menu card provided sufficient information on nutritional value.					
M5	It was easy to locate a food item on the menu card					
M6	The price tags aptly reflected the restaurants' image.					
M7	The food served was as per the descriptions of ingredients given in the menu.					
F1	The meal and service offered by the restaurant completely met our needs.					
F2	Your decision to dine at this restaurant wasa wise one.					
F3	As a whole, you really enjoyed it at this restaurant.					
F4	You were satisfied with the behaviour of the restaurant staff.					
G1	You will recommend this restaurant to yourfriends, family or others.					
G2	You will say positive things about this restaurant.					
G3	You will dine at this restaurant in future					

Personal Information:

- Age: Below 20 ☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐

  61and above ☐

- Gender : Male ☐   Female ☐

- Marital Status: Single ☐   Married ☐

- Education :10th ☐ 12th☐ Graduation ☐ Post-Graduation ☐

  Doctorate ☐

- Annual Income : Below 2.5 Lac ☐

  2.5-5.0 Lac ☐

  5.0-7.5 Lac ☐

  7.5-10.0 Lac ☐

  Above10 Lac ☐

- Occupation: Student ☐

  Self-Employed ☐

  Private Sector ☐

  Public SectorProfessional ☐

  Any other ☐

Thank you for your cooperation. Have a good day ahead!