CHAPTER – 6

6. FINDINGS AND CONCLUSIONS

The basic purpose of this study was to identify the factors of Servicescape, and build and test a conceptual framework on how Servicescape factors influence behavioural intentions through emotions by adapting Mehrabian and Russell (1974) environmental psychology model. Data was collected through survey of 422 respondents who are the actual diners of fine dining restaurants in Bangalore and analyzed using a set of descriptive and inferential statistical tools. This chapter presents the summary of findings, managerial implications, limitations and future research indications, recommendations and conclusions of the study.

6.1 Summary of Findings

6.1.1 Demographic Profile

- It is found from the demographic profile that around 60% are male and 40% are female indicating both men and women prefer dining-out in fine dining restaurants though men are more likely to do so.
- In terms of Age, 76% of the respondents are found in the age group of 20 – 40 years showing younger population to represent a larger market although other groups such as below 20 yrs and above 40 yrs are found dining in the fine dining restaurants.
- Based on marital status, it is found that almost 60% of the respondents are married and 40% are single. Thus, dining-out in fine dining restaurants seems to be preferred irrespective of marital status.
- Most of the respondents have minimum educational qualification of post graduation or graduation. These two groups together account for 76% of the survey population indicating highly educated diners to prefer fine dining restaurants.
Majority of the respondents are ‘professionals’ followed by ‘employees’, together accounting for around 60% of the survey population. Remaining 40% includes students, self-employed, homemakers and others. This indicates that professionals and employees represent major customer segment.

Based on household size although ‘married with children’ accounted for 40% of the survey population, households of ‘single’ (33%) and ‘married without children’ (20%) also found to be major customer groups.

Based on Monthly Income (Rs), it is found that almost equal numbers of respondents falling in each of the income groups considered i.e., < 20000 (24%), 20000 to 40000 (27%), 40000 to 60000 (27%) and > 60000 (22%) indicating that fine dining is preferred by all levels of middle income group.

In terms of ‘International exposure’, though majority of the respondents do not have international exposure, around 46% have travelled abroad at least once.

6.1.2 Dining-out Consumption Patterns

Based on dining-out frequency, it is found that about 30% of the respondents dine-out frequently i.e, ‘once in a week’. However, almost equal number of respondents are occasional diners (28%). 20% dine-out ‘once in fortnight’ and 21% ‘once in a month’. Further, dining-out frequency showed significant association with income in such a way that dining-out frequency increases as the income of a person increases. This indicates that population in higher income group tends to be frequent diners and people from lower income band to be occasional diners.

In terms of average spending, around 75% of the respondents are spending upto Rs. 4000. Further, average spending was significantly associated with age as well as income of the
diner. As age and income of a diner increase, average spending tends to increase indicating older and higher income group to be heavy spenders.

- Family outing (38%) and celebration (24%) are the two major reasons why diners visit fine dining restaurants. Though ‘Just a convenient meal’ (21%) is also a reason for considerable percentage of diners. Fine dining restaurants are also visited for ‘business purpose’ and ‘trying signature dishes’.

- Around 73% of respondents are found to be repeat visitors of the restaurant. And remaining 27% are first time visitors indicating that fine dining restaurants are attracting both new and existing customers.

- Around 42% of respondents selected the restaurant due to their ‘past experience’ followed by ‘recommendation by others’ (28%). Even ‘location’ (16%) is a reason for few diners to select fine dining restaurants.

**6.1.3 Preference of Servicescape Elements**

- In terms of Music, it is found that 86% of the survey population prefers to listen to music. Further, around 50% prefers background music whereas remaining prefers live music. Around 70% prefers music at ‘slow tempo’ and ‘soft volume’ either ‘Western’ (30%) or Indian music (28%).

- In terms of restaurant lighting, though majority (42%) of diners prefers bright lighting, dim and medium lighting is also popular.

- Diners prefer both ‘bright and strong’ and ‘subtle and weak’ colour schemes almost equally.

- ‘Comfortable’ and ‘relaxing’ interiors are preferred by maximum diners (75%) over ‘arousing’ and ‘exciting’ interiors.
6.1.4 Perception of Servicescape Dimensions

Consumer perceptions were measured on seven dimensions of restaurant Servicescape such as facility aesthetics, ambient factors, layout, tangibles, cleanliness, social factors and exterior factors and findings are presented here.

- Respondents had relatively higher perception of all the Servicescape dimensions (mean scores ranging from 5.22 to 5.67) indicating that fine dining restaurants in Bangalore are giving importance to these factors while designing their restaurants.

- ‘Cleanliness’ is highly rated followed by ‘tangibles’ whereas ‘social factors’ and ‘facility aesthetics’ are relatively rated low.

- Significant difference is found in the perception of Servicescape based on demographic variables such as age, international exposure, occupation, household size, income, dining-out frequency and average spending of a diner indicating these factors could be potentially used to segment the market for fine dining restaurants.

- Diners with international exposure perceived cleanliness, social and exterior factors lower than the other group indicating their higher expectations of these factors.

- Occupation influenced the perception of only cleanliness, where homemakers have higher mean values indicating women are more appreciative of restaurants cleanliness.

- Household size influenced significantly, where married couples with children are highly appreciative of Servicescape.

- Income influenced the perception of aesthetics, layout, cleanliness, social factors and exterior factors significantly.

- Dining-out frequency influenced the perception of aesthetics, ambient and exterior factors and respondents who are frequent diners (weekly once) have lower mean values indicating higher expectations. This is quite obvious as more product experiences of a consumer tend to increase his/her expectations.
Repeat diners of the restaurant have more favourable evaluations of aesthetics and ambience factors than others. And maybe, that is the reason why they are visiting the restaurants very often.

Though Gender does not influence the perception of Servicescape, women had the higher mean values than men in most of the dimensions indicating women have rather better liking for servicescape in fine dining restaurants.

6.1.5 Factors of Restaurant Servicescape

Exploratory factor analysis with Maximum Likelihood method and Varimax rotation yielded three-factor structure of the restaurant Servicescape explaining up to 53% of the variance.

The first factor is related to ‘clean dining areas’, ‘clean walkways and exits’, ‘clean restrooms’, ‘well-dressed and neat appearance of employees’ and ‘comfortable seating arrangement’ and is labeled as ‘Hygiene Factor’ (21.261% of the total variance).

The second factor is labeled as ‘Aesthetic Factor’ and is related to ‘architectural style’, ‘interior décors’ and ‘quality of furnishings’ (15.941% of the variance).

The third factor labeled as ‘Location Factor’ is related to the ‘visibility’, ‘quality of surrounding area’ and ‘convenient location’ of restaurants (15.779% of the variance).

The perceived quality of Servicescape in a fine dining restaurant to a great extent depends on the hygiene conditions, aesthetically appealing designs and easy accessibility of the restaurant.

Confirmatory factor analysis with 11 items representing a three-factor model was statically significant. Model fit indices (GFI=0.981, CFI = 0.997, TLI = .996 and RMSEA = 0.017) indicate that confirmatory model has good fit with data. Thus, the three-factor-structure:
Hygiene, Aesthetic and Location factor of Servicescape in fine dining restaurant is confirmed.

- Reliability statistics, the Cronbach’s Alpha coefficients for the three derived factors ranged from 0.760 to 0.834 indicating high level of internal consistency and reliability of restaurant Servicescape scale.
- Content validity, Unidimensionality, Nomological validity, Convergent validity and Discriminant validity are tested and satisfactorily established.
- Total of 11 items spread across three factors scale found to be a valid and reliable measure of perceived servicescape quality in Indian fine dining restaurant.

6.1.6 Impact of Servicescape Factors on Consumer Emotions, and Impact of Consumer Emotions on Behavioural Intentions

Structural equation modeling was employed to test the causality of Servicescape Factors, Consumer Emotions, and Behavioural Intentions. Results showed following findings.

- Structural model of servicescape, Emotions and Behavioural Intentions showed statistical significance and good fit to data (Chi square (DF) = 302.79 (104); Normed Chi-square = 2.911; CMIN = 2.911; GFI = 0.924; TLI = .922; CFI = 0.940; RMSEA = 0.067). Therefore, Mehrabian and Russell (1974) model holds good in Indian fine dining restaurant industry.
- Servicescape Factors: Hygiene, Aesthetics, and Location have significant positive effect on Consumer Emotions. These factors together explained up to 43% of variance in consumer emotions.
- Hygiene factor showed strong direct impact on Emotions (β = 0.343; t = 3.456) followed by Aesthetic factors (β = 0.25; t = 3.308). However, Location factor (β = 0.137; t = 1.601)
showed insignificant direct effect on emotions. Thus, internal Servicescape has more influence on emotions than external Servicescape.

- Consumer Emotions showed significant positive impact on Behavioural Intentions and predicted up to 49% of variance in behavioral intentions. Consumer Emotions showed strong direct effect ($\beta = 0.539; t = 11.723$) on Behavioural Intentions.

Based on the above discussion, major findings specific to the study objectives are listed below.

**Objective 1: To explore the Factors of Servicescape in fine dining restaurants in Bangalore**

Hygiene, Aesthetics, and Location factors emerged as important factors of restaurant Servicescape in fine dining restaurants. A Three-factor, 11 items Servicescape scale is found to be a Reliable and Valid measure of the Servicescape quality.

**Objective 2: To investigate the effect of factors of servicescape on consumer emotions.**

Hygiene and Aesthetic factors of servicescape significantly influenced Consumer Emotions of pleasure and arousal. These factors together predicted up to 43% of emotions.

**Objective 3: To investigate the impact of consumer emotions on behavioural intentions.**

Consumer Emotions showed significant positive impact on Behavioural Intentions and predicted up to 49% of variance in behavioral intentions.

**Objective 4: To analyze the influence of select demographic variables on the perception of restaurant servicescape dimensions.**
Respondents have rated all the seven Servicescape dimensions such as facility aesthetics, ambient factors, layout, tangibles, cleanliness, social factors and exterior factors fairly high. Significant difference is found in the perception based on demographic variables such as age, international exposure, occupation, household size, income, dining-out frequency and average spending of a diner. However, gender does not influence these perceptions.

**Objective 5: To analyze the dining-out consumption patterns in fine dining restaurant sector.**

Majority of the diners in Bangalore dine-out at least ‘once a week’ and on an average spend upto Rs. 4000 per visit. Both dining-out frequency and average spending are positively related to income of the diner. Family outing and celebration are the two major reasons why diners visit fine dining restaurants and the revisit rates are quite high. Diners choose the restaurants based on their past experience and recommendations by others.

**Objective 6: To identify customer preferences of select servicescape elements in fine dining restaurants.**

Background music at ‘slow tempo’ and ‘soft volume’ either Western or Indian type is preferred. However, teenagers prefer live music, fast tempo and louder volume. Generally, bright lighting is preferred but older and wealthier diners prefer medium lighting. Both ‘bright and strong’ and ‘subtle and weak’ colour schemes are equally popular. ‘Comfortable’ and ‘relaxing’ interiors are preferred by maximum diners.

**6.2 Managerial Implications**

Growing affluence, higher spending capacity and increasing younger population are bringing positive shift in the Indian restaurant industry. Though fine dining restaurant sector is
growing at 20% per annum at present, it is the third most preferred format after quick service and casual dining restaurants. The results of this study have important implications for restaurateurs and help them to develop strategies in a way to offer attributes which enhance customer experiences.

6.2.1 Analysis of Demographic Characteristics

Based on the demographic profile, major customer segments of fine dining restaurants are identified.

➢ It is found from this study that young adults in the age group of 20-40 years have the maximum share in the fine dining restaurants market. Highly educated, professionals and employees falling in the middle and upper-middle income group make more promising consumer segment. Therefore, efforts should be made in understanding these consumer needs better and providing attributes to appeal to them.

➢ Bangalore with highest number of IT professionals in the country with highest average median salary and disposable incomes expected to rise at an average of 8.5% p.a. (Business Standard, dated January 28, 2013) offers huge growth potential for fine dining sector.

➢ Households of both ‘single’ and ‘married with children’ are major customers. They visit fine dining restaurants for the purposes of family outings and celebrations. This poses greater challenge in terms of providing attributes. Therefore, restaurateurs need to create restaurant space to suite to diverse needs of a family and also create space for special occasions.

➢ Consumers with international exposure have higher expectations especially in cleanliness, social and exterior factors. With increasing population of Bangalore travelling
abroad, fine dining restaurateurs need to conform to international standards not just providing international cuisines but also while designing Servicescape.

6.2.2 Dining-out Behaviours and Consumption Patterns

The study has uncovered the key consumption patterns and trends in fine dining restaurant industry.

- The current trend in terms of dining-out frequency shows maximum number of consumers dine-out at least once in a week and also dominated by occasional diners. Youngsters (20-40 years) with higher income levels are frequent diners. Further, as income increases occasional diners turn in to frequent diners, thereby increasing demand and providing huge growth opportunities. Growing disposable incomes in India and particularly in Bangalore surely indicate promising future for fine dining restaurants.

- Maximum number of consumers spend up to Rs. 4000 on an average which is quiet high. Further, as age and income increase average spending also increases. This means, to say that youngsters with higher income levels are not just frequent diners but also heavy spenders. A report by Tata Strategic Management Group\(^2\) states that at present India has more than 65% of its population below the age of 35 years. It is expected to grow rapidly and by 2020 the average age of an Indian would be 29 years. Further, the middle income band is expanding faster. It is expected that middle-high and middle-low income bands to consist of substantial 11 million and 35 million households respectively by 2014. This tremendous growth in young population and growing affluence and associated spending capacity may trigger enormous growth in this sector and provide huge opportunity for both existing and new entrants.

- Study findings further showed that maximum number of diners are repeat customers. This indicates the tendency of Indian consumers being loyal to fine dining restaurants. Also,
majority of the respondents had selected the restaurants based on their past experience and recommendation by others. By this it can be inferred that satisfactory past experiences and recommendations of satisfied consumers are key factors driving the revisit frequency. Therefore, strategies to provide excellent experiences thereby satisfying the customers are essential for the success of fine dining restaurants in India.

6.2.3 Preference of Servicescape Elements

Based on diner preferences for key servicescape elements following implications are drawn.

- In terms of Music, interestingly diners of age 20 years and above showed similar preferences wherein they prefer background music at slow tempo and soft volume. This is quite a good sign as slower tempo, lower volume and familiar music results in longer stays (Garlin and Owen, 2006). In contrast, diners below 20 years of age prefer live music, fast tempo and loud volume. Therefore, fine dining restaurants must choose Musicscape depending on their target customers like teenagers or youngsters and adults.

- Bright lighting is mostly preferred compared to dim and medium lighting across various groups of age, gender, income, household size, dining-out frequency. However, diners aged above 50 years and income > Rs. 60000 show preference for medium lighting. Similarly, diners aged above 50 years, income > Rs. 60000 per month, homemakers, married couples with children, visiting for business purpose, and with international exposure prefer subtle and weak colours whereas others prefer bright and strong colours. Therefore, it is not dim/candle light romantic dinners but bright light with strong colour is what turns on Indian
diners. However, fine dining restaurants targeting at families with older adults and children may go for weak and subtle colours under medium lighting.

- Most diners across various groups prefer ‘comfortable’ interior décor except for professionals who prefer ‘relaxing’ interiors than ‘exciting’ and ‘arousing’. This indicates diners look for feelings of ‘Pleasure’ more than ‘Arousal’ and therefore fine dining restaurants need to design Servicescape accordingly.

6.2.4 Perception of Servicescape Dimensions

- All the seven dimensions of Servicescape such as facility aesthetics, ambient factors, layout, tangibles, cleanliness, social factors and exterior factors have been rated fairly high by diners. ‘Cleanliness’ is highly rated followed by ‘tangibles’, indicating that fine dining restaurants in Bangalore are giving importance to these factors while designing their restaurants. However, there is a need and scope for further improvement especially in terms of facility aesthetics and social factors which have been relatively rated low.

- Further, significant difference is found in the perception of servicescape dimensions based on demographic variables such as age, international exposure, occupation, household size, income, dining-out frequency and average spending of a diner indicating these factors could be potentially used to segment the market for fine dining restaurants. Therefore, Servicescape needs to be aligned according to the expectations of target diners. And changing needs and expectations of diners calls for continuous improvement.

6.2.4 Factors of Restaurant Servicescape

- Hygiene Factor emerged as the most important factor which implies that diners expect fine dining restaurants to maintain clean dining areas, clean walkways and exits, and clean restrooms. They are more concerned especially with the cleanliness of dining area.
They also expect employees to appear neat and well dressed and seating arrangement to be comfortable with enough space between tables which adds to hygiene levels maintained in the restaurant. According to industry experts, consumers today are more aware of personal hygiene and their attitude towards cleanliness is changing especially among urban Indians. Further, with high affluence and international exposure, consumers are expecting better hygiene conditions in institutions such as restaurants, hospitals, malls, offices, etc. And when consumers are paying relatively higher charges in fine dining restaurants it is quite obvious that they expect higher levels of hygiene. Therefore, maintaining higher levels of general hygiene is crucial for the success of fine dining restaurants in India.

- The second important factor diners look for is Aesthetic Factor related to architectural style of the building, visual appeal of interior décor and quality of furniture and fixtures. The value of aesthetics for guest satisfaction is obvious and has become an accepted unique selling point. Therefore, designing aesthetically appealing Servicescape is always worth the expense to give diners the correct first impression of the restaurant. However, care should be taken as to the functional aspects of the restaurant as aesthetics also affects its usability and striking that perfect balance between practicality and beauty is utmost important.

- The third factor is Location Factor related with the visibility, locality and convenient access of the restaurant. Restaurant's location is as crucial to its success as great food and service and has been an important criterion for selecting all types of restaurants. In fact, convenient and prime location adds to the image factor and influences consumers to select the upscale restaurants (Tinne, 2012). Therefore, locating restaurants on high streets or main roads is essential which not only provides higher visibility but also offers diners easy
accessibility without fighting traffic or driving out of the way. This is particularly essential in
Metro city like Bangalore where traffic jams are too frequent.

### 6.2.5 Impact of Servicescape on Behavioural Intentions through Emotions

The results of this study found the possible relationships between Servicescape factors, emotional response and behavioural Intentions in fine dining restaurants.

- **Hygiene** and **Aesthetic** factors significantly affected consumer emotions but not **Location** factor, indicating internal Servicescape is more important than external Servicescape. Therefore, designing clean and aesthetically appealing Servicescape is essential to enhance diner’s emotional experiences. However, **Location** factor showed strong positive correlations with **Hygiene** and **Aesthetic** factors indicating the interactive effect on customer emotions. Therefore, restaurateurs must possibly consider all these factors while designing the servicescape to enhance combined effect on consumption emotions. However, special attention must be given to hygiene and aesthetics factors in terms of resource allocation and aligning Servicescape with the changing needs of target customers.

- Diner’s **Emotions** of pleasure and arousal significantly impact **Behavioural Intentions** indicating feelings of pleasure and arousal make diners remain loyal and visit the restaurant again and again. They are also likely to spend more time in such environments which invariably lead to higher or impulsive spending. Moreover pleased diners in such Servicescape are more likely to engage in positive WOM and willingly recommend the restaurant to their friends and relatives. Therefore, designing **pleasant** and **arousing** Servicescape is worth the investment and greatly affects the bottom line of the fine dining restaurants.
6.3 Recommendations

Based on the major findings of the study few recommendations are made to restaurant practitioners in general and fine dining restaurateurs in particular.

- Urban, young, professionals or employees in the middle income group are the potential and most promising customer group. Therefore, fine dining restaurateurs essentially need to target these larger consumer groups for the sustainable growth. However, they can pursue niche strategy by focusing on the needs of teenagers or older consumer segments.

- The study provided multi-items, three-factor scale which is reliable and valid to measure perceived servicescape quality. Restaurateurs using this scale can understand how their target customers perceive the Servicescape at present and adopt any corrective measures if needed. Comparing perceived Servicescape quality among various customer groups helps in identifying more suitable target segments.

- Periodic assessment of Servicescape quality is required to keep track of changing needs of customer and aligning the Servicescape accordingly. Assessing the relative importance of specific Servicescape factors assists in focusing on these elements more to create desired Servicescape while keeping investments low.

- Hygiene, aesthetics and location factors are major factors of restaurant Servicescape and significantly affect consumer emotions and behavioural intentions. Therefore, restaurateurs are suggested to essentially include these values in their overall strategy.

- Restaurants should maintain high levels of cleanliness and general hygiene conditions. All the visible spaces such as dining area, food preparation areas (if visible), waiting area, walkways, exit and entry points, restrooms, parking area must be cleaned frequently. Keeping tables, doors, windows, and counters (all surfaces) clean is required.

- Floor is the first thing customers see when they walk into a restaurant. Therefore, it must be spotlessly clean. For this, good quality disinfectants without unpleasant odours may
be used. Carpeting also adds to aesthetic value but needs to be dusted and vacuum cleaned regularly.

- Employees must be compulsorily in uniforms which are laundered regularly. Further, uniforms must be changed if they get dirty. They can change into uniform in the workplace itself and bring extra set in case it becomes dirty and unpresentable to the guests. Restaurateurs must provide uniforms free of cost or at nominal fees. Employees must keep their hair clean and well-kept and often covered in a hair net. They should not touch the face while preparing or serving the food.

- Restrooms should be maintained in a way to provide higher levels of personal hygiene. Investing in the latest sanitization technologies is a yielding option.

- Both external and internal appearance of the restaurant must be attractive enough to give first impression. The architectural design should be good with attractive front elevations.

- Interior Décor should take care of lighting, color scheme, texture, furniture, flooring, window treatments, and other accessories such as lamps and chandeliers, antic decorative items and wall paintings, etc. One of the findings of this study showed that most diners prefer bright lighting, strong colors and comfortable interiors. These tips may be used by the restaurateurs.

- Good quality and visually appealing furnishings may be quite expensive but very much essential and these should be matched with the overall theme.

- Locate the restaurant on high streets or prime locations with good road connectivity for easy access. However, this may not be possible always due to high real estate costs especially in metro cities. In cases when restaurant is located on crossroads, proper signage on the main roads which allows diners to locate restaurant without much difficulty may be provided. A road map on the website or placing the restaurant on Google Maps may be necessary.
6.4 Limitations and Pointers of Future Research

The study results identified three-factor structure of restaurant Servicescape and showed that Mehrabian and Russel (1974) model holds good in Indian context and thereby proving that Servicescape significantly influences behavioural intentions through the interplay of emotions. However, the study results have certain limitations.

1. Study was conducted in fine dining restaurants. Therefore, the results may not be applicable to other leisure service industries or other formats of restaurants and caution must be employed while doing so. And hence, future researchers may work in this aspect and apply the scale across different leisure services and also other restaurant formats such as fast food or casual dining to see if the same results are found.

2. Though three factors scale was found to be reliable and valid, exploratory factor analysis reduced the number of variables drastically to 11 elements explaining only 53% of the total variance of servicescape quality. Therefore, future researchers may explore further dimensions which could predict the restaurant Servicescape quality to a greater extent.

3. Study examined only the direct effects of Servicescape on emotions and of emotions on behavioural intentions. The mediating role of emotions was not ascertained as suggested by (Mehrabian and Russell, 1974; Russell & Pratt, 1980). Future researchers may work in this regard.

4. Last but not the least, survey was conducted in Bangalore. Though Bangalore being a cosmopolitan city and provides for representative sample, the results may not be generalized and caution must be applied while using in other geographies. Therefore, future research using samples drawn across the country will be able to give better results.
6.5 Conclusions

Eating out at restaurants has become a common practice today due to the busy lifestyles. Backed by expanding service economy, Indian restaurant industry is growing and significant growth is witnessed in all the formats especially the fine dining sector. As disposable incomes are growing, dining culture is on the rise indicating fine growth prospects for fine dining sector in India. Due to this, fine dining sector is attracting many players both from international and domestic arena which is definitely increasing the competitiveness. Based on this study, Youngsters in the age group of 20-40 years, Urban, Educated, Professionals in the Middle Income group are the largest customer segment for this sector. Also, people would visit fine dining restaurants at least once a week and spend about Rs.4000 which will increase further with rising income. Looking at the Indian demographics, younger population especially in the middle income band is expanding faster. These changing demographics will surely have an impact on food service industry, especially on fine dining sector. Therefore, it can be concluded that fine dining is finally here to stay and significant growth prospects are expected in the coming years.

All the dimensions of Servicescape have been rated fairly high by diners specifically the Cleanliness and Tangibles. This indicates that Fine dining restaurants in Bangalore at present are doing quite well. However, there is scope for further improvement in terms of Facility Aesthetics and Social Factors where the ratings are relatively lower. Generally, diners in Bangalore prefer background music at slower tempo and softer volume, but teenagers prefer the fast and louder live music. They also prefer Bright lighting, Strong colours and ‘Comfortable’ interiors. Fine dining restaurateurs can use these guidelines while designing or redesigning the Servicescape. Also, changing needs and preferences of diners calls for continuous improvement.
Present study also shows that perception of Restaurant Servicescape is greatly affected by Hygiene, Aesthetics and Location factors. Therefore, providing these values is more essential. Specifically, restaurateurs need to be highly concerned with cleanliness of restaurant, appearance of their employees and seating arrangements to provide maximum comfort to the diners. Attractive architectural styles, visually appealing interiors and high quality furnishings also help restaurateurs in this regard. At the same time, impressive exterior environment is equally important. However, internal Servicescape in terms of hygiene and aesthetic attributes contribute towards diners’ feelings of pleasure and arousal more than the external servicescape in the dining set up. These feelings have substantial influence on their behavioural intentions. In other words, diners in the pleasant and stimulated Servicescape are likely to spend more time in the restaurant and would like to come back again and again. They also talk positively about the restaurant to their family and friends and would not mind paying more money than the competitors. Therefore, creating a clean, aesthetically appealing and easily accessible restaurant Servicescape is thus critical for the success of fine dining restaurants. The money spent is worth as it brings returns in the form of more number of happier diners, and higher spendings, which in turn contribute to the restaurants’ bottom line. Finally, the restaurateurs who use Servicescape strategically are going to gain and stay ahead of the competition.

End Notes: