CHAPTER 2

2. CONCEPTUAL BACKGROUND AND REVIEW OF LITERATURE

The major focus of this study is to know how Servicescape impacts consumer behavioural intentions in a leisure service like fine dining restaurants. Therefore, it is required to understand thoroughly the concept of Servicescape and its role in service marketing. This chapter presents the conceptual background of Servicescape, its role and importance, major theoretical frameworks on how it impacts consumer behaviour and finally a detailed summary of literature on Servicescape followed by consumer emotions and behavioral intentions.

2.1 Conceptual Background of the Study

Today, Servicescape has well developed theory, thanks to the efforts of early researchers, especially environmental psychologists who established the fact that environmental (Servicescape) stimuli do substantially influence human behaviour (Mehrabian and Russell 1974; Russell and Pratt, 1980). Kotler (1973) used the term ‘atmospherics’ to explain how ‘built or artificial environments’ (place, buildings, landscapes) can be consciously designed to produce specific emotional effects in the buyer that will enhance his/her purchase probability. According to him, buyers in any buying situation tend to evaluate the ‘total product’ which includes the services, warranties, packaging, advertising, financing, and more importantly the ‘place’ where the product is bought or consumed. In some cases, ‘place’ is more influential in purchase decision than the product itself and in some cases the ‘place’ is the primary product. Atmosphere which is technically referred to as “the air surrounding a sphere” represents the quality of the physical surroundings. For example, if a restaurant is said to have good atmosphere that means the physical surroundings are pleasant (Kotler, 1973). He described atmosphere in sensory terms of sight, sound, scent and touch to mainly
include visual (color, brightness, size, and shapes), aural (volume, pitch), olfactory (scent and freshness) and tactile (softness, smoothness, temperature) factors. Further, he proposed that atmosphere acting as attention creating medium is more relevant in situations where products are purchased or consumed and where the seller has design options like in restaurants, retail stores, banks, etc. Moreover, unique atmospherics provide differential advantage when other marketing tools become neutralized in the competitive situations. Markin, Lillis, and Narayana (1976) also acknowledged that ‘space’ affects behavior and may be used to shape and modify the shopping behaviours.

2.1.1 Servicescape: Definitions and Dimensions

The concept of Servicescape was developed by Booms and Bitner (1981) to represent the totality of physical environment of service establishments. They defined it as “all of the objective physical factors that can be controlled by the firm to enhance (or constrain) employee and customer actions”. Further, Bitner (1992) who coined the term ‘Servicescape’ noted that ‘it is any tangible component that facilitates performance or communicates the service’. Servicescape is also referred to as “everything that is physically present to the consumer during the service encounter” (Hightower, 1997). Ezeh and Harris (2007) incorporated customer responses when they defined Servicescape as “the physical environment (with or without customer input) housing the service encounter, which elicits internal reactions in customers leading to the display of approach or avoidance behaviors”. Hoffman and Turley (2002) in line with Kotler (1973) defined Servicescape as “essentially a built environment made up of both tangible (buildings and furniture) and intangible (temperature, colour, scent and music) elements which can be controlled and manipulated to facilitate the provision of service offerings to customers”. However Baker (1987) contrasted this view of built environment to include the “non-built environment” when they defined
store environment as consisting of ‘social factor’ referring to employees and other customers present in service environment. Thus, Servicescape represents both the animate and inanimate stimuli to which a consumer is exposed to during a service encounter. Though term Servicescape has been increasingly used to refer to “landscape”, rather including only exterior spaces it also includes interior spaces, materials, and items with which users interact. More precisely Servicescape is composed of the exterior (landscape, exterior design, signage, parking, surrounding area) and interior (design, decor, equipment, signage, layout, air quality, temperature and ambiance) attributes of service facility which are believed to create emotional and cognitive influences on consumers.

There is no consensus as to the dimensionality of Servicescape. Bitner (1992) identified three primary dimensions: (1) Ambient conditions; (2) Spatial layout and functionality; and (3) Signs, symbols, and artifacts. Baker (1987) identified three sets of factors: Ambient factors, Design factors, and Social factors of the store environment. Hightower (1997) extended this model and conceptualised sub-dimensional factors such as (1) Ambient, (2) Design subdivided into Aesthetic and Functional factors, and (3) Social factors including Customer and Employee factors. Lin (2004) classified three major groups of ‘cues’ of Servicescape: (i) Visual cues: colour, lighting, space and function, personal artifacts, layout and design; (ii) Auditory cues: music and noise; and (iii) Olfactory cues: odors and scents. Recent researchers have explored varied set of dimensions, such as Wakefield and Blodgett (1994) identified Layout Accessibility, Facility Aesthetics, Electronic Equipment, Seating Comfort, and Cleanliness factors in leisure services. Lucas (2003) explored five variables i.e, seating Comfort, Ambient Conditions, Interior Décor, Cleanliness and Layout of a slot floor in the casino environment. Ryu (2005) developed a six-factor DINESCAPE scale consisting of Facility Aesthetics, Ambience, Lighting, Service Product, Layout, and Social Factors in upscale restaurants. Tripathi and Siddiqui (2007, 2008) identified General Interiors, Social

2.1.2 Types of Servicescape

Depending on the nature of service encounter, the complexity of Servicescape varies and it can have influence on employee behaviour or consumer behaviour or their interaction behaviours. The Figure 2.1 presents the typology of service organizations based on the complexity and usage of Servicescape.

Figure 2.1: Typology of Service Organisations

<table>
<thead>
<tr>
<th>Servicescape Usage</th>
<th>Complexity of the Servicescape</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-service</strong> (Customer only)</td>
<td>Elaborate</td>
</tr>
<tr>
<td>Golf course</td>
<td>ATM</td>
</tr>
<tr>
<td>eBay</td>
<td>Simple Internet Services</td>
</tr>
<tr>
<td><strong>Interpersonal Service</strong></td>
<td></td>
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<tr>
<td>(both customers and employees)</td>
<td>Hotel</td>
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<tr>
<td>Restaurant</td>
<td>Restaurant</td>
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<tr>
<td>Health Clinic</td>
<td>Hospital</td>
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<tr>
<td>Bank</td>
<td>Bank</td>
</tr>
<tr>
<td>Airline</td>
<td>School</td>
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<tr>
<td><strong>Remote Service</strong> (Employees only)</td>
<td>Telephone company</td>
</tr>
<tr>
<td>Insurance company</td>
<td>Insurance company</td>
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<tr>
<td>Utility</td>
<td>Utility</td>
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<tr>
<td>Professional services</td>
<td>Professional services</td>
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Based on usage, a Servicescape can be of the three possible types.

- **Self-Service Servicescape** - This service is designed such a way where customer helps self with the service and performs most of the activities. In case of ATMs, cinema halls, gyms and self service restaurants, the role of service employees is limited or nil. Therefore, the service provider must plan the Servicescape exclusively with the customer in mind. Also, the facility design can attempt to position it for the desired market segment.

- **Interpersonal Servicescape** – This represents service situations where a close interaction between the customer and employees is required as in case of hotels, restaurants, hospitals, schools, and banks. In these situations Servicescape affects both employees and customers, so it must be carefully designed to attract and satisfy and facilitate their activities as well as conducive to the interaction between the two.

- **Remote Servicescape** – There are certain service settings where there is little or no customer involvement in the Servicescape such as telecommunications, insurance and call centers, etc. These must be designed to keep employee’s motivation and morale high. The Servicescape should premeditate ergonomically to facilitate teamwork, supervision and operational efficiency.

Each of these Servicescapes can be either **elaborate** or **lean** based on complexity of the design.

- **Lean Servicescape** is simple with lesser Servicescape elements like simple layout, little equipment, lesser space and fewer interactions. ATM and dry cleaner are examples of lean Servicescapes.

- **Elaborate Servicescape** in contrast is complicated with many elements and forms. A five star hotel or resort or theme park or an airport or a fine dining restaurant are examples of elaborate Servicescapes with complex and dynamic interactions between customer-employee,
customer-customer, customer-equipment, equipment-employee, and employee-employee. Service firms positioned as the interpersonal and elaborate Servicescape, face the most complex Servicescape decisions.

2.1.3 Significance of Servicescape

Servicescape is not a passive setting but plays an important role in service organisations. Since services are intangible and are mostly produced after purchasing, the prospective customer faces high uncertainty with regard to service features and outcomes. Hence, customers often look for and rely on tangible cues to evaluate services before, and during consumption. Servicescape which is rich in tangible cues helps in communicating service features as well as shaping the service expectations. Also, as most services are inseparable and often require the customer to be physically present in the ‘service factories’, customers constantly interact with the Servicescape during the service delivery process. Further, Servicescape can have a profound effect on the customer experience, whether the experience is mundane, personally meaningful, or spectacular. In all of these cases Servicescape will influence the flow of the experience, the meaning customers attach to it, their satisfaction, and their emotional connections with the company delivering the experience. Servicescape helps in the marketing of services by performing following functions (Lovelock & Wirtz, 2004);

1. **Message-Creating Medium**  – as symbolic cue Servicescape helps in communicating the distinctive nature and quality of service experiences.

2. **Attention-Creating Medium**  – unique servicescape that stand out from the competing establishments help in attracting the target customers.
3. **Effect-Creating Medium** – perception of Servicescape attributes such as colors, textures, sounds, scents and spatial design enhance the desired service experience and heighten an appetite for certain goods and services.

Significance of Servicescape depends on the length of the time customers spend in the physical facilities of the service provider and the purpose of service consumption (hedonic vs. utilitarian). Figure 2.2 compares a broad range of services based on length of time as well as the purpose of service consumption. This typology of services proposes that, as customer spends longer time in a facility, he or she is more likely to get influenced by the Servicescape and perceived quality of Servicescape will play an important role in determining satisfaction. Further, in case of leisure services which are consumed primarily for hedonic purposes, Servicescape is likely to play greater role than in case of functional services (consumed for utilitarian reasons). For example, in fine dining restaurants where customers spend longer hours and seek more of hedonic benefits, a pleasant Servicescape may determine to a large extent the degree of overall satisfaction and behavioural intentions (Wakefield & Blodgett, 1994).

**Strategic Roles of Servicescape**

Servicescape as one of the marketing tool plays four important strategic roles simultaneously in service organisations (Bitner, 1992).

- **Package** - Similar to tangible product’s package, the servicescape ‘wraps’ the service and conveys the desired image to the customers. It acts as a visual metaphor for the intangible service. As an outward appearance of the organization, Servicescape can be critical in forming initial impressions and setting up customer expectations.

- **Facilitator** – It serves as a facilitator in aiding the performances of both employees and customers. Servicescape design can enhance or inhibit the efficient flow of activities in the service setting thereby affecting the operational efficiency. A well-designed Servicescape is a pleasure to experience for customers and a pleasure to perform for employees.

- **Socializer** – It aids in the socialization of both employees and customers by conveying expected roles, behaviours, and relationships. A well-designed Servicescape may encourage affable interactions among employees and customers which is crucial for a service firm.

- **Differentiator** - The design of Servicescape differentiates service provider from its competitors, and hints which market segment the services are targeted at. Further, changes in Servicescape can be used to reposition or attract new market segment.

Therefore, today’s managers are more attentive of Servicescape and are integrating it in the overall corporate strategies. Further, Servicescape is increasingly considered in value proposition as it helps the brand to create its distinctive image and unique positioning.
2.1.4 Significance of Servicescape in Restaurant Industry

Hospitality services endowed with more of ambiguous or credence attributes, pose higher difficulty to consumers to perceive and evaluate service quality (Wirtz and Bateson, 1995). Food has always been described by chefs as a journey of the senses, of the mind and of the memory. Because that journey is not just about what one eats but where he eats, the importance of restaurant design should not be overlooked. For restaurateurs, finding the perfect balance between practicality and beauty can make a meal all the more special and it is crucial to strike a synergy of menu and decor of restaurant. Therefore servicescape is all the more important in hospitality services more specifically in the restaurant sector.

Although the food and the service are considered the primary components of a dining experience, the environment in which the food is consumed cannot be ignored (Wall & Berry, 2007). In fact, the ambience, music, decor, lighting, temperature, and the “feel” of restaurant can make the dining experience even more memorable. While the food and the service must be of acceptable quality, pleasant Servicescape determines to a large extent the degree of overall satisfaction and subsequent behaviours. Diners use three types of clues to judge a restaurant experience: functional—the technical quality of the food and service; mechanic—the ambience and other design elements; and humanic—the performance, behaviour, and appearance of the employees. In fact, restaurant décor has been continuously associated with dining experience (Susskind & Chan, 2000) and by changing the ambience of a restaurant, the perception of the food can also be changed. Furthermore, food quality is rarely included in the measure of ‘restaurant quality’ compared with atmospherics and service delivery attributes (Namkung and Jang, 2009). Sulek and Hensley (2004) showed that food, atmosphere of the dining area, and fairness of the seating order, are significant predictors of satisfaction with the overall dining experience in the context of a full-service restaurant. The
restaurant’s atmospheric elements such as style of the restaurant, layout, colours, lighting and furnishing are said have significant influence on word of mouth, revisit intentions, and attitude towards the restaurant of youth customer (Ariffin, et. al, 2011). Moreover, most of the service failures in restaurants are in terms of servicescape failures such as cleanliness issues, mechanical problems and facility design issues (Hoffman, Kelly and Chung, 2003) and these failures can significantly diminish perceptions of service performance and evoke feelings of dissatisfaction (Lia, et. al, 2009). Fine dining restaurants represent interpersonal and elaborate type of Servicescape (Fig, 2.1) and usually consumed for hedonic service benefits (Fig. 2.2), customer’s evaluations of the expected service quality is greatly determined by perceived Servicescape. Therefore, keeping the needs of the end user at the forefront while, designing the facility is essential.

2.1.5 Theoretical Frameworks on Servicescape

The link between the environmental stimuli (Servicescape) and consumption related behaviours was first established by the environmental psychologists way back in 1970’s (Mehrabian and Russell, 1974). Donovan and Rossiter (1982) introduced Mehrabian and Russell (1974) model into services marketing context and showed Servicescape variables can substantially influence consumer emotions (pleasure and arousal) and subsequent approach/avoidance behaviours. Meanwhile, Baker (1987) expanded the scope of Servicescape by including the non-built environment i.e, ‘social factor’ in the store environment and found it greatly affecting satisfaction and subsequent behaviors. Further, Bitner (1992) identified three primary dimensions - ambient conditions, spatial layout and functionality and signs, symbols and artifacts and stated that holistic perception of these Servicescape elements influence customer satisfaction and behavioural responses. Similarly, other researchers have established the impact of equivalent but different terms of the

The important theoretical frameworks which have comprehensively captured and explained the effects of servicescape on behavioural responses are Mehrabian and Russell’s (1974) environmental psychology model, Lazarus (1991) cognitive theory, and Bitner’s (1992) servicescape model. The Mehrabian and Russell (1974) model which takes the emotion-cognition approach has gained more research attention and empirical support. Lazarus (1991) theory which takes the cognition-emotion school of thought states that, cognition precedes emotions in contrast to Mehrabian and Russell (1974) model. This theory also found good amount of empirical support (Chebat and Michon, 2003; Bigne et al., 2005). In recent times Bitner’s (1992) model gained increased popularity and has been applied in various service contexts such as retail, hotel and restaurants, casinos, banking, theme parks, sports, etc. However, common theoretical frameworks underlying Servicescape research are Mehrabian and Russell (1974) model and Bitner’s (1992) Servicescape model. These are discussed below.

2.1.5.1 Mehrabian and Russell Model

Mehrabian and Russell (1974) employed the stimulus-organism-response (SOR) theory adopted from environmental psychology to explain how people respond to environments. The model conceptualizes that attributes of the environment as antecedents affect the intervening variables, which eventually lead to the outcome responses. The model shown in Figure 2.3 holds that the environment and its perceptions (conscious and unconscious) elicit emotional
(feelings) responses in consumers, which in turn lead to approach or avoidance behaviours. Feelings are central to the model, which posits that feelings but not the cognitions drive behaviour. For example, a person may avoid an environment not simply for the reason that a lot of people are around but for the unpleasant feelings created by crowding.

Figure 2.3: The Mehrabian-Russell Stimulus-Response Model

![Diagram of the Mehrabian-Russell Stimulus-Response Model]


According to environmental psychology, a person’s feelings at any time can be characterized by three dimensions: pleasure, arousal, and dominance together known as PAD. Pleasure is a direct, subjective feeling state refers to the degree to which an individual feels happy, joyful, contented, or satisfied. Arousal refers to how stimulated the individual feels indicating one's level of activity, excitement, stimulation, or alertness. Dominance refers to the extent to which one feels unrestricted and in control of the situation. Each dimension is independent of the other and every emotional state in an individual may be described as a combination of these three dimensions. Further, these three emotional states act as mediating variables between environmental stimuli and approach-avoidance behaviors. The typical response behaviours in the model are approach or avoidance of an environment where approach behaviors are positive responses and avoidance behaviors are negative responses. Further,
Mehrabian and Russell (1974) categorized approach/avoidance behaviors into four basic dimensions:

(1) Desire to remain physically (approach) or to leave (avoid) the environment;

(2) Desire to explore (approach) the environment as opposed to a tendency to remain inanimate in (avoid) the environment;

(3) Desire to communicate with (approach) others in the environment versus a tendency to avoid interacting with others;

(4) The degree of enhancement (approach) of performance and satisfaction of task performances or hindrance (avoidance) of task performances.

However, in services marketing researchers have added series of approach behaviours such as willingness to buy (Baker et al., 1992), patronage intentions (Baker et al., 2002), desire to stay longer and spend more (Bellizi & Hite, 1992; Donovan & Rossiter, 1994), and revisit intentions (Wakefield & Brodgett, 1996), and so on. Further, researchers have measured outcome variables both in terms of actual behaviours and behavioural intentions.

**Russell model of Affect**

Russell and Pratt (1980) proposed a modification in the Mehrabian and Russell (1974) model that deleted the dominance factor. Although evidence for the suitability of the pleasure and arousal dimensions appeared convincing over a broad spectrum of situations, evidence for the dominance dimension was more tenuous. Moreover, Russell indicated that dominance required a cognitive interpretation by the person and was therefore not purely applicable in situations calling for affective responses.
According to Russell model of Affect (Fig. 21.4), the two orthogonal dimensions of pleasure and arousal were adequate to represent people’s emotional responses in any environmental situation. Pleasure is subjective depending on how much the individual likes or dislikes the environment. Arousal quality is much less subjective and depends largely on the information rate/load of an environment i.e., its degree of *novelty* (unexpected, surprising, new, familiar) and *complexity* (number of elements, extent of motion or change). For example, environments are stimulating when they are complex and relaxing when they are simple. The model also specifies the conditional interaction between pleasure and arousal wherein arousal acts as amplifier of the basic effect of pleasure on behaviour. If the environment is pleasant, increasing arousal can lead to excitement, leading to stronger positive consumer outcomes. However, if the service environment is unpleasant, increasing arousal may move customer to distressing region causing negative consumer responses.
2.1.5.2 Bitner’s Integrated Servicescape Model

Bitner (1992) developed Integrated Servicescape Model based on Mehrabian and Russell (1974) model. This model identified three basic dimensions of Servicescape including ambient conditions, spatial layout/functionality, and signs, symbols and artifacts (Fig. 2.5).

(1) Ambient conditions - refer to sensory environment i.e. weather, temperature, air quality, noise, music, odors.

(2) Spatial layout and functionality - refer to the size and shape of furnishings and equipments, the way in which they are arranged, and the ability of those items to facilitate performance of service transactions, and

(3) Signs, symbols and artifacts – refer to signage and décor used to communicate and enhance a certain image or mood, or to direct customers to desired destinations.

Figure 2.5 shows a comprehensive stimulus-organism-response model which recognizes complex Servicescape dimensions impacting on multiple parties (employees and customers), multiple internal responses (cognitive, emotional and physiological) and a variety of behaviours (individual and social). In a nutshell, model proposes that multiple Servicescape dimensions affect both customers and employees to induce internal responses which in turn lead to approach and avoidance behaviours and their interactions too. Response moderators signify the subjective perceptions of Servicescape due to personality differences. Further, the model states the possible interaction among the dimensions and therefore emphasise the holistic perception of the Servicescape to impact the behaviours. As customers perceive these elements holistically, the model also suggests that an integrated approach is essential for effective design.
2.1.6 Servicescape Dimensions

Though there is no consensus as to the dimensionality of Servicescape, few important dimensions with sub-dimensional variables are explained below.

- **Ambient conditions**

  Ambient factors include intangible background variables such as lighting, aroma, noise, music, air quality and temperature which affect the non-visual senses. Though these variables are not part of the primary service, their absence may make customers feel uncomfortable. Ambient conditions significantly affect the perception of Servicescape whether it is a dining experience (Ryu, 2005), retail store (Morrin and Chebat, 2005), casino environment (Lucas, 2003), exhibition center (Michaelia, 2008) or an international airport (Jeon and Kim, 2012).
**Music** - Atmospheric music is known to have tremendous impact on consumer responses and is the heavily researched element of servicescape. Music heard while shopping or eating at a restaurant is said to influence what consumers buy and how much they spend. In particular, volume, tempo, and genre of music have significant effects on how long consumers spend in the environment, how much they purchase or consume, and whether they view brands or individual products favourably or unfavourably. In fact, people tend to move slowly under slow music, explore more, stay for long and end up buying more (Milliman, 1982, 1986).

**Aroma** – Aromatic scents fill the air and affect consumers as soon as they enter the building. Pleasant ambient odour has significant effect on consumer perceived value and the amount of time spent in the store. In fact, scent reduces the perceived time spent in shopping. Further, in-store aroma also influences consumer emotions of pleasure and arousal.

**Lighting** - Lighting makes a significant contribution on how a customer experiences the space and help to achieve a certain mood or tone as well. It influences how much people see inside the establishment. In food service industry correct lighting enhances the mood of a dining area, the appeal of the food, and the efficiency of a kitchen. Lighting design within the restaurant setting adds to the guest’s overall dining experience. Under brighter lighting shoppers examine and handle more products. In addition, higher levels of illumination were associated with increased arousal (Kumari & Venkatramaiah, 1974).

**Temperature** - The tactile factors such as temperature and air quality help in creating a holistic atmosphere. These cues signal store's merchandize quality, clientele, comfort, and have positive impact on store image. Further, these factors increase customer’s exploratory tendencies and sensation seeking behaviours and can potentially alter emotional experiences. Store temperature (air conditioning) can increase perceived value due to personal comfort and aesthetic values (Kumar, Garg, and Rahman, 2010).
Facility Aesthetics

Aesthetics is associated with art and beauty and influences how individuals perceive objects based upon information received as five human sensory inputs. Aesthetics has the power to change how people perceive the world around them and therefore the service environments. The value of aesthetics for guest satisfaction is obvious and has become an accepted unique selling point today. Aesthetics include architectural style, interior décor, colour scheme, pictures/paintings, plants/flowers, ceiling/wall decorations all of which customers can see and use to evaluate the quality of the servicescape (Wakefield & Blodgett, 1994). Aesthetic factors are important because they also influence ambience of a place.

**Colour** - Interior designers have long understood how color can dramatically affect moods, feelings, and emotions. It is a powerful communication tool and can be used to influence mood, and physiological reactions. Colors such as red, orange and yellow are known as warm colors and these colors evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility. Colors such as blue, purple and green are known as cool colors and these are often related to calmness as well as feelings of sadness or indifference. Store colour is said to influence the trust and store choice. Colors also influence emotional pleasure what consumers feel in service environment.

**Furnishings** - Furnishings include fixtures, wall coverings and flooring, etc. The modern looking, good quality furniture and equipments have been the quality indicators in service firms (SERVQUAL). Further, the impact of furnishings can be manifested through the affective response of comfort. For instance, seating comfort has been found to affect pleasure mainly in leisure services such as football and baseball stadium facilities and casino environment (Wakefield and Blodgett, 1996; Lucas, 2003) where customers spend longer time. Further, it is important that all of the fixtures must be set up in a way not to make consumers feel too crowded or too vacuous. Choosing the best furniture and fixtures is
necessary to meet the needs of all of the people who work as well as the clientele and also to enhance the aesthetics value. Furnishings must fit in well either literally or subtly with that of a color palette or theme.

**Spatial Layout**

Spatial layout refers to the way in which machinery, equipment, and furnishings, seats, aisles, hallways and walkways, restrooms, and the entrance and exits are designed and arranged in service settings. These factors are important in many services such as theaters, retail stores, concerts, and restaurants because these can affect the comfort of the customer. Spatial layout is particularly important in self-service environments where customers perform the services on their own. Layout that makes people feel constricted, negatively affects customer quality perceptions, excitement levels, and desire to return (Wakefield & Blodgett, 1994). Facility layout can influence consumer search behaviours.

**Cleanliness**

Cleanliness is important especially in those situations where customers spend several hours and they implicitly associate cleanliness with the quality of the servicescape (Wakefield and Blodgett, 1994). Having a clean dining room and washroom has a direct effect on the customer impression in fine dining to fast casual or quick-service restaurants. Cleanliness significantly affects the servicescape satisfaction. Further, the cleanliness issues are most reported problems in servicescape failures in food service industry (Hoffman, et. al., 2003; Lia et. al., 2009).
❖ **Tangibles**

These include the appearance as well as the variety of goods associated with the service. For example, in a food service industry dimensions such as food presentation, serving size, menu design, and menu variety indicates tangible quality (Raajpoot, 2002). High quality flatware, china, glassware, and linen, neatly set table make customers feel prestigious or elegant (Ryu, 2005). Further, variety or choice of menu decides where consumers are going to eat followed by what they are going to order. Shopping malls that offer variety in tenant occupancy and product variety across and within stores is likely to attract more shoppers because of the excitement it generates. Further, mall variety measured on food service, stores and entertainment options has the strongest influence on customer excitement and desire to stay in the mall (Wakefield and Baker, 1998; Ahmad, 2012).

❖ **Exterior Factors**

Research attention on the exterior or external factors of Servicescape is limited. Exterior factors represent external appearance, quality of surrounding area, convenient location and easy accessibility, visibility and parking facilities offered in a Servicescape. Proximity in location or in time offers utility to the consumer. A restaurant's location is as crucial to its success as great food and service. It has been considered as the most 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). Restaurant or a store located on a prominent corner at a busy intersection has high visibility. Further, people tend to get frustrated with limited or no parking spaces. Exterior facilities can affect shopper’s perceptions of Servicescape quality, satisfaction and the out-shopping behaviours in a shopping mall (Wakefield and Baker, 1998).
Social Factors

Social factors represent the employees and other customers present in the service settings (Baker, 1987). These cues include physical appearance, number, gender and the attire of employees and of other customers. Presence of more social cues in store environment leads to higher perceived crowding and higher levels of arousal (Baker, Levy, and Grewal, 1992). Further, more number of sales personnel in professional attire make customers perceive higher service quality. Additionally, in an open service encounter sites such as retail outlets, banks, restaurants the way service delivered not only affects the consumer who receives it, but also affects other consumers who observes service delivery (Chebat et al., 1995).
REVIEW OF LITERATURE

2.2 Review of Literature

This section presents extensive review of literature on Servicescape and its impact on consumer behavioural intentions in varied service contexts. Since the time, Mehrabian and Russell (1974) established the link between Servicescape and human behaviour, significant advances have been made to understand which factors influence the perception of Servicescape most and how these factors affect behavioural responses. Researchers have also shown interest in measuring the effects of individual Servicescape elements, their interactions, and the role of the moderators such as gender, age, shopping motivation, involvement, etc. First, studies pertaining to different service industries are presented followed by studies in restaurant sector. These are further divided based on the theoretical frameworks adopted such as Mehrabian and Russell (1974) model, Bitner’s Servicescape Model and Baker’s (1987) Model. Studies capturing, the effect of individual servicescape elements has also been presented. Second part focuses on the literature on consumer emotional responses and behavioural intentions.

2.2.1 Role of Servicescape in Service Industry

A large number of researchers have studied Servicescape and its probable effects across varied service contexts from shopping malls and upscale restaurants to sporting events, casinos, spa, Karaoke Box, tourist places, cruise line, festivals, funeral industry, airports, schools, banks and many more. Further, impact of servicescape has been studied both from consumer and employee perspectives. However, studies which basically focus on effects of Servicescape on consumer behaviours are presented here.
2.2.1.1 Mehrabian and Russell (1974) Model

This theory, explaining the relationship between environmental stimuli, intervening variables and behavioural responses has been widely applied and empirically tested.

- **Donovan and Rossiter (1994)** introduced Mehrabian and Russell model into services marketing context. While extending their previous study (1982), they showed that emotional responses induced by the retail store atmosphere can significantly affect the approach behaviours such as liking of the store, enjoyment of shopping in the store, willingness to spend time in the store, willingness to explore the environment, feelings of friendliness to others, willingness to return, and likelihood of spending more money than intended. Pleasure was a significant predictor of both extra time spent in the store and unplanned spending whereas arousal significantly influenced unplanned spending, but in the negative direction. This implies that greater the experienced arousal, lesser the money spent than anticipated.

- **Billings (1990)** explored the effect of environmental variables in retail settings. He found pleasure to be the major predictor of shopping behavior of college students. In other words, if an environment is perceived as pleasurable, and hence rewarding, consumers would tend to exhibit more approach behaviors in terms of browsing through the merchandise, interacting with the sales personnel, and spending more money than planned. However, this study in contrast to the Mehrabian and Russell model showed that arousal is not a significant predictor of approach/avoidance behaviors. The third emotional measure i.e, dominance was also found to be unrelated to in-store behaviors in line with Russell and Pratt (1980) research. This study also compared and contrasted the intended shopping behaviour among male and female students and with different educational backgrounds. While sex of the student significantly influenced shopping behavior the academic background did not. This means to say, gender
acts as a moderator in the perception of servicescape and thereby its effect on shopping behaviour.

- Kenhove and Desrumaux (1997) examined the applicability of Mehrabian and Russell model in the retail environment. They found that both pleasure and arousal are strong predictors of behavioural intentions. However, many of the original measures of pleasure and arousal were not very good indicators of the underlying constructs. Further, the two independent constructs of emotions i.e, pleasure and arousal were found to be highly correlated. This means, an attempt to dampen arousal in an unpleasant store environment would create more avoidance behavioural intentions. However, in neutral or pleasant environments a very high level of arousal will not lead to more avoidance behaviours.

- Wakefield and Baker (1998) measured the perceptions of specific Servicescape constructs such as ambience, design, and layout and analysed their relationship to a specific emotion i.e, excitement and desire to stay within the mall setting. The ambient factor composed of lighting and temperature had negative effect on excitement, and no effect on desire to stay whereas music had significant positive effect on both excitement and desire to stay. Architectural design had the strongest positive influence on excitement, while interior decor had no effect. On the other hand, architectural design did not significantly influence desire to stay, while interior decor had the strongest positive effect on desire to stay. Layout had significant positive effect on both excitement and desire to stay. Further, the tenant variety and shopping involvement contributed towards retail shopper’s excitement.

- McOmish and McColl-Kennedy (2004) demonstrated that the three separate types of retail servicescapes: shopping centers, city centers, and street shopping, do elicit different affective (emotions) responses in shoppers. These affective responses could be either positive or negative and vary based on various customers groups.
• **Andreu, Bigne, Chumpitaz and Swaen (2006)** examined the relationships between consumer’s perceptions of a retail environment and their emotions, satisfaction and behavioral intentions with respect to two distinct retail settings: shopping centers and traditional retailing areas. The results confirmed the positive relationships among retail atmospherics, emotions, satisfaction and behavioural intentions in both the settings. The positive evaluation of retail atmospherics had direct positive effect on emotions experienced during shopping, repatronage intentions and their desire to remain longer at the shopping area. However, internal atmospherics (temperature, lighting, and decor) had a stronger positive effect on positive emotions in shopping centers than in traditional retailing areas. Also, internal atmospherics had a negative effect on the disposition to pay more in the shopping centre and no significant effect in traditional retail areas.

• **Garvin (2009)** attempted to study how store atmospherics affects purchase behavior in experiential stores by comparing planned amount of time and money to the actual amounts spent. The findings showed that higher levels of pleasure and arousal did not affect unplanned time and money spent in the store. However, higher levels of arousal occurred when the perceptions of store décor and layout were extremely positive and consumers who perceived these factors as extremely positive showed higher levels of spending. However, the level of excitement retailers should create in their stores depends on the shopping motivation of their customers.

• **Vilnai-Yavetz and Rafaeli (2006)** adapted Mehrabian and Russell model for online environment or virtual Servicescape. They explored the effects of virtual Servicescape on customer feelings of pleasantness, satisfaction, and approach toward service interactions in a specially developed interactive program (experimental design). Aesthetics and professionalism of virtual Servicescape found to be influencing customer satisfaction. The
feelings of pleasantness were significantly higher when the perceived virtual Servicescape was more aesthetic than when it was less aesthetic. However, professionalism had no influence on feelings of pleasantness. Similarly, aesthetics of the virtual Servicescape significantly affected the approach towards service interaction whereas professionalism had no effect on service interaction. Further, feelings of pleasantness fully mediated the relationship between aesthetics and customer satisfaction as well as aesthetics and approach toward a service interaction.

- **Koo and Ju (2009)** in a similar study, investigated whether online atmospherics such as human and computer factors has impact on customer emotions of pleasure and arousal, and on intention of using an online shopping store in the future. The results showed that human factors such as graphics and colors had significant positive effect on pleasure and arousal. Among computer factors, only links had positive effect on both pleasure and arousal whereas menus did not have that effect. Further, both pleasure and arousal had positive impact on intention to use online shopping store in future. The result also showed that the perceptual curiosity acts as a moderator between atmospheric cues and emotions. This means, customers with high perceptual curiosity paid more attention to graphics of online stores and were more pleased and aroused when they purchased products online.

- **Jeon and Jeong (2009)** found that ambient conditions, design aspects, searching aids & slogans, and functional aspects are the major elements of the e-servicescape that affected perceived service quality of a B&B (bed and breakfasts) Website in the context of the lodging industry. These factors in turn evoked customer intention to book a B&B and eventually contributed to the actual booking of a B&B.

- **Lee Y-K, et. al., (2008)** tried linking ‘Festivalscape’, patron emotions, satisfaction, and loyalty at an International Andong Mask Dance Festival in South Korea. The results
suggested that seven factors of festivalscape namely convenience, staff, information, program content, facilities, souvenirs, and food quality significantly influenced positive emotion and patron satisfaction, which in turn influenced patron loyalty. The study also demonstrated the role of emotion as mediator of the effect of the festivalscape on customer loyalty.

- **Lio and Rody (2009)** investigated the emotional impact of Casino Servicescape on approach/avoidance behaviours in Chinese table games gambling. The results suggested that Servicescape variables such as seating comfort, cleanliness, interior decoration are positively associated with the perceived overall quality. Gambling facilitating factors which consist of the ambient factors, social factors and casino layout had significant impact on pleasure, arousal and dominance emotions. Finally, perceived overall quality and emotional states were positively associated with the approach/avoidance responses. Therefore, for a Casino Servicescape besides pleasure and arousal even dominance emotion plays a major role.

- **Kang, Boger, Back and Madera (2011)** verified the relationships of environmental sensory components of sight, sound, smell, and touch with consumer emotions, and behavioral intentions at a spa in Texas. The results showed that sight components such as comfortable and well organized layout, cleanliness, stylish design, and warm color; and touch components such as smoothness, softness, comfortable temperature, and humidity had significant impact on pleasure, which in turn had a significant influence on behavioral intentions. However, arousal did not have significant influence on behavioral intentions. This indicates that only pleasure is what spa goers seek through spa service, which is dissimilar from other service experiences. And, sound component had a direct impact on behavioral intention.

- **Jeon and Kim (2012)** assessed the relationships among the Servicescape of an international airport, emotional states, and behavioral intentions. They identified 5 factors of
Servicescape such as ambient factor, functional factor, aesthetic factor, safety factor, and social factor. Further, the functional factor, aesthetic factor, safety factor, and social factor influenced customer’s positive emotions, whereas the ambient factor and social factor affected customer’s negative emotions. Only positive emotions had a significant impact on behavioral intentions but not negative emotions.

2.2.1.2 Bitner’s Servicescape Model (1992)

Another Servicescape model which has received equal attention and empirical evidences is the Bitner’s Servicescape model (1992).

- Wakefield and Blodgett (1994) applied Bitner’s model in assessing the effects of Servicescape on customer satisfaction and their subsequent repatronage intentions in the leisure service such as Major League Baseball. Results showed that the satisfaction levels and repatronage intentions are strongly influenced by perceptions of the Servicescape and the level of excitement experienced has a direct effect on the satisfaction with the servicescape. Consumers who perceived the Servicescape to be of high quality experienced greater levels of excitement and satisfaction and hence were more willing to attend future games than those who perceived the Servicescape to be of low quality. Further, the feelings of crowding as a moderator adversely influenced consumer’s perceptions of the Servicescape, as well as the levels of excitement. Consumers who felt crowded were less excited and perceived the Servicescape to be of lower quality. The level of customer involvement had a strong influence on excitement and repatronage intentions. Those consumers who were highly involved with major league baseball experienced higher levels of excitement and indicated a greater willingness to attend future baseball games.
• **Wakefield and Blodgett (1996)** further examined the effects of multiple environmental cues such as layout accessibility, facility aesthetics, electronic equipment, seating comfort, and cleanliness on the perceived quality of the servicescape across three leisure settings. Results showed that layout accessibility and facility aesthetics have positive effects on perceived quality across all settings. Perceived quality of Servicescape had positive effect on satisfaction which in turn had a positive effect on the length of time customers desired to stay and their repatronage intentions.

• **Lucas (2003)** examined the effects of slot Servicescape on satisfaction and behavioural intention variables such as repatronage, word of mouth and desire to remain in the casino environment. Results indicated that all the five variables i.e, seating comfort, ambient conditions, interior décor, cleanliness and layout of slot servicescape significantly affected the Servicescape satisfaction. Further, the effect of servicescape satisfaction was significant on overall satisfaction. Similarly, overall satisfaction significantly affected repatronage intention, positive word of mouth and desire to remain in the environment.

• **Lam (2005)** determined the relationship among Karaoke Box Servicescapes and customer satisfaction. The results discovered that all dimensions of Servicescapes; ambient environment, spatial layout and functionality, signs, symbol and artifacts and cleanliness had positive effect on customer satisfaction wherein cleanliness had the greatest impact. Customer satisfaction also had a strong relationship with their repatronage intention.

• **Singh, R. (2006)** examined the role of store environment on customer’s internal evaluations and how these evaluations lead to the judgment of overall value. Findings suggested that store environment influenced both utilitarian and hedonic evaluations but the value formation for recreational and task oriented shoppers was different. Recreational shoppers based their value judgments on both utilitarian and hedonic benefits whereas task
oriented shoppers relied heavily on utilitarian outcomes such as interpersonal service quality, price, merchandise quality and efficiency to form a perception of overall value. Further, perceived value positively influenced time spent in the store and repurchase intentions.

- **Tripathi and Siddiqui (2007, 2008)** applied the Bitner’s model to Indian shopping malls context to assess the effects of Servicescape on satisfaction and subsequent repatronage intentions. They found that customer perceptions of Servicescape factors such as general interiors, social dimensions, internal display facilities and exterior facilities positively affect satisfaction and repatronage intentions. When consumers perceived the Servicescape to be of superior quality, they were more satisfied with the Servicescape, and were therefore more inclined towards visiting shopping malls again. Another significant finding was that the level of satisfaction experienced by customers had a direct effect on their acceptance of the Servicescape. They also identified hierarchical ranking of the dimensions of the Servicescape where social dimensions ranked as the most important, followed by interior display, interior facilities and then exterior facilities.

- **Yusof and See (2008)** examined the relationship between Sportscape (stadium factors) on spectator’s satisfaction and their intentions to attend future soccer matches in Malaysia. Results showed that all the seven factors of sportscape namely stadium accessibility, facility aesthetics, scoreboard quality, seating comfort, layout accessibility, space allocation and signage influenced significantly customer satisfaction and satisfaction found to be an important predictor of spectator’s intentions to attend future matches.

- **Michaelia (2008)** attempted to find the relationship between Servicescape of exhibition center and visitor’s satisfaction and desire to stay in the facility. This research revealed six dimensions of Servicescape which are identified as cleanliness, signage, ambient condition, functionality, layout and general facilities of an exhibition center. However, only
functionality and cleanliness of exhibition facility had strong relationship with perceived quality of Servicescape. Further, satisfaction was positively influenced by perceived quality of servicescape which in turn was positively related to the desire to stay. The study also confirmed that length of stay is a moderator of satisfaction on desire to stay. This means, visitors who stayed in the facility for more than 5 hours had stronger desire to stay than those who stayed for less than 5 hours. Thus, keeping satisfied visitors in the facility longer strengthens their desire to stay for long.

- **Heerden, Botha and Durieux (2009)** explored the relationship between tourist’s perception of atmospherics, Servicescape quality and destination attractiveness at the Forever Resort situated in Bela Bela in South Africa. The findings suggested significant positive correlations existing between the tourist’s perceptions of atmospherics, the servicescape quality and destination attractiveness. However, these perceptions were not significantly different among male and female visitors.

- **Kumar, Garg, and Rahman (2010)** examined the influences of retail atmospherics on customer value, satisfaction, positive- word- of mouth, and patronage intentions in comparison to the influence of cognitive factors such as discounts, gifts, and coupons. Results showed that hedonic shopping value induced due to olfactory and tactile factors such as ambient scent, temperature (air conditioning) and design factors such as layout, window dressing, greenery, shelf arrangements, trial rooms, etc. was highly correlated with satisfaction, positive- word- of mouth, and patronage intention more than the utilitarian value due to promotional factors. In other words, if the customer perceives shopping value due to retail atmospherics, then he or she is more likely to come again or recommend the store to others.
• **Mofoka (2011)** found seven factors of Servicescape namely scoreboard quality, refreshment provisioning, facility aesthetics, space allocation, stadium accessibility; seating comfort and stadium cleanliness of sport stadiums in Gauteng. All these factors had significant positive correlation with future attendance and desire to stay within the stadium. While spatial allocation and stadium cleanliness made the greatest impact on spectator’s desire to stay within a servicescape, seating comfort and facility aesthetics significantly contributed towards future patronage.

• **Simpeh et. al. (2011)** examined the direct relationship between all the three Bitner’s dimensions of servicescape and customer patronage in three star hotels in the city of Accra. It was found that positive relationship exist between the ambience, spatial layout, and signs, symbols and artifacts of the hotels with customer patronage.

• **Altschwager, Habel and Goodman (2011)** measured consumer outcomes of winery cellar door Servicescape. This study confirmed the primary relationships of Servicescape to response behaviour and future purchase intention. However, these outcomes were moderated by the level of trust and commitment customer had towards the winery brand. Customer brand trust and brand commitments weaken the relationship of Servicescape and future purchase intentions as the brand trust and commitment increase.

• **Lee (2011)** integrated the Bitner’s factors of spatial layout and signs and symbols into serviceability factor, with the assumption that all these factors relate to wayfinding and serve to guide patient’s activities, in their study on ambulatory healthcare servciecsape. Further, two components of servicescape; ambient conditions including acoustics, lighting, air quality, temperature, furniture, and visual attractiveness and the serviceability factor including wayfinding, convenient design, privacy, communication with staff, and cleanliness were positively related to satisfaction with facility, perceived quality of care, and approach
behaviors. When patient’s perceptions with physical conditions and serviceability of ambulatory healthcare are higher, they feel more satisfied with the facility, perceive higher quality of care, and are more willing to return to and recommend the healthcare service to others.

- **Wells and Daunt (2011)** conceptualised Eduscape model utilising the ambient factors from Bitner’s model, emotional element from Mehrabian and Russell model and a number of potential outcome measures, to measure the impact of the physical environment of education among university students. Eduscape was composed of ambient factors consisting of general maintenance, temperature, light, smell and aroma, and layout & design factors such as general comfort and crowding/density. Emotional responses consisted of pleasure, arousal and dominance and outcome variables such as approach-avoidance behaviours, satisfaction, engagement and involvement. Pilot study results indicated that students in particular are concerned with temperature, light, comfort and equipment in their learning environment.

- **Musriha (2012)** found evidences for both direct and indirect effects of Servicescape on customer satisfaction and customer loyalty in a banking service. Results showed that Servicescape generated significant direct effect on customer satisfaction and customer loyalty. Similarly customer satisfaction had direct effect on customer loyalty. Further, customer satisfaction generated an indirect effect on servicescape in influencing customer loyalty. This implies that customer satisfaction plays the mediating role between Servicescape and customer loyalty.

- **Miles, Miles, and Cannon (2012)** empirically examined the relationship between various dimensions of Servicescape and customer satisfaction across ten firms in three service industries, depicting that this relationship is moderated by competitive strategy. The results obtained suggested that increased levels of the Servicescape variables such as layout
accessibility, facility aesthetics, and cleanliness are associated with increased customer satisfaction. Further, increased levels of customer satisfaction are noticed for firms pursuing a differentiator strategy than for those firms pursuing a cost leader strategy.

- **Zaim and Purwanegara (2013)** conducted research to investigate the tourist’s preference of dormitory hostel Servicescape in Bandung and its influence on their behavioral intention. The results showed that the aesthetics of the hostel Servicescape impacted behavioral intentions namely the intention to try and a desire to stay at the hostel. However consumers’ willingness to pay more than the price of the competitors was not supported regardless of the intention to try and the desire to stay.

### 2.2.1.3 Baker’s (1987) Model

Although Servicescape was basically considered in terms of physical attributes, social elements which include the service employees and other customers also influence considerably how customers perceive and react in the service environments (Baker, 1987). Few researchers have used this framework.

- **Baker, et. al., (2002)** proposed a comprehensive store choice model that examined the effect of store environment cues (social, design, and ambient) on store patronage intentions under various store choice criteria (shopping experience costs, interpersonal service quality and merchandise value) as mediating constructs. They found that design cue perceptions had significant, negative effect on shopping experience costs. Employee cue perceptions had no impact on shopping experience costs whereas music cue perceptions had consistent but modest negative effect. Design cue perceptions were the only significant antecedents of merchandise quality perceptions. Employee and design cues significantly affected interpersonal service quality perceptions, but music cues had no significant impact on them.
Further, store patronage intentions were significantly influenced by interpersonal service quality, merchandise value, and shopping experience costs.

- **Hightower, Brand and Bourdeau (2006)** proposed a Servicescape framework for the funeral service industry. They found that the key dimensions of funeral Servicescape are design (aesthetic and functional), ambient and social interaction (employee and consumer) factors. Further, it was found that social interaction which is a function of employee experience and other characteristics such as their appearance, dress, demeanor, personality, etc. is more significant in maximizing customer satisfaction.

- **Liaw (2007)** examined the effect of store design, store music and store employee cues on customer's shopping mood and the patronage satisfaction. The results showed that, design factors and store employee perceptions affected shopping mood of customers in the store and the influence of music was not significant. Further, shopping mood (buying emotion) affected positively the consumption behavior and customer satisfaction.

- **Anupama, Rajasekhar and Kumar (2012)** found that three factors of physical evidence or Servicescape namely office interior and exteriors, brand image and communication, and appearance of employees and manuals significantly affecting customer expectations, perceptions and customer satisfaction of cellular services in India.

### 2.2.2 Role of Servicescape in Restaurant Industry

Servicescape or restaurant atmosphere has been consistently considered as one of the top three reasons along with food and service performance, why customers patronize their restaurants (Mattila, 2001). Servicescape plays significant role in a restaurant service as it is primarily consumed for the hedonic value (especially fine dining) than other services
consumed for utilitarian value such as banking (Reimer and Kuehn, 2005). Moreover, up to 95% of purchase decisions in a restaurant setting are based on emotional responses rather than rational considerations and a positive emotional reaction is the strongest indicator of loyalty to a restaurant business (Zaltman, 2003). Researchers have always shown interest in assessing the relative importance of servicescape with food quality and service performance, which were traditionally believed to be the major influences of customer’s evaluation of a dining experience. Some of the studies attempted to measure relative effect of servicescape along food and service on dining experience are presented here.

- **Sulek and Hensley (2004)** investigated the relative importance of food, physical setting, and service in the context of a full-service restaurant. Results showed that atmosphere of the dining area and fairness of the seating order of physical setting are significant predictors of satisfaction with the overall dining experience.

- **Reimer and Kuehn (2005)** using SERVQUAL showed that Servicescape has both direct and indirect influences on customer perceptions of service quality. They found that Servicescape (tangibles) not only influenced the perception of service quality, but also influenced customer’s evaluation of intangible factors (reliability, responsiveness, assurance and empathy) determining service quality.

- **Harris and Ezeh, (2008)** tested a multi-dimensional and social view of Servicescape and its linkage with loyalty intentions in the UK restaurant sector. Aroma, cleanliness, implicit communicators, furnishing, customer orientation of staff, physical attractiveness of staff were found to have linear relationships with intentions to be loyal.
• **Wall and Berry (2007)** have examined the combined effects of the physical environment (mechanic clues) and the behavior of employees (humanic clues) on customer perception of restaurant service quality. Results indicated that customer expectations of restaurant service were significantly higher when mechanic clues were positive than when they were negative. However, humanic clues were more important than mechanic clues in determining the customer’s final assessment of the restaurant’s service. In addition, a significant interaction effect of mechanic clues and humanic clues on service quality perception was also found.

• **Ryu and Han (2009)** examined the relationships among three determinants of quality dimensions (food, service, and physical environment), price, satisfaction and behavioral intention in quick-casual restaurants. Results showed that quality of food, service, and physical environment are all significant determinants of customer satisfaction which is a significant predictor of behavioral intention. In addition, perceived price acted as a moderator in the satisfaction formation process.

• **Voon (2011)** explored the relative importance of Servicescape, human service and food quality from the youth customer’s perspective at fine dining, fast food, and food court restaurants in Malaysia. The results indicated that for fine dining and food court, Servicescape did not have significant influence on the youth satisfaction. However, for the fast food restaurant, Servicescape had significant effect on youth satisfaction and ranked second.

• **Ha and Jang (2012)**, identified how the perception of atmospherics in an ethnic restaurant setting influences customer perceptions of service quality and food quality, and whether these perceptions mediate the relationship between atmospherics and customer behavioral intentions. The findings suggested that the perception of environmental
components was positively associated with the perceived quality of service as well as food. Also, atmospherics had positive impact on behavioral intentions such as revisit intention, positive word of mouth, and willingness to recommend. Further, the mediating role of perceived quality of service and food in the relationship between the perception of atmospherics and behavioral intentions was also identified. Even though perceived atmospherics directly influences customer behavioral intentions, more favorable behavioral intentions could be induced when atmospherics enhances perceived quality of services and foods.

**DINESCAPE Model**

Ryu (2005) developed a six-factor DINESCAPE scale to measure Servicescape in upscale restaurants. Based on the Mehrabian and Russell (1974) model, he identified facility aesthetics, ambience, lighting, service product, layout, and social factors as key factors affecting restaurant Servicescape quality. DINESCAPE scale reportedly had good reliability and validity of multiple items for each construct. He further attempted to examine how these factors affect emotions and subsequent behavioral intentions. Results revealed that facility aesthetics, ambience, and social factors affected the level of pleasure and ambience and social factors influenced the amount of arousal. In addition, pleasure and arousal had significant effects on behavioral intentions.

- **Liu and Jang (2009)** extended Mehrabian and Russell (1974) model and examined the relationships among dining atmospherics, emotional responses, perceived value, and behavioral intentions at Chinese restaurants. Results of this study revealed that dining atmospherics had significant effects on customer’s positive emotions, negative emotions, and perceived value. Further, both emotions and perceived value significantly influenced
customer’s post dining behavioral intentions. Also, perceived value functioned as the mediator of the relationship between emotional responses and behavioral intentions.

- **Kincaid, et. al., (2010)** examined the effect of Servicescape (tangible quality) on restaurant patron’s affect and behavioral intentions using TANGSERV scale. Results showed that tangible quality composed of food and service, staff and accessibility of restaurants exhibited positive impact on the affect which in turn influenced re-patronage intention. Also, affect was a strong mediator, facilitating the relationship between tangible quality and behavior. The ‘food and service’ construct included variety and presentation of food and beverage offerings and the quality of the menu; ‘staff’ construct addressed the uniform, attitude, and gender mix; and ‘accessibility’ was related with the location of a restaurant.

- **Ryu and Han (2010)** examined how customer perceptions of physical environment influence disconfirmation, customer satisfaction, and customer loyalty in upscale restaurants. This study showed that facility aesthetics, lighting, layout, and social factors had significant effects on disconfirmation which had direct influence on customer satisfaction and customer loyalty. Finally, the impacts of facility aesthetics, lighting, service product, and social factors on disconfirmation significantly differed among first-timers and repeaters.

- **Lin and Mattila (2011)** examined the relative impact of physical surroundings and customer-employee interactions on customer emotions and satisfaction in Japanese restaurant. Results indicated that both the Servicescape and the service encounter enhanced individual’s pleasure level whereas only Servicescape was positively linked to arousal. Pleasure strongly influenced customer’s overall satisfaction but not arousal. In addition, perceived congruency (i.e., matching the restaurant theme with food served, and matching the exterior look with the interior décor) mediated the impact of pleasure on satisfaction but not the impact of arousal on satisfaction.
- **Ariffin, Bibon, and Abdullah (2011)** showed that atmospheric elements such as style of the restaurant, layout, lighting and furnishing of the restaurant significantly affected the youth consumer behaviours of word of mouth, revisit intentions, and attitude towards the restaurant. However, colour was insignificant.

- **Chen (2011)** investigated the relationships between the Servicescape, service quality and behavioral intentions in restaurant services industry of Taiwan. The SEM analysis showed that Servicescape was the main factor affecting overall service quality and overall service quality was the main factor affecting consumer behavioral intentions. Besides Servicescape, waiting experiences and price rationality also influenced consumer behavioral intentions.

- **Walter (2011)** found that physical environment including social, tangible and intangible resources and customer placement was one of the main drivers of customer’s favourable and unfavourable service experiences at restaurants.

- **Wang and Chen (2012)** demonstrated that the attractiveness of Servicescape, which includes four dimensions; interior design, ambient factor, spatial layout and human elements positively affected overall service quality as well as behavioral intention in a full service restaurant.

- **Brüggen, Foubert and Gremler (2011)** showed that remodeling of Servicescape can have both short term and long term effects on consumer behavior and thereby affect store performance. They investigated effects of Servicescape remodeling in a fast food chain. The results showed that, in the short run both behavioral intention measures (loyalty, desire to stay, and word-of-mouth communication) and cognitive measures (perceived value and store image) were positively affected by Servicescape remodeling. However these effects lost strength in the long term i.e., after six months. Further, the effects on desire to stay and word...
of mouth communication were partially mediated by store image. Moreover, Servicescape remodeling affected consumers on a spontaneous visit more positively than consumers who planned their visit in advance. Also, customers in a group responded more positively to the remodeling than single customers. In terms of store performance, average customer spending significantly increased in the short term that disappeared in the long term. However, store traffic did not change significantly in the short term and it even declined in the long run, thus indicating that Servicescape remodeling may adversely influence the store patronage.

- **Hoffman, Kelly and Chung (2003)** investigated the service failures related to the Servicescape of restaurants. Results indicated that Servicescape failures which are around 9% of total service failures, most likely occur in the order of cleanliness issues, mechanical problems and facility design issues. However, with the suitable recovery strategies the service provider can retain the customers up to 60.2%.

- **Lia, et. al., (2009)** examined the effects of Servicescape failures on customer responses in the food service industry. Analysis disclosed that cleanliness issues, design issues, social issues, and functionality issues were the most reported Servicescape problems. Further, these failures resulted in negative customer reactions in terms of emotional, physiological, and cognitive responses. It was also observed that Servicescape failures significantly diminished perceptions of service performance and evoked feelings of dissatisfaction.

- **Daunt and Harris (2012)** showed that various aspects of Servicescape design including exterior environment, the layout and design of the outlet, and atmospheric variables trigger different forms of dysfunctional customer behaviours within restaurants such as making complaints without genuine cause, failures to pay for services, theft, or rudeness to service employees, intentional damage and infringements of the personal space and well-being of
service workers. Therefore, a carefully designed servicescape variables that promote ease of movement, suitable crowd density, good air quality, and cleanliness, not only lead to favourable consumer responses but also lessen or negate incidents of norm-breaking behaviours.

2.2.3 Elements of Servicescape

Though both Mehrabian and Russell (1974) model, and Bitner (1992) model stressed upon the holistic perception of Servicescape while assessing its effect on behavioural intentions, many researchers have studied the effect of single or few elements of Servicescape. Further, researchers have been exploring additional elements too. Servicescape elements which are commonly tested and found to be having profound impact on behavioural intentions are presented here.

- **Rosenbaum and Massiah (2010)** expanded Servicescape framework to show that perceived Servicescape comprises of physical, social, symbolic, and naturally restorative dimensions. They proposed that Servicescape is not only related to managerially controllable physical stimuli but also managerially uncontrollable and immeasurable social, symbolic, and restorative (natural) stimuli, which all influence customer approach/avoidance decisions and social interaction behaviors. Furthermore, customer responses of social, symbolic, and restorative stimuli are often the drivers of person–place attachments.

- **Paninchukunnath (2009)** explored three dimensions of elaborate Servicescape of interpersonal service organizations namely; interior, ambient and other tangibles. Interior of Servicescape like décor, equipments, signage and layout were more significant factors than Exterior aspects like design, parking signage and landscape. Ambient conditions like noise,
music and odour were more important than air quality, temperature, cleanliness and lighting. Among items in the other tangibles dimension, business card, stationery, billing statement and reports emerged as the most important but not the dress/uniform of employees, brochures and website.

i) Music

- **Milliman (1982)** critically examined the effects of background music on in-store shopping behavior. It was found that music tempo variations significantly affected the pace of in-store traffic flow and dollar sales volume. In-store traffic flow was significantly slower with the slow tempo music than for the fast tempo music. Also, the higher sales volumes were consistently associated with the slower tempo musical selections while the lower sales figures were consistently associated with the faster tempo music.

- **Milliman (1986)** in a similar study, found that music tempo variations significantly affected purchases, length of stay of restaurant customers too. With the slow-tempo background music patrons stayed longer, ate about the same amount of food, but consumed more alcoholic beverages than with the fast music.

- **Caldwell and Hibbert (1999)** showed that when slow music was played, customers spent significantly greater amount of time dining than when fast music was played. Also, the music tempo was found to have a significant effect on money spent on both food and drink at the restaurant.

- **Herrington (1996)** found that musical preference can have a positive influence on the amount of time and money shoppers spend in service environments. However, tempo and
volume of the background music did not influence the shopping time or expenditures of shoppers.

• **Areni and Kim, (1993)** found that rather than increasing the amount of wine purchased, customers selected more expensive wines when Classical music was played in the background versus Top-Forty music.

• **Hui, Dube and Chebat (1997)** showed that approach behavior is a significant positive function of emotional evaluation of the service environment, which in turn is a significant positive function of both positively and negatively valenced music. However, only positively valenced music produced a significant positive effect on emotional response to the wait.

• **Yalch and Spangenberg (2000)** investigated on how music affects actual and perceived time consumers spend shopping under the influence of familiar and unfamiliar music played in the store. The results revealed that individuals perceived less time when the familiar music was played than when unfamiliar music. Further, individuals reported greater pleasure and greater sense of dominance when listening to the unfamiliar music compared with familiar music. On contrary individuals reported greater arousal when listening to the familiar music compared with unfamiliar music. Further, pleasure and arousal mediated the effect on product evaluations.

• **Oakes (2000)** proposed Musicscape incorporating characteristics such as music genre, tempo, volume, mode, and musical preference which is believed to affect consumer emotions and behaviours in service setting to a great extent.

• **Rohrmann (2003)** identified that people who visit restaurants encounter three kinds of sounds together called as ‘Soundscape’. These are, sounds created by other customers, the sounds from outside (the street), and the sounds provided by the music systems. The overall
satisfaction with a restaurant visit is influenced by their evaluation of soundscape especially the music.

- **Garlin and Owen (2006)** analysed the effects of characteristics of music in service environments. Results indicated that the mere presence of music positively affected the patronage as well as felt pleasure. Familiarity/liking for a music type had a positive effect on patronage. Slower tempo, lower volume and familiar music resulted in longer stays at venue than when the fast tempo or high volume, or the music was less familiar. Also, higher volume and fast tempo, and the less liked music made customers perceive longer time duration. Finally, music tempo had the greatest effect on arousal.

- **Vaccaro, et. al., (2009)** found that the music-retail consistency (fit or congruency) was significantly related to the consumer responses such as product involvement, store image, behavioral intentions, and intended time spent in a retail environment.

- **Rinaldi-Eichenberg (2010)** studied background music in educational settings to understand what type of music is suitable in a classroom. It was found that students generally liked contemporary music genres such as Pop rock, Christmas music (which is played during the Christmas season), heavy metal, country, and hip hop/rap and disliked music genres that might be considered non-contemporary such as classical, jazz, and oldies. Also, students disliked the music very much when the music was not voluntarily chosen and was not preferred at the time. Further, there was a strong correlation between student’s liking for the music and the perceived positive benefits gained from the music. Students perceived that classical and jazz music to have a negative effect on their ability to do well in class and to have better focus and less distracted when listening to pop rock or heavy metal. When classical and jazz music were played, the student’s moods were depressed and with loud, fast music, student moods were excited and hyper. But, observation of student behaviours showed
that slower, quieter music was preferable to faster, louder music if maximizing student focus and classroom productivity are the key goals and Classical and jazz music were most likely to produce this effect.

- Ding and Lin (2012) showed that background music tempo positively affected consumer arousal in online shopping environment. Fast tempo background music can lead to higher arousal than slow tempo background music. Arousal positively influenced pleasure which had a positive effect on purchase intention. It was also suggested that product category moderates the influence of arousal on pleasure such that a positive effect occurred when shopping for hedonic products like video games but not for utilitarian products like household electric appliances.

- Zolas (2012) attempted to identify the effect of musical properties in a restaurant environment. Consumer responses were compared while dining under the two contrasting musical environments; structured music treatment and unstructured music treatment. Analysis showed that consumers dining under a structured music treatment expressed greater awareness of the music, higher enjoyment evaluations, shorter time perceptions and higher intentions to return to the restaurant.

ii) Scent or Odour

- Mitchell, Kahn and Knasko (1995) found that pleasant ambient odour had significant effects on consumer decision making process wherein consumers spent more time processing information, more holistic in processing data and spreading their choice on wide range. However, these behaviours were significant when scent was congruent with product class than incongruent.
• **Spangenberg, Crowley and Henderson (1996)** found that consumer’s evaluations of environment and behaviors differ significantly in scented and unscented store environments. Although the presence or absence of a scent consistently affected evaluations and behaviors, the nature of the scent itself was less important. Scents that are neutral were found to produce enhanced perceptions and the intensity of the scent did not dramatically affect the results. Further, consumers in the scented condition perceived that they had spent less time in the store and consumers in the no-scent condition perceived having spent significantly more time than they actually did.

• **Chebat and Michon (2003)** tested the effect of ambient scent in a shopping mall environment using two competing models. Results showed that the presence of odour influenced the perception of the shopping environment and arousal but failed to directly induce pleasure. The perception of mall atmospherics mediated arousal which stimulated pleasure. But, shopper’s emotions were not strong antecedents to consumer spending according to emotion–cognition model (Mehrabian and Russell, 1974). However, the perceptions of the retail environment had little effect on shopper’s spending as per cognition-emotion model (Lazarus, 1991). Thus, it was concluded that the cognitive theory of emotions better explains the effect of ambient scent.

• **Michona, Chebat and Turley (2005)** explored the moderating effects of retail density on ambient scent in the mall environment. The positive effect of ambient scent on shopper’s perception of the mall atmosphere was observed only at the medium retail density level.

• **Vaccaro, et. al., (2009)** investigated the relationship of consumer perceptions of atmospheric scent on consumer responses of product involvement, store image, behavioral intentions, and intended time spent in retail environments. The results showed that pleasant
atmospheric scent significantly affected only intended time spent but not product involvement, store image, and behavioral intentions.

iii) Colour

- **Brengman and Geuens (2004)** investigated the impact of store interior color on affective responses, taking into account three dimensions of color (hue, saturation and brightness) in an experimental store environment developed through Computer Aided Design. Analysis showed that store colour induce four types of emotions: pleasure, tension, excitement and dominance of emotions instead of three PAD emotions.

- **Lee and Rao (2010)** provided evidences for the effect of color on store choice in electronic commerce. Web store color was an important determinant of store choice, even when the colors were closer to each other on the spectral range. Further, blue ambient color generated marginally more trust than green ambient color and the difference in trust was statistically significant. Also, the difference in perceived trust between the two stores had a significant effect on store choice.

- **Van Es (2008)** similarly showed that a red retail environment is more arousing than a blue retail environment and red store was preferred by the recreational shoppers while the task oriented shoppers favored the blue retail environment.

- **Kwon (2010)** investigated the significance of culture in the way people interpret and establish colour meaning in healthcare environments. It was found that colour is related to social interaction. Patient’s concepts of healthcare colour were based on their personal experiences and cultural backgrounds. Patients tend to remember more details of reception or waiting areas and the memories of colour settings seemed to be affected by the length of stay.
Moreover, patients associated white with hygiene status, off white with wornness or dirt, prefer tint of yellow and green but not grey colours in healthcare environments. Also, they associated colour with quality of healthcare services where chromatic colours were associated with professionalism of staff than achromatic colours. Patients also expected to see colours that can reflect stability, vitality and familiar colours in healthcare environments and feel more comfortable with less saturated colours on the structure.

- **Jacquier and Giboreau (2012)** tested the perception and feelings of customers towards three colored atmospheres (Red and Black, Blue and White, and Green) at the experimental restaurant. In Red and Black atmosphere which was related to “Excitation”, customers felt more stressed and less excited. Lighting was described as intense, the style as dark and the sound environment as noisy under this colour. In Blue and White atmosphere which was related to “Serenity” customers felt less excited, less stressed and less happy than in atmosphere Red and Black. Lighting was described as subdued, the sound environment as calm and relaxing, the style as pale, the space as luminous and decoration and furniture were described as more pleasant under this colour. In Green atmosphere which was related to “Happiness”, no effect of the atmosphere on emotional terms was revealed. However, customers felt the atmosphere was less cold, serene and intimate. Consumers felt light as stimulating, sound environment as relaxing and the style as colored under this colour. In addition, atmosphere perception and emotional state of customers varied across gender, time of meal and social environment.

iv) **Lighting**

- **Ciani (2010)** examined how lighting design within a restaurant affected guest experience throughout the meal. Results showed that the color of the overall lighting (from cool to
warm) impacts the guests’ comfort level from the beginning of the meal to its completion. A feeling of warmth occurred and comfort was increased as the color was altered from a blue color to a blue red color during the meal. Participants felt more at ease and became more relaxed as the meal progressed. The maneuverability around the space, able to communicate comfortably with dinner guests/servers, level of involvement or engagement and the overall dining experience increased significantly during the meal. Although the participants noticed a slight difference in the lighting change as the meal progressed, they strongly felt a noticeable change in their comfort level throughout the meal. Further, these changes may vary on variables like gender, table size, participant location, and whether the participant was facing the wall or the balcony lighting.

v) Cleanliness

- **Yoo (2012)** attempted to investigate the customers’ perceptions of restaurant cleanliness among Western and Asian customers. The results indicated that the restroom personal hygiene and restroom appearance had a positive relationship with customer’s restaurant quality evaluations. However Asian groups had higher expectations for overall restaurant cleanliness than Western groups. Further Western customers perceived the restroom personal hygiene as more important than Asian customers did. The servers’ behaviors such as contact with food with bare hands, smoking or sneezing were ranked as the most important dimension by both Western and Asian customers while evaluating restaurant cleanliness.

vi) Social Factors

- **Eroglu and Machleit (1990)** investigated the determinants and outcomes of retail crowding, a social dimension of Servicescape. It was found that under high retail density conditions, task-oriented shoppers experienced more retail crowding and less satisfaction
than non-task oriented shoppers. Perceived risk and time pressure associated with purchase were shown to intensify retail crowding perceptions only under high retail density. Also, at higher levels of retail density, time pressure negatively affected satisfaction with the shopping environment.

- **Machleit, Eroglu and Mantel (2000)** examined the retail crowding and satisfaction relationship and the possibility of emotional reactions to mediate this relationship. The results from three studies indicated that the effect of retail crowding on shopping satisfaction depends on a number of individual and situational factors such as expectations of crowding, tolerance for crowding, etc. Although emotions partially mediated the crowding - satisfaction relationship, the decrease in shopping satisfaction due to crowding is strongly mediated by expectations of crowding and tolerance for crowding.

- **Tombs and Kennedy (2003)** presented social servicescape and argued that the concept of atmospherics to be broadened to include other customers. Furthermore, they proposed that emotional contagion is an important component such that customer’s affective states and their subsequent behavioral responses primarily repurchase intentions are likely to be affected by the purchase occasion, social density and the displayed emotions of others in the service setting.

- **Van Es (2008)** showed that motive or consumer’s shopping intentions interacts with density (function of employee and other customers). The high density store was preferred by the recreational shoppers while the task oriented shoppers favored the low density environment.

- **Kim and Lee (2012)** analysed how the presence of other customers in a service encounter influences customer’s evaluations of restaurant services. Results revealed six dimensions of
other customers such as age, gender, appearance, attire, number, and public behavior. Among these factors, appearances and attire were used as more important clues in post encounter evaluations by recreational-oriented customers and for evaluating a highly risky restaurant. Age and gender also had similar effects except that age was important in both evaluation stages. The number of other customers was considered important at a pre-encounter stage by both task and recreation-oriented customers and for evaluating restaurants with high perceived risks. Finally, public behaviors of other customers were important for recreational customers, but were not considered while evaluating a risky restaurant.

- **Liang and Zhang (2011)** investigated how consumer-provider interactions affected the customer satisfaction/behavioral intentions. Results showed that the positive relationship between customers and service providers determined the customer satisfaction and behavioral intentions. However, interaction orientation significantly affected behavioral intentions of the frequent customers but not the first-time diners.

- **Gurovitsch and Prince (2009)** showed that shopper’s attire can influence the promptness of service a customer receives in department stores. Customers received service more promptly when dressed in formal attire than in informal attire.

vii) **Studies on Two or more elements of Servicescape**

- **Mattila and Writz (2001)** investigated the combined effects of music and ambient scent. Results showed that when ambient scent and music are congruent with each other in terms of their arousing qualities, consumers rate the environment significantly more positive, exhibit higher levels of approach and impulse buying behaviors, and experience enhanced satisfaction than when these environmental cues are incongruent with each other.
- **Morrin and Chebat (2005)** tested a person-place congruency framework that predicts that atmospherics cues (music and scent) are more effective at enhancing consumer responses when they are congruent with individual’s shopping styles. Results showed that impulsive shoppers (who made unplanned purchases) were positively affected by the presence of background music, whereas contemplative shoppers (who did not make any unplanned purchases) were positively affected by the presence of a pleasant ambient scent. That means, contemplative shoppers spent more when only scent was present and impulsive shoppers spent more when only background music was present in the shopping mall environment. However, for both impulsive and contemplative shoppers the simultaneous presence of music and scent had negative consequences for dollar expenditures. Further, music had no effect on evaluations of mall but perceived ‘ease of search’ (browsing behavior) enhanced when scent was present versus absent.

- **Walsh, et. al (2009)** found that the two store environment cues i.e., music and aroma significantly influenced emotions, customer satisfaction and loyalty in chain of coffee stores. Results also showed the key mediating role of emotions (arousal and pleasure) in increasing satisfaction and loyalty.

- **Cheng, Wu and Yen (2009)** explored the impact of two environmental elements i.e, music and colour of an online store on the consumer’s emotions in a laboratory experiment. The results indicated that both music and colour had significant effects on emotional responses. Participants felt more aroused and pleased when they were under fast music and warm colour conditions than when they were under slow music and cool colour. In addition, the congruency of music and colour enhanced the effects of atmosphere on emotional responses.
- **Newman (2007)** revealed that the legibility of the servicescape (combination of signage and spatial appearance) help to induce positive emotional states or moods, and therefore positive images of the service providers. These positive consumer moods influenced the amount of time a person wishes to remain in that setting and thus impacting on the relative spending.

- **Gajanayake and Gajanayake (2011)** tried to identify the influence of visual merchandising on patronage intentions in supermarkets. Visual merchandising including store layout, colour, product display, music, lighting, and cleanliness were considered. The results of the study demonstrated that product display, music, cleanliness and lighting significantly affected patronage intentions. However, there was no significant relationship between the store layout and the patronage intentions.

- **Chang (2012)** examined the effects of facility aesthetics and music congruency on emotion and behavioural intention in the upscale restaurant environment. Results showed that facility aesthetics work together with music congruency to influence behavioural intention. Although facility aesthetics was the main force driving behavioural intention, music congruency can help improve the effect, in the presence of a moderate level of facility aesthetics. Furthermore, pleasure mediated the interaction effect of facility aesthetics and music congruency on behavioural intention.

- **Parsons (2011)** investigated the effects of sensory stimuli such as lighting, music, temperature, and scent on customer’s affect in women's apparel store environment. *Findings* showed that interactions between sensory stimuli had a significant effect on fashion shopper’s affect for a store. The ideal levels of sensory stimuli were bright lighting, fast music, mid-level temperature, and presence of a congruent scent. Further, stagnation from repeated
exposure can diminish affect and small changes in stimuli levels can revitalise and increase affect.

- **Dennis and Newman (2005)** showed the importance of atmospheric stimuli such as Captive Audience Network (CAN or private plasma screen network) in influencing the shoppers’ arousal and pleasure which in turn positively influenced shoppers’ approach behaviors.

- **Yildirima, Akalin-Baskayab and Hidayetoglu (2007)** investigated the effect of the two most common types of store windows (flat and arcade) in the context of retail clothing sales. Results revealed significant relationship between types of store windows with consumer’s perceptions of store image and shopping attitudes. Further, consumers had more positive perception of flat windows than arcade windows with respect to shopping attitudes such as store entry and product purchase.

- **Juhari, Ali and Khair (2012)** found that dysfunctional closed-circuit television (CCTV) can decrease the number of customers visiting shopping malls.

### 2.2.4 Consumer Emotions

Emotions are defined as “more intense, stable and pervasive feeling states that influence customers’ perceptions and evaluations of their experiences” (Zeithaml, 2008). These are different from moods which are transient feeling states occurring at specific times and in specific situations. Since most services are essentially experiences, emotions play critical role in shaping the perceived effectiveness of service encounters. For example, a customer in bad emotional state is likely to interpret service provision more negatively than when in good emotional state. Further, any service characterized by human interaction is strongly
dependent on the emotions of the service provider, service customer and other customers present in the service environment.

Emotions can affect the behaviour of service customer in three specific ways. First, positive emotions can make customers more obliging and willing to participate in service encounters. For example, helping self at a fast food restaurant or overlooking delays in service. Second, emotions influence service customers to bias the way they judge service encounters and providers. In other words, emotions amplify or enhance experiences making them either more positive or more negative depending on the polarity of emotion. Finally, emotions affect the way information about service is absorbed and retrieved in the memory of customers. When customers encode the memories of a service, the feelings (positive or negative) associated with the encounter becomes an inseparable part of the memory. Each time customer think of the service, feelings encoded also are retrieved. Because emotions play such important roles in influencing customer experiences “organizations must manage the emotional component of the experiences with the same rigour they bring to the management of product and service functionality” (Zeithaml, 2008).

**Servicescape and Emotions**

Traditionally, service researchers have focused on the effect of environmental stimuli on cognitive responses of customers which included perceived value, price, service quality, merchandise quality, etc. as drivers of satisfaction and behavioural intentions. However, cognitive models (Lazarus, 1991) were not able to explain consumer behavior effectively because of intangible nature of services. As a result consumer affective responses (emotions) are considered critical in experiential services. Holbrook and Hirschman (1982) in their seminal research on hedonic consumption stressed more on emotional and experiential
aspects of consumption. They defined customer buying emotion as “a state of excitement produced in the consumer by stimulation” and showed that specifically the emotional reaction of consumers in stores influences buying behavior and customer appraisal of the store. Further, it is argued that emotions happen prior to cognition and can function independently of cognition. Few studies capturing the role of emotions in Servicescape are presented here.

- **Paunksnienė and Banytė (2012)** attempted to explain why emotions arise. They argued that one of the most significant environmental characteristics that promote rise of emotions is the responsibility for the current situation/event. In store environment, this characteristic (responsibility for the event) can be attributed to physical environment (circumstances), social environment (to other individuals within store environment), and oneself, the consumer may be a source of emotion. The appraisal of the purchasing situation leads to specific consumer emotion elicitation and appraisals depend on personal and time differences. It means that for customers who make different appraisals of the same purchasing situation experience different emotions will occur. Similarly, when the same individual evaluates the same situation at different time different emotions may occur. Therefore, servicescape can have different effect on different customers and at different time periods.

- **Donovan and Rossiter (1994)** in their study on store environment found that emotional factors of pleasure and arousal were more important for extra time spent than the cognitive factors such as variety and quality of merchandise, special price and value for money.

- **Curren and Goodstein (1991)** found that positive affect influenced brand choice behavior. In non-risky choice situations where brands are familiar, consumers in positive affect conditions are more likely to switch among brands or exhibit more variety-seeking behavior but in more risk situations they are likely to be brand loyal.
• Smith and Nina (2009) tried to identify the differences between cognitive and affective measures and their ability to predict behavioral intentions towards the service in a cross-cultural context. Results revealed that service quality dimensions were better at predicting affective responses than cognitive responses, which further supported that consumers’ affective or emotional responses are more relevant to service providers than cognitive responses.

• Mattila and Enz (2002) advanced the understanding of the influence of affect in consumer’s responses to brief, nonpersonal service encounters. The results of this study suggested that two affect variables such as customer mood states and displayed emotions were positively and significantly related to service provider performance in the encounter and the overall assessment of the consumption experience.

• Bigne, Mattila & Andreu, (2008) found that emotional responses especially pleasure was the major predictor of satisfaction and loyalty in hedonic services context.

• Palmer and Koenig-Lewis (2011) showed that anticipatory emotions (emotions evoked when thinking about a service encounter) had a significant effect on post consumption emotions for both positive and negative emotions. For both anticipated and post consumption emotions, positive emotions had no effect on satisfaction, but negative emotions had a significant effect. Further, post consumption positive emotions had a stronger effect on behavioural intention thus validating that post consumption emotions have a stronger effect on behavioural intentions.

• Barger and Grandey (2006) found that customer ‘smiling’ during an encounter predicted post encounter mood and customer post encounter mood uniquely predicted service quality and encounter satisfaction in food/coffee services.
2.2.4.1 Dimensionality of Consumer Emotions

The content and dimensionality of emotions has always been a topic for debate. Researchers often use different scales to measure emotions and focus on different emotions. Mehrabian and Russell (1974) developed the PAD (pleasure-arousal-dominance) scale primarily to measure emotional responses to environmental stimuli such as architectural spaces. It contained 18 semantic differential items, six each for pleasure, arousal, and dominance and assessed the perceived pleasure, arousal, and dominance elicited by a set of environmental stimuli. Though the scale seemed to be suitable to assess consumers’ responses to store environments, its validity in assessing emotional responses to the interpersonal aspects of shopping and consumption is questionable. Later, Russell and Pratt (1980) proposed to delete the dominance factor due to lack of adequate evidences. It is indicated that dominance is not purely applicable in situations calling for affective responses (such as leisure services consumed primarily for hedonic values) as it required a cognitive interpretation by the person (Donovan & Rossiter, 1994). The insignificance of dominance was further proved by Billings (1990) who found it was unrelated to in-store behaviors.

- **Brengman and Geuens (2004)** in an effort to validate the PAD scale by means of an experimental design, found not three but four factors: pleasure, tension, excitement and dominance. Overall, the four-dimensional emotions-scores proved to have adequate reliability and validity, although the dominance construct had rather weaker reliability and validity scores.

- **Holbrook and Hirschman (1982)** assumed the bipolar structure comprised of positive and negative emotions and suggested that these do not exist simultaneously.
Richins (1997) constructed the Consumption Emotion Set (CES) scale which includes most of the emotions that can emerge in consumption situations. CES listed several ‘emotion words’ and suggested that these can be easily divided into positive and negative affect. According to her, among positive emotions happiness, relief, and excitement were mentioned most frequently and among the negative emotions worry, sadness, and guilt were most common.

Laros and Steenkamp (2005) argued that positive and negative affect are frequently employed dimensions of emotion. They further specified four positive emotions such as contentment, happiness, love, and pride and four negative emotions such as sadness, fear, anger, and shame.

Despite of these developments, Mehrabian and Russell’s PAD scale is most commonly used till date and concluded best when researcher is interested in measuring the dimensions underlying emotion states and not the specific emotions being experienced by customers (Richins, 1997). Further, pleasure and arousal are mostly used dimensions due to insignificance of the dominance dimension.

2.2.4.2 Influence of Mediating and Moderating factors on Emotions

Primarily emotions play the role of mediators in the effect of environment on behavioural intentions (Mehrabian & Russell, 1974; Russell & Pratt, 1980). However, researchers have found varied results in terms of mediation and moderation effect of emotions.

Kenhove and Desrumaux (1997) found that the two independent constructs of emotions i.e. pleasure and arousal were highly correlated. That means these two factors interact with each other and with many other variables in bringing the necessary effect on consumer behaviour.
Vilnai-Yavetz and Rafaeli (2006) showed that customer feelings of pleasantness (emotions) fully mediated the relationship between aesthetics and customer satisfaction as well as aesthetics and customer approach toward a service interaction for online or virtual Servicescapes.

Lee, et. al., (2008) demonstrated the role of emotion as mediator of the effect of the festivalscape on customer loyalty.

Walsh, et.al, (2009) obtained results to show the key mediating role of arousal and pleasure in increasing satisfaction and loyalty in store environment.

Yalch and Spangenberg (2000) also supported that pleasure and arousal induced due to music played in the store mediated the effect on product evaluations.

Kincaid, et. al., (2010) showed that patrons’ affect was a strong mediator, facilitating the relationship between Servicescape (tangible quality) and re-patronage intention towards restaurants.

Chang (2012) showed pleasure mediated the interaction effect of facility aesthetics and music congruency on behavioural intentions.

Machleit, Eroglu and Mantel (2000) found that emotions partially mediated the retail crowding and satisfaction relationship.

Kaltcheva and Weitz (2006) provided empirical support for their theoretical framework which states that effects of arousal and pleasure on shopping behavior is moderated by consumer’s motivational orientation. They found that arousal had a significant, positive effect on behavioral intentions only in the recreational motivation condition but not in the task-oriented motivation condition. Also, consumer’s motivational orientation moderates the effect of the arousal on the pleasantness of the environment. When consumers have a recreational motivational orientation, high arousal has a positive effect on pleasantness, but when consumers have a task-oriented motivational orientation, high arousal decreases
pleasantness. It was also found that pleasantness mediates the effect of arousal on shopping behavior.

- **Lin and Mattila (2010)** showed that perceived congruency (restaurant theme with food served, and the exterior look with the interior décor) mediated the impact of pleasure on satisfaction but not the impact of arousal on satisfaction.

- **Liu and Jang (2009)** found that perceived value functioned as the mediator of the relationship between emotional responses and behavioral at Chinese restaurants.

- **Ding and Lin (2012)** showed that positive effect of arousal (due to fast tempo background music) was moderated by product category such that a positive effect occurred when shopping online for hedonic products like video games but not for utilitarian products like household electric appliances.

- **Billings (1990)** found that effect of pleasure was moderated by sex of college students in a way that male consumers would exhibit more approach behavior in a pleasing environment than would female consumers.

- **Koo and Ju (2009)** showed that the perceptual curiosity acted as a moderator between atmospheric cues and pleasure and arousal. That means, customers with high perceptual curiosity paid more attention to graphics of online stores and were more pleased and aroused when they purchased products online. However, feelings of crowding (customer density) as a moderator adversely influenced the levels of excitement customer experienced where consumers who felt crowded were less excited.

- **Wakefield and Blodgett (1994)** showed that the level of customer involvement had a strong influence on excitement such that consumers who were highly involved with major league baseball games experienced higher levels of excitement.

- **Wakefield and Baker (1998)** provided evidence that shopping involvement significantly contributed to retail shopper’s affective states in shopping mall environment.
• Jacquier and Giboreau (2012) showed that the relationship between atmosphere perception and emotional states of customer varied across gender, time of meal and social environment (whether dining single or in group).

• Wirtz, Mattila and Tan (2000) introduced a new moderating variable called “target-arousal level” to advance the understanding of the role of pleasure and arousal in the satisfaction evaluation process. The results indicated that the traditional pleasure-arousal interaction effect might work in high target arousal situations such as going to nightclub or disco or amusement parks than in low target arousal situations.

2.2.5 Consumer Behavioural Intentions

Consumer behaviour in the services context particularly the post purchase behaviors or intentions are increasingly gaining research attention. Behavioral Intention is defined as “person's perceived likelihood or subjective probability that he or she will engage in a given behavior” (Committee on Communication for Behavior Change in the 21st Century, 2002). Behavioural Intention reflects how motivated a person to perform the behavior in the given situation and is the most proximate predictor of behaviour (Ajzen, 1991). In services marketing context, the importance of behavioral intentions has been consistently emphasized. Behavioral intentions but not attitudinal intentions are linked to increased market share. The favorable customer's behavioural intentions strengthen his or her relationship with the company and when the customer's behavioral intentions are unfavorable; this relationship is more likely to be weakened. Also, behavioural intentions are indicators that signal whether customer remains with or defect from the company and are frequently developed from the service experience of the customer (Chaudhuri and Holbrook, 2001). Further, behavioural intention is a complex construct and can be measured by using several questions to identify signals that are potentially favourable or unfavourable for the company. In their seminal
research, Zeithaml, Berry and Parasuraman (1996) found five dimensions of behavioural intentions, namely loyalty, propensity to switch, willingness to pay more, external response, and internal response. Behavioural intentions are strongly associated with service quality and customer satisfaction. For example, Parasuraman, Zeithaml, and Berry (1996) found a positive relationship between service quality and willingness to recommend the company, purchase intentions (Cronin and Taylor, 1992) and repurchase intentions (Donthu and Yoo, 1998). Consumer satisfaction is also said to be a predictor of consumer behavioural intentions. One of the most common results of satisfaction/dissatisfaction is intention to repurchase (or not) in the future. Many recent studies support a direct positive relationship between consumer satisfactions and repurchase intention (Kouthouris and Alexandris, 2005).

Servicescape and Behavioural Intentions

There is ample evidence to show that Servicescape or environmental variables can substantially influence consumer behaviour in built environments (Mehrabian and Russell, 1974; Turley and Milliman, 2000). Darden, Erdem, & Darden (1983) found that consumer beliefs about the physical attractiveness of a store had higher correlation with patronage intentions than did merchandise quality and price level. It is also suggested that consumption behavior is the result of a state of physical and psychological excitement produced by environmental stimuli from the store. Mehrabian and Russell (1974) used approach or avoidance behaviors as elicited by the perception of physical environment, wherein approach behaviors are positive responses such as a desire to stay in the environment and explore and avoidance behaviors are negative responses including not wanting to stay the environment or exploring. However, researchers have used different dimensions and scales while measuring behavioural intentions arising due to Servicescape, such as extra time spent in the store and unplanned spending (Donovan & Rossiter, 1994), customer patronage intentions (Baker et
al., 1992; Kenhove & Desumaux, 1997), consumer purchase behavior (Kotler, 1973), repatronage intentions (Wakefield and Blodgett, 1994; 1996), word of mouth and desire to remain in the environment (Lucas, 2003). Kouthouris and Alexandris (2005) used the concept of purchase intentions as the main dependent variable in their servicescape study. Billings (1990) used shopping behaviors expressed in terms of browsing through the merchandise, interacting with the sales personnel, and spending more money than planned. Baker, Parasuraman, Grewal, and Voss (2002) used and defined store patronage intention as willing to recommend, willing to buy, and shopping likelihood.

2.2.5.1 Influence of Mediating and Moderating factors on Behavioural Intentions

Research shows that the relationship between Servicescape and behavioural intentions is mediated and moderated by many variables other than emotions as suggested by Mehrabian and Russell (1974).

- **Musriha (2012)** found evidences for customer loyalty being significantly influenced by Servicescape through customer satisfaction, thus proving the mediating role of satisfaction.
- **Ha and Jang, (2012)** identified the mediating role of perceived quality of food and service in the relationship between the perception of atmospherics and behavioral intentions in a restaurant.
- **Brüggen, Foubert and Gremler (2011)** obtained results to show that the effects of servicescape on desire to stay and word of mouth communication were partially mediated by store image.
- **Michaelia (2008)** found that desire to stay in a servicescape was influenced by how long the visitors had been staying in the facility. In other words, visitors who stayed in the facility for more than 5 hours had stronger desire to stay than those who stayed for less than 5 hours.
- **Altschwager, Habel and Goodman (2011)** confirmed that the primary relationship of servicescape and future purchase intention is moderated by a consumer’s level of trust and commitment to the winery brand. That means brand trust and brand commitments weaken the primary relationships as the consumer’s levels of brand trust and commitment increases.

- **Mitchell, Kahn and Knasko (1995)** found that consumers spent more time in the store when scent was congruent with product class than incongruent.

- **Michona, Chebat and Turley (2005)** explored that the positive effect of ambient scent on shopper’s perception of the mall atmosphere was observed only at the medium retail density level.

- **Morrin and Chebat (2005)** showed that the contemplative shoppers spent more money when only scent was present and impulsive shoppers spent more when only background music was present in the shopping mall environment. However, the simultaneous presence of music and scent had negative consequences for dollar expenditures.

### 2.3 Outcome of Literature Review

From the above discussions it is evident that Servicescape which is nothing but physical environment of the service establishment plays a vital in influencing consumption experiences. Servicescape plays many roles in service marketing such as: communicating service features and outcomes; facilitating the service delivery and consumption; enhancing the consumer experiences and thereby affecting their behavioural responses. The importance of Servicescape is more evident in services which are consumed primarily for hedonic purposes and where customer spends longer time in the facility like fine dining restaurants. Further, Servicescape is a complex construct consisting of various dimensions such as: facility aesthetics, ambient factors, spatial layout, cleanliness, tangibles, exterior factors and social factors.
Though there are few theoretical frameworks which help in explaining how servicescape affects behaviours, Mehrabian and Russell (1974) model is the most common, highly regarded and heavily tested across service industries and holds that the servicescape and its perceptions (conscious and unconscious) elicit emotional (feelings) responses in consumers, which in turn lead to approach or avoidance behaviors. Further, enough literature was found which supports this model across industries and across cultures. Though originally PAD (Pleasure, Arousal and Dominance) scale was developed to measure emotional responses, other researchers omitted the dominance dimension when studying consumer emotions due to its low predictive value. Similarly, researchers have used different dimensions and scales while measuring approach and avoidance behaviours arising due to Servicescape in service marketing context such as extra time spent in the store, unplanned spending, patronage intentions, purchase behavior, willingness to purchase or longer stays, repurchase intention, repatronage intentions, word of mouth and desire to remain in the environment.

For the purpose of this study therefore researcher decided to adopt and adapt Mehrabian and Russell (1974) model in investigating the effect of restaurant Servicescape on consumer behavioural intentions through emotional responses. Further, it was decided to measure restaurant servicescape on dimensions such as: facility aesthetics, ambient factors, spatial layout, cleanliness, tangibles, exterior factors and social factors. Two dimensional emotional responses were adopted such as pleasure and arousal. Further, behavioural intention measures such as re-patronage, willingness to recommend, desire to stay and willingness to pay more were adopted.
List of Research Papers Reviewed


[Most of these articles are retrieved from online databases such as search.ebscohost.com, www.emeraldinsight.com, www.sagepub.in, scholar.google.co.in, between the period of August 2008 to December 2013]
References


