

Evaluating The Impact Of Atmospheric Elements On Behavioral Intentions Of Indian Customers

Sachin Bhogal¹, Sushil Kalra², Deepika Puri³, Sachin Ahuja⁴

^{1, 2, 3} Chitkara College Of Hospitality Management, Chitkara University Punjab, India

⁴Chitkara University Of Engineering And Technology, Chitkara University Punjab, India

Abstract

This Paper Aims To Investigate The Effect Of Atmospheric Elements On The Behavioral Intentions Of The Customer. Based On The Survey Of 400 Guests Visiting The Restaurants, The Study First Applies The Principal Components Analysis Which Showed That 26 Atmospheric Elements Were Categorized Into Six Factors: Color, Music, Room Temperature, Scent, Lighting, Layout And Sitting Arrangement. Second, All These Six Factors Were Validated Using Confirmatory Factor Analysis. Lastly, Atmospheric Elements Were Found To Increase Customer's Intention To Revisit And Readiness To Pay More. Subsequent Regression Analysis Was Also Conducted And Atmospheric Elements Resulted In Having Association With Behavioral Intentions Of The Customer. These Findings Provide Insights Into The Role Of Atmospheric Elements On Customers' Perception Towards The Restaurant To Further Strengthen The Practical Industry Implications Towards The Growth And Development Of The Hospitality Industry Specifically In The Emerging Countries.

Keywords: - Atmospheric Elements, Ambience, Customer Satisfaction, Hotel And Hospitality Sector, Restaurant Management

1. Introduction

Nowadays, Customers Are Gradually Increasing The Habit Of Going Out For Dining In The Restaurant Merely For Seeking Convenience, Variety As Well As Simplifying Their Lives (Kasapila, 2006). Atmosphere Is Considered As An Important Aspect To Assess Service Quality And Service Delivery From The Consumer's Perspective. The Atmosphere Of The Restaurant Is The Component That Has A Direct Influence On The Cognitive, Behavioral And Psychic Status Of The Customers (Lin, 2004). Many Researchers Have Given Various Definitions Of The "Atmosphere". According To (Zeithmal And Bitner, 2003), Atmosphere Includes All The Conditions Like Tangible Qualities Of The Restaurants I.E. Interior Décor, Entrance, Illumination, Melodic Music, Temperature, And Odors\Aromas\Scents. It Comprises Of Everything That Impresses The Customers. The Atmosphere Is The Effort Or Willingness To Design Buying Places And The Environment In Such A Way That It Produces Positive Psychological Effects In The Buyers That Increases The Prospects Of Purchasing By The Consumers (Kotler, 1973). Kotler (1973), The Major Important Sensory Channels For The Atmosphere Are, Sound, Scent, Sound, And Touch.

Today Majorly All The Restaurants Are Focusing On The Quality Of Service As Well As The Ambience Of The Restaurant As It Is Believed That A Restaurant That Offers A Pleasing Ambience Is Likely To Convince The Guests To Spend More Time, Purchase More And Eventually Spend More Money. On The Other Side, Those Restaurants That Ignore Such Aspects Of Customer Satisfaction Will Result In The Decline Of The Number Of Customers As Well As A Decline In Spending Time And Money In The Restaurants (Petzer, D.J. And N. Mackay, 2014).

The Architectural Appearance Of The Restaurant Affects The Persona Of The Restaurant And Can Act Decidedly Or Adversely To The Guest's Impression Of The Persona Of The Restaurant Image. Tangible Appearance Encompassing Must Be Kept Up For The Fixed Duration And Can Be Improvised By The Guest's Needs And The Restaurant Architectural Aspects Should Be Kept Up With Current Market Trends (Ryu, Lee, & Kim, 2010).

Most Of The Hotels/Restaurants Have Endeavored To Offer The Best Estimation Of Revenue Which Guests Are Spending For The Dinners Alongside The Ideal Ambience (Soriano, D.R., 2002). Numerous Analysts Have Concentrated On Consumer Loyalty Since It Acts As A Prime Methodology For Business Progress (Gilbert And Veloutsou, 2006). A Number Of Authors (E.G Withiam 1999; Spinelli And Canavas 2000; Choi And Chu 2001; Jordaan And Prinsloo 2001; Park 2004) Concurred That One Of The Crucial Factor In The Restaurant Business Is The Guest Loyalty As The Repletion Of The Guest Primarily Depends On It And Along With This Other Important Factors Like Faithfulness And Verbal Recommendations Of The Guests Are Also Relevant To This.

In Spite Of Past Investigates Has Been Led In The Domain Of Hospitality And Catering Management, Nevertheless, The Topic Of Atmospheric Elements Is An Under-Researched Domain. Numerous Researches Have Worked On Nature Of Nourishment And Service; However, Exceptionally Less Research Is Accessible On Ambience. Mostly The Studies Are Focusing On Accessing The Impact Of A Particular Atmospheric Element On Customer Satisfaction (E.G. Baker Et Al., 1992; North And Hargreaves, 1998; Singh, 2006; Walter And Edvardsson, 2012). Particularly No Previous Study Has Collectively Explored And Validated Various Atmospheric Elements In Restaurants As Well As Their Relationship With The Revisit Intention Of The Customer.

The Current Research Aims To Give The Answers Of The Following Questions: (A) To Validate What Are The Various Atmospheric Elements Affecting The Customer Satisfaction; (B) To What Extent Atmospheric Elements Are Associated With The Behavioral Intentions Of The Customer. This Study Will Indicate The Changes In The Customer Satisfaction Level By Changing The Ambience Of Restaurants.

The Paper Is Divided Into 6 Sections Moves As Follows: Section 1 Introduces The Concept Atmospheric Elements And Its Impact On Behavioral Intentions Of The Customer, Section 2 Comprises Of Prominent Studies In The Related Field. The Theoretical Model For The Study Followed By The Hypothesis Development Is Covered In Section3. Section 4 Outlines The Approaches Used For Data Collection. Section 5 Presents The Data Analysis And Results. Section 6 Provides Conclusions And Implications As Perceived By The Authors And Lastly, Section 7 Covers Limitations And Future Research Directions.

2. Literature Review

2.1. Ambience

Ambience Alludes To Immaterial Foundation Attributes That In General Influence The Nonvisual Faculties And May Subconsciously Affect Guests. Previous Studies Indicate That Environmental Music Can(A) Increment Deals (Mattila And Wirtz, 2001); (B) Impact Buying Expectations (Baker Et Al., 1992; North And Hargreaves, 1998); (C) Provide Improved Full Of Feeling Reaction, For Example, Fulfillment And Unwinding (Oakes, 2003); (D) Increment In Purchasing Time And Holding Up Duration (North And Hargreaves, 1998); (E) Impact Feasting Speed (Milliman, 1986); And (G) Influence Client Impression Of Stores (North And Hargreaves, 1998; Mattila And Wirtz, 2001). What's More, The Deep Impact Of Lovely Aromas Acts As A Useful Asset To Build Deals And Has Increased A Lot Of Consideration In Retail Organizations (Lin, 2004; Mattila And Wirtz, 2001). Wilson (2003) Analyzed The Effect Of Various Types Of Music Resulting In The Preparedness Of Guests To Spend. The Study Discussed Various Kinds Of Music Like Classical, Jazz, Popular Music And The Association Of Such Music With The Guests To Get Prepared To Spend On A Meal.

Mehrabian And Russell (1974) Presented A Model For The Effect Of Environmental Conditions On Guest Conduct. The Model Is Partitioned Into Three Different Units: Environmental Stimuli, Emotional States, Shirking Reactions. Surroundings Create An Enthusiastic Reaction In People Thus, Inspires Either Approach Or Evasion Conduct. The Model Had Got Steady Help From Observational Examinations In Various Environments, For Example, Retail Outlets, Shopping Centers, And Lodgings (Donovan And Rossiter, 1982; Sayed, Farrag, And Belk, 2003). Shields (2006) Reported In The Research That Interiors

And Music Both Have Significant And Great Impact On The Earning Capacity And Revenue-Building Of Small Business Restaurants. As Per The Findings Of The Study, An Increase In The Music Volume, As Well As Tempo, Has Direct Influence On The Number Of Table And Duration Of Meal.

Bitner (1992) Concluded That Services Are The Prime Factors That Influence Consumer Loyalty Factors. It Also Includes All The Surrounding Conditions Which Act As Sensors. Kotler (1973) Study The Unique Architectural Features Of The Restaurants And Their Worthiness. It Likewise Inferred That The Servicescape Has A Progressively Vital Hugeness For The Restaurants And Various Enterprises Where Guests Put Widen Vitality In The Establishment; While Various Organizations Where Customers Leave The Workplace In Reasonably Low Time Period Have Considerably Less Noteworthiness Of The Servicescape (Bitner, 1992).

Wardana Et Al(2011)Uncoveredthattherestaurantwithmonochromaticshadingplan,Diminishlighting And Plain Stylistic Layouts Yield A Measurably Critical Distinction On The Whole Reliant Factors With Practically Some Other Inside Conditions Saw On Sentimental Eating, Instead Of That On Account Of Easy Going Eating. Chiguvi(2015) Examines The Effect Of Surrounding Conditions On Consumer Loyalty. The Consequences Of The Investigation Uncovered That Surrounding Conditions Additionally Cause Consumer Loyalty. Also, There Is A Huge Positive Connection Between The Encompassing Conditions And Consumer Loyalty. This Investigation Gives Proof That If We Improve Restaurant Surroundings And Conditions, It Will Upgrade Consumer Loyalty And Experience.

Emir (2015) Examines The Connection Between The Service Atmosphere And Customer Loyalty. It Was Found That There Is A Significant Relationship Between Both. Jalil (2015) Looks Into The Framework Which Analyses The Connection Between Store Atmospherics (Office Facilities, Ambience, Layout Format And Representative Element), Saw Esteem And Social Aims (Return Expectations And Positive Verbal Communication) Will Be Intervened By Consumer Loyalty. It Has Been Inferred That Definite Atmospherics Is Associated With Conduct Expectations.

2.2. Customer Satisfaction

(Zeithaml & Bitner, 2003) Has Defined Customer Satisfaction Is Directly Related To The Judgment Of The Service Features Which Gives A Feeling Of Pleasure Fulfillment Related To Consumption. As Per (Pizam & Ellis, 1999), It Is The Feeling Of Pleasure And Well-Being Which Helps In Obtaining The Hopes Of The Customers As Well As Exceeding The Hopes Of The Product Or Services Which Are Appealed. (Choi And Chu, 2001) Explored That The Satisfaction Often Evaluated By Customers Based On Tangible Or Service Received Which Is Assumed To Be Of Good Quality. Customer's Satisfaction Is Referred To As Judgment Evaluation After The Purchase Of The Product Or Service. Customer Satisfaction Has Also An Important Impact On The Color Of The Restaurant, Furniture And Design, Kind Of Illumination And Music Are The Components That Reflect The Restaurant Quality.

(Singh, 2006) Claims Color Blue Has Shown A Decreasing Impact On The Consumer's Appetite; Fine Dining Restaurants Tend To Use This More Often Because It Is Believed That It Has A Calm Effect And The Restaurant. Moreover, The Color Scheme Of The Interiors Influences On The Waiting Time For Example Color Blue Seems To Pass Quickly As Compared To The Red Color Which Is Considered To Be Passing Slowly. Walter And Edvardsson (2012) Explored That There Are Certain "Uneven Troublesome Drivers" Available In The Restaurants As A Physical Condition Which Can Bring Extraordinary Positive Experience For The Guest But On The Other Hand If These Physical Attributes Are Missing, Then It Can Lead To Negative Understanding By The Guest. The Most Important Out Of These Experiences Are Decent Lighting.

2.3. Behavioral Intentions

2.4. Behavioral Intention Is A Factor That Is Used As An Indirect Pointer To Decide Genuine Way Of Behaving Of The Customers (Fishbein & Ajzen, 1975). Also In The Previous Studies, It Was Approved The Guest's Contentment Is The Outcome Of Customer's Expected Behavior And The Way In Which Guest Actually Behaves (Westbrook And Oliver 1991). Both The Intention To Revisit To The Restaurant And Readiness To Pay More Are Related To Customer Satisfaction (Oh 2000).

3. Theoretical Model And Research Hypothesis

3.1. Revisit Intention

In Many Of The Hospitality Domains Such As Tourism Services, Restaurant Services (Kim & Moon, 2009), Medical Clinic Services (Lee, 2005), Retail Sector , Bank Administrations Services, Telecommunication Sector (Wang Et Al. 2004; Shao Et Al. 2008), Etc. The Customer's Intention To Revisit Has Been Studied (Alegre And Cladera, 2009).

If The Quality Of The Service Which Is Offered In The Restaurants Is Equivalent Or Exceeded The Expectation Of The Guests Then The Guests Will Be Much Pleased With Restaurant Service And Likely To Revisit The Restaurant, And Vice Versa. Consequently, To Broaden The Market Portions In The Restaurants, Satisfaction Of Customer's Is An Amazing Indicator Of Customer Purpose To Repurchase (Oh,2000). Qu's Investigations Show That The Customer's Intention To Revisit The Same Restaurant Is More Likely If The Customer Is Much Satisfied With The Food And Environment, Services And Courtesy, Prices And Value, Location, Advertising And Promotion (Qu 1997). Thus, It Is Assumed That Once The Customer Has A Positive Impact On Service, They Are Likely To Revisit. The Following Is The Hypothesis:

H1: The Customer Satisfaction Generated From Atmospheric Elements Has A Constructive Impact On Revisit Intention Of Customers.

3.2. Willingness To Spend More

According To (Zeithaml & Bitner, 1996), Willingness To Spend More Is The Basic And Important Conduct That Ought To Be Estimated To Foresee An Association's Financial Success. This Factor Is Associated With The Maximum Spending Power Of A Customer To A Particular Brand With Comparison To That Brands Competitor (Netemeyer Et Al., 2004). Shields (2006) Reported That Atmospheric Elements Help In Revenue Building. In Sum, If Consumers Are Satisfied, The Chances To Spend More Money Increase. So From The Above Observation, The Following Hypothesis Has Been Recommended:

H2: The Customer Satisfaction Generated From Atmospheric Elements Has A Positive Impact On The Willingness To Pay More.

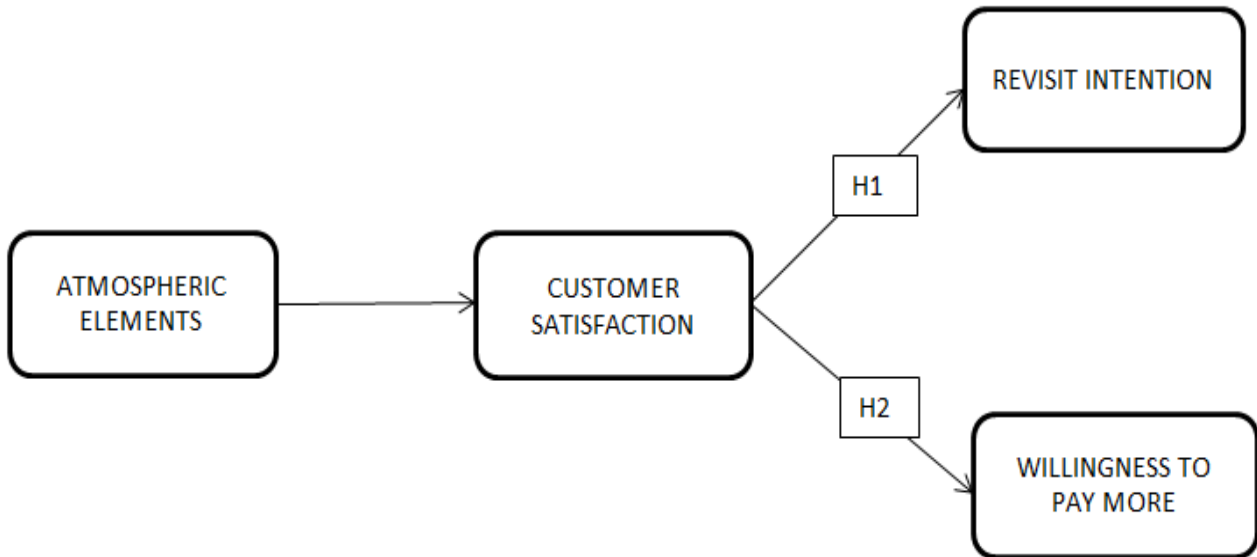


Figure 1: A Proposed Conceptual Model

4. Methodology

The Accompanying Subsections Examine The Collection Assortment Systems And Strategies Used To Evaluate The Datasets:

4.1. Data Collection

For Framing The Questionnaire, Few Statements Of Measurement Concerned With Each Construct Were Taken From Previous Studies(Hwang & Choe, 2020; Yang 2015; Hendriyani,2018), But The Rest Of The Measures Were Self-Structured In The Questionnaire After Deep Discussions From Academicians And Professionals From Major Restaurants. We Examined 7-Point Likert Scale. The Implementation Of A 7-Point Scale Ameliorates The Authenticity And Rationality In Comparison To 5-Point Scale (Barnes Et Al., 1994; Churchill & Peter, 1984). Moreover, It Gives More Precise Results (Finstad, 2010). For The Measurement Of The Atmospheric Elements, The Responses Were Taken On A 7-Point Agreement-Based Likert Scale From 1 = Strongly Disagree To 7 = Strongly Agree. To Measure Behavioral Intentions, A 7-Point Extent-Based Likert Scale Was Used Symbolizing 1 = Not At All To 7 = To A Very Great Extent.

Further, A Specialist Panel Was Resolved Which Includes The Three Analysts Having Tremendous Theoretical And Practical Experience On The Subject And Three Specialists From The Major Restaurants. After That, Pilot Tests Were Carried Out To Check The Reliability Of The Scale. The Questionnaire Was Segregated Into Two Sections: Respondents Analytical Detail And Research Questions. Moreover, They Were Segregated Into Specific Sections And Constructs Were Provided As A Title In The Questionnaire (Podsakoff Et Al., 2003). Appendix A Reports The Questionnaire Drafted For The Study. The Scope Of The Study Confined To The Area Of Chandigarh. 510 Questionnaires Were Distributed, Out Of Which Only 400 Were Returned Showing A 78.4% Response Rate. These Responses Were Digitalized In The SPSS Spreadsheet.

4.2. Sample Profile

The Respondents Of The Research Were The Customers Visiting The Restaurants. The Detailed Respondent's Profiles In Table (1) Are Given As Follows:

Table 1: Respondent's Profile

Characteristics Of Respondents	Profile	Results
Gender	Male	73.1%
	Female	26.9%
	Others	0%
Age Group	Less Than 31	74.8%
	32- 41	17.6%
	42- 51	5.6%
	52 And Above	2 %
Number Of Monthly Visits	Less Than 1	19.9%
	Between 1-3	40.6%
	Between 4-6	24.6%
	Between 7-10	9.8%
	Above 10	5%
Family Monthly Income	Below 20K	11.2%
	21K-40K	18.5%
	41K-60K	20.2%
	61K-80K	13.7%
	81K-1 Lakh	8.1%
	Above 1 Lakh	28.3%
Type Of Restaurant Preferred	Specialty	14.6%
	Multi Cuisine	56.3%
	Coffee Shop	5.6%
	Fast Food	23.5%
Purpose Of Dining Out	For A Change	52.1%
	Trying Different Cuisine	26.9%
	Social Connect	21%
Key Factor To Going To A Particular Restaurant	Food Quality	16.2%
	Ambience	2.8%
	Service	1.4%
	All Of Above	79.6%

4.3. No- Response Bias

To Research Non-Response Bias, We Took Into Consideration Early And Later Respondents As Per The Recommendation Armstrong And Overton (1977). Both The Groups: Quick Respondents And Late Respondents Were Classified Into Two Groups To Calculate Any Statistical Significance Between Them By Conducting An Independent Sample T-Test. Outcomes Did Not Show Factually Any Statistical Significance.

5. Analysis

5.1. Principal Component Analysis

To Extract The Environmental Components, We Directed A Principal Components Analysis (PCA), Past Investigations Proposed Six Sub-Measurements Of Environmental Components Either Exclusively Or By And Large, So Total Of Six Numbers Of Factors Are Fixed For PCA. The Sampling Data Of The KMO Measure Was .908, On The Basis Of That The Useful Approval Of The Factor Model Was Demonstrated.

Besides, The Model Demonstrated 76.997 % Cumulative Variance. The Factor Loadings Of All Factors Outperformed 0.5(Table 2), Along These Lines Factually Noteworthy (Fornell And Larcker, 1981). Ultimately, The Cronbach Alpha (Table 3) Qualities Were Exceeded0.70, Which Proposed A Significant Level Of Unwavering Quality (Nunnally, 1978).

Table 2: Exploratory Factor Analysis For Atmospheric Elements In Restaurants

Variables	Standardized Factor Loadings	Eigenvalue	Explained Variance
Music		8.886	34.178
• Listening To Music In The Restaurants Generates A Relaxed Atmosphere	.888		
• Music Creates Pleasant Environment Which Makes Me Spend Extra Time In The Restaurant	.878		
• The Appropriate Melody Of The Channel Music Makes Me Feel Comfortable And Increases The Satisfaction	.895		
• The Playing Of The Background Melodies Ameliorates My Well-Being And Comfort	.883		
• Live Music In The Restaurants Exceed My Expectation And Bring Me Satisfaction	.860		
• The Music Tempo Makes Me Joyful	.890		
Colour		3.724	14.324
• The Colour Of The Walls Of A Restaurant Creates A Positive Image In My Mind	.924		
• The Colours In Restaurant Formed A Warm Atmosphere Ultimately Increasing My Satisfaction	.913		
• Attractive Colour Schemes Of The Physical Facilities And Interiors Creates A Pleasant Atmosphere Which Affects The Customer Satisfaction	.888		
• A Good Colour Scheme Used In The Restaurant Greatly Impact My Mood And Ultimately Increases My Satisfaction Level	.909		
Room Temperature		2.905	11.172
• The Adequate Temperature Controlled By The Air Conditioner In The Restaurant Makes Me More Confirmable In The Restaurant.	.940		
• The Soothing Air Conditioned Environment Makes Me More Satisfied And Increase My Comfortable Level	.943		
• A Maintained Room Temperature As Per My Needs Improves Restaurant Image And My Satisfaction Level	.928		
Lighting		2.093	8.050
• Illumination In The Restaurants Is Very Eye Appealing , And Makes Me To Stay More In The Restaurant	.583		
• Different Lighting Styles Used In Every Area In The Restaurant Impacts The Level Of Customer Satisfaction	.732		
• Lighting On The Table (Candles Etc.) Gives Me More Satisfaction	.784		
• Natural Lighting Gives Me More Satisfaction In The Restaurants			

<ul style="list-style-type: none"> • A Good Lighting Scheme In The Restaurant Makes The Experience Better 	.814		
<ul style="list-style-type: none"> • Layout And Sitting Arrangement 			
<ul style="list-style-type: none"> • I Tend To Feel More Hygienically Satisfied When The Layout Of The Buffet Is Laid Properly 	.573	1.377	5.296
<ul style="list-style-type: none"> • Layout And Display Of The Restaurant Motivates Me To View The Products More Critically And Make Me To Stay More In The Restaurant 	.806		
<ul style="list-style-type: none"> • A Creative Sitting Arrangement Of Furniture And Products In The Restaurant Helps Having Good Experience 	.691		
<ul style="list-style-type: none"> • I Enjoy If The Restaurant Setting Is Comfortable 	.779		
<ul style="list-style-type: none"> • The Architectural Appearance Of The Restaurant Encourages Me To Recommend The Restaurant To Others 	.725		
<ul style="list-style-type: none"> • Scent 			
<ul style="list-style-type: none"> • Scent In The Restaurant Encourages Me To Purchase More. 	.570	1.034	3.978
<ul style="list-style-type: none"> • The Aromain The Restaurant Convinced Me To Stay More Time. 	.795		
<ul style="list-style-type: none"> • A Good Scent Improves My Satisfaction From The Restaurant And Improves My Dining Experience 	.753		
	.744		

Table 3: Cronbach's Alpha Statistics

Dimensions	Cronbach A	Number Of Items
Music	0.964	6
Colour	0.934	4
Room Temperature	0.936	3
Lighting	0.845	5
Layout And Sitting Plan	0.880	5
Scent	0.825	3
Atmospheric Elements	0.838	4
Revisit Intention	0.851	4
Willingness To Pay More	0.749	3

5.2. Proposed Model Revision

The Following Proposed Model Was Revised Based On Six Atmospheric Factors (Fig. 2).

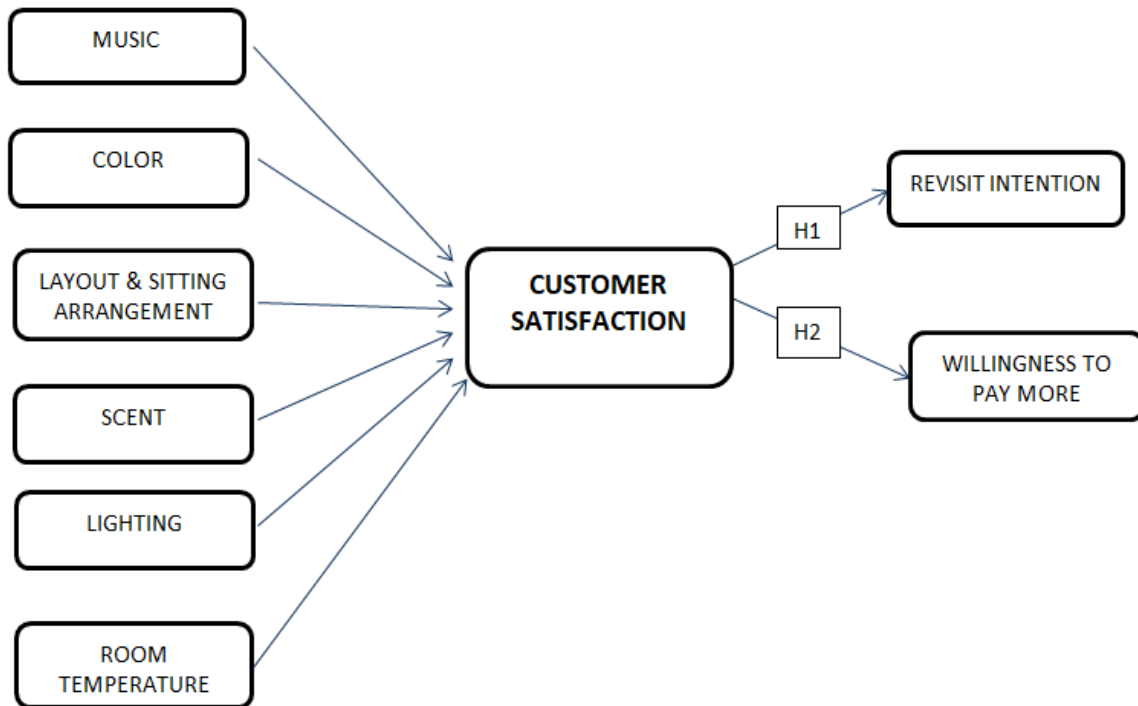


Figure 2: Proposed Model Revision

5.3. Confirmatory Factor Analysis

The Consequences Of The CFA Indicated The Following Statistics: $\chi^2=557.131$, $Df=284$, $\chi^2/Adf=1.962$, $P<.001$, $NFI=.934$, $IFI=.967$, $CFI=.966$, $TLI=.962$, And $RMSEA=.049$. The Factor Loadings Resulted In The CFA Is More Than .660, And $P < .001$. The Reliabilities Generated Were Ranging From .775 To .913, Which Is More Than 0.7 (See Table 4) (Bagozzi & Yi, 1988). Likewise, Normal Difference Extricated (AVE) Gauges Were Exceeding .05, Extending From .527 To .818, Showing Concurrent Legitimacy. Ultimately, As Recommended By Fornell & Larcker (1981), The Discriminant Legitimacy Investigates AVE Esteems Greater Than The Squared Connections Estimates.

Table 4: Confirmatory Factor Analysis: Items And Loadings

Variables	Standardized Factor Loadings
Music	
• Listening To Music In The Restaurants Generates A Relaxed Atmosphere	.90
• Music Creates Pleasant Environment Which Makes Me Spend Extra Time In The Restaurant	.88
• The Appropriate Melody Of The Channel Music Makes Me Feel Comfortable And Increases The Satisfaction	.93
• The Playing Of The Background Melodies Ameliorates My Well-Being And Comfort	.92
• Live Music In The Restaurants Exceed My Expectation And Bring Me Satisfaction	.88
• The Music Tempo Makes Me Joyful	.91
Colour	
• The Colour Of The Walls Of The Restaurant Develops A Positive Image In My Mind	.91
	.89

• The Colours In Restaurant Formed A Warm Atmosphere Ultimately Increasing My Satisfaction	.86
• Attractive Colour Schemes Of The Physical Facilities And Interiors Creates A Pleasant Atmosphere Which Affects The Customer Satisfaction	.87
• A Good Colour Scheme Used In The Restaurant Greatly Impact My Mood And Ultimately Increases My Satisfaction Level	.94
Room Temperature	
• The Adequate Temperature Controlled By The Air Conditioner In The Restaurant Makes Me More Confirmable In The Restaurant.	.92
• The Soothing Air Conditioned Environment Makes Me More Satisfied And Increase My Comfortable Level	.88
• A Maintained Room Temperature As Per My Needs Improves Restaurant Image And My Satisfaction Level	.67
Lighting	
• Illumination In The Restaurants Is Very Eye Appealing , And Makes Me To Stay More In The Restaurant	.75
• Different Lighting Styles Used In Every Area In The Restaurant Impacts The Level Of Customer Satisfaction	.75 .79
• Lighting On The Table (Candles Etc.) Gives Me More Satisfaction	.66
• Natural Lighting Gives Me More Satisfaction In The Restaurants	.73
• A Good Lighting Scheme In The Restaurant Makes The Experience Better	
Layout And Sitting Arrangement	.77
• I Tend To Feel More Hygienically Satisfied When The Layout Of The Buffet Is Laid Properly	.84
• Layout And Display Of The Restaurant Motivates Me To View The Products More Critically And Make Me To Stay More In The Restaurant	.80
• A Creative Sitting Arrangement Of Furniture And Products In The Restaurant Helps Having Good Experience	.73
• I Enjoy If The Restaurant Setting Is Comfortable	
• The Architectural Appearance Of The Restaurant Encourages Me To Recommend The Restaurant To Others	.77
Scent	.75
• Scent In The Restaurant Encourages Me To Purchase More	.83
• The Aroma Of The Restaurant Convinced Me To Stay More Time	
• A Good Scent Improves My Satisfaction From The Restaurant And Improves My Dining Experience	

Table 5: Descriptive Statistics And Associated Measure

	CR	AVE	MSV	Scent	Colour	Room Temp	Lighting	Layout	Music
Scent	0.827	0.614	0.572	0.784					
Color	0.934	0.780	0.027	0.065	0.883				
Room Temperature	0.937	0.833	0.027	0.094	-0.163	0.913			
Lighting	0.847	0.527	0.493	0.601	0.059	0.098	0.726		
Layout	0.882	0.601	0.572	0.756	0.101	0.079	0.702	0.775	

Music	0.964	0.818	0.272	0.474	-0.088	0.001	0.522	0.483	0.904
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5.4. Regression Analysis Of Revisit Intention

Table 4 And 5 Shows A Regression Analysis Of Atmospheric Elements And Customers Revisit Intention. The Results Show That The R Square (F Value =0.000) Which Depicts The Association Between Atmospheric Elements And Revisit Intentions. Table 6 Shows Regression Analysis Of Revisit Intention Of The Customer.

$$Y = A + Bx$$

$$= 2.007 + .712x1$$

The Equation Shows That The Dependent Variable Changes Significantly With The Change In The Independent Variable. The Value Of The Correlation Coefficient Described By The Atmospheric Elements On The Revisit Intention Was 50 %. Table 6 Shows The Value Of R2 (P-Value =0.000).Atmospheric Elements Have Shown An Impact On The Revisit Intention Of Customers. Hypothesis 1 Was Significantly Supported.

Table 6: Regression Analysis Of Revisit Intention Of Customer Model Summary

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate
1	.712 ^a	.508	.506	.948

a. Predictors: (Constant), Atmospheric Elements

Table 7: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.007	.164		12.227	.000
	Atmospheric Elements	.656	.032	.712	20.225	.000

Dependent Variable: Revisit Intention Of Customers In The Restaurant

5.4.1. Regression Analysis Of Willingness To Pay More

Table 7 And Table 8 Depict The Regression Analysis Of Atmospheric Elements And A Willingness To Pay More. In The Same Vein, The R Square Found To Be Significant As F Is 0.000, Which Describes The Connection Between Both Willingness To Pay And Atmospheric Elements. Table 8 Shows The Coefficients:

$$Y = A + Bx$$

$$= 2.62 + .594x1$$

The Equation Shows That The Dependent Variable Changes Significantly With The Change In The Independent Variable. The Correlation Coefficient Was 35 %. It Has Been Observed That Correlation Is Positive But Low. Table 6 Shows The Value Of R2 (P-Value =0.000).Atmospheric Elements Have Shown An Impact On Customer's Willingness To Pay More. Hypothesis 2 Was Supported Significantly By The Regression Analysis.

Table 8: Regression Analysis Of Willingness To Pay More Model Summary

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate
1	.594 ^a	.352	.351	.948

a. Predictors: (Constant), Atmospheric Elements

Table 9: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.621	.180		14.575	.000
	AE	.522	.035	.594	14.715	.000

Dependent Variable: Willingness To Pay More

6. Discussions And Implications

6.1. Theoretical Implications

This Study Firstly Identified The Types Of Atmospheric Elements Which Are Existed In The Different Sectors Of The Hospitality Industry. The PCA Results Demonstrate The Six Components Of Atmospheric Elements Which Have Very Much Significance In The Atmospheric Elements (I.E. Color, Music, Scent, Layout & Sitting Arrangement, Room Temperature And Lighting). Also, We Also Conducted CFA To Validate The Constructs Of The Structure. The Output Of CFA Showed An Elevated Level Of Unwavering Quality And Legitimacy. Previous Researches Have Researched The Impact Of Atmospheric Elements And Recommended That It Is Critical To Recognize The Elements And The Effect. Therefore, Identifying Various Atmospheric Elements Is A Significant Hypothetical Ramification Of The Study. As The Hospitality Industry Is The One Which Apart From The Food And Beverages Deals With Lots Of Intangible Aspects Like The Different Atmospheric Elements Which Eventually Leave A Great Impression On The Guest's Satisfaction.

Second, This Study Examined The Effect Of Atmospheric Elements (Color, Music, Scent, Layout & Sitting Arrangement, Room Temperature And Lighting) On The Revisit Intention Of The Guests. It Is Found That Atmospheric Elements Have A Positive Influence On The Revisit Intention Of The Guest. This Study First Expanded The Existing Literature By Identifying Six Atmospheric Elements And Showing The Effect Of These Elements On The Behavioral Intention Of The Customer. Therefore, Hypothesis 2 Was Supported.

Third, Hypothesis 3, Which Proposed The Effect Of Atmospheric Elements On The Customer Willingness To Pay More, Was Statistically Supported. Although, The Significance Between The Both Was Low But Positive. The Study Suggested That Consumers Are Even Ready To Spend Extra To Have A Good Atmosphere And Ambience In The Restaurant. The Present Study Has Checked And Expanded The Noteworthy Role Of Atmospheric Elements In The Restaurants By Experimentally Recognizing Its Effect On Return Of The Guest And Eagerness To Pay More.

6.2. Managerial Implications

To Retain The Current Customers And To Attract The New One It's Very Crucial To Create A Memorable Experience In The Restaurant (Yelkur, 2000). First, The Results Prove That Food Quality Is Not The Only Perspective That Has Significance Importance In Effecting Customer Satisfaction. Dining Restaurants Should Remember To Provide Their Customers Experience With The Best Atmospheric Elements To Raise The Overall Standard Of Their Dining Experience. The Presence Of Good Atmosphere Psychologically Impacts The Time Spent By Customer In Restaurant.

Secondly, The Data Analysis Has Also Revealed That The Behavioral Intentions (Revisit Intention, Willingness To Pay More) Of Guests Are Also Driven By The Kind Of Atmosphere Elements And Ambience Present At The Dining Restaurant. However, No Study Has Collectively Validated The Types

Of Atmospheric Elements Affecting Customer Satisfaction. In A Similar Vein, All The Elements Have A Significant Contribution To The Behavior Of The Guests. Also, The Revisit Intentions Of The Guest Primarily Depend Upon The Experiences Which Guest Will Experience In The Restaurants.

Also, This Study Concluded That Apart From The Quality Of Food And Services In The Restaurant If The Restaurant Is Equipped With Creativity Then That Also Leads To The More Readiness To Spend More In The Restaurant. As The Matter Of Fact, The Results Gathered From This Study Can Be Very Useful To Restaurateurs As Well As For The Benefit Of Customers.

7. Limitations And Future Research

The Research Conducted To Study Consequences Of Atmospheric Elements But It Also Has Some Limitations. Firstly, Since The Data Was Collected From The Restaurants Of The Chandigarh Region Of North India, The Study Has Certain Drawbacks. The Results Of The Study Cannot Be Generalized To All The Regions Or Areas. Also, It Is Difficult To Apply The Results In All The Fields Because The Study Was Only Focused On The Hotels Or Restaurants. Therefore, While Conducting Researches In Future, It Is Necessary To Have Such A Model Which Can Apply To All The Regions Or Fields.

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