



# EXPERIENCES OF CAFE USERS WITH REGARDS TO INTERIOR DESIGN ASPECTS OF SELECTED CAFES IN VADODARA CITY

**Dr. Mona Mehta<sup>1</sup>, Ms. Kavita Shah<sup>2</sup>, and Ms. Poripurna Goswami<sup>2</sup>**

<sup>1</sup>Assistant Professor, <sup>2</sup>Research Student

Department of Family and Community Resource Management

Faculty of Family and Community Sciences,

The Maharaja Sayajirao University of Baroda, Gujarat.

## ABSTRACT

A better the use space can be achieved through proper interior design, which offers its clients a variety of visually beautiful yet practical options. A café's interior design is just as significant as its food and services since it has an impact on customers' moods and influences the orders they place. For different users of the interior space may have different opinion regarding that space in the café. Thus, the present study aimed to assess the experience of café users with regards to selected interior design aspects of cafés in Vadodara city. 80 café users were selected from four selected café of Vadodara city by using convenience sampling technique and questionnaire was utilized to gather the detailed data from the respondents.

Findings of the study revealed that, majority of the respondents were unmarried and were in the age group of 21-25 years. One-fourth of the respondents preferred to visit the cafe on weekly basis with their friends and half of the respondents preferred to visit the cafe which is nearer to their home or work station. Majority of the respondents experienced that wall colour of the cafe was soothing to the eyes, flooring of the cafe was non- slippery, colour of the ceiling matched with the theme of cafe, sufficient artificial lighting was there inside the café, the placement of door was proper and its design went with the cafe theme. Respondent explained that, sufficient cooling was present inside the café, ambience and colour was good and its theme was impressive and attracts the eyes of the user. The present study would be beneficial to the cafes owners and also be valuable to Architects and Interior Designer during designing a cafe.

**Keywords:** interior designing, experience of cafe user, furniture, ambient, flooring, ceiling.

## INTRODUCTION

In English, a café may also be referred to as a coffeehouse, a coffee shop, a tea shop, a café in French, and a bar in Italian. It has some of the features of a bar and some of the characteristics of a restaurant due to the variety of foods and beverages provided, but it is separate from a cafeteria, which is a type of restaurant where guests can choose from a variety of dishes displayed on a serving line. Cafe typically serves coffee and tea, in addition to light refreshments such as baked goods or snacks.

A café setting is known as a casual social environment where one can find people reading newspapers and magazines, studying, or chatting with others about current events. In today's restaurants and cafes, an entrepreneur has to be innovative and stand out from what market has to offer, and be able to provide not only good products and service, but also a unique dining environment to contribute to the overall customer satisfaction. Different attributes of key customer satisfaction drivers in restaurant and café industry are product, service, atmospherics and price. (Liu & Jang, 2009).

Physical environment of the cafe has a great influence on the image of the café and can act positively or negatively for the customer perception of the cafe image, but the physical environment is not significant in the customer perceived value. Physical surrounding has to be maintained throughout the time and changed or improved according to the customer's wants and the cafe image to keep up with the trends on the current market (Ryu, Lee & Kim, 2012). There are "one-sided unfavorable drivers" in the physical environment, which means that elements that are absent from the environment are perceived as negative experiences, whereas those that are present in the environment very rarely or never produce extremely positive experiences. For instance, poor lighting will be noticed and mentioned as a complaint, but good lighting will be mentioned in customer reviews very infrequently as a compliment. When a customer believes that the design of the café, as well as its colour, lighting, and music, reflect the caliber of the café, their level of satisfaction will rise (Ryu, Lee & Kim, 2012).

If the café owner wants to redesign the facility, it should first communicate with the customer and research on its wants and recommendations on aesthetics (the wall decor, paintings /pictures, furniture, flooring/carpeting, etc.) of the café because the customers are eventually the ones that are directly influenced with those decisions. Also, aesthetics doesn't only increase loyalty in the existing customers but also can be a positive experience that will attract new customers and increase revenues.

### **Justification of the study**

Most consumers love drinking coffee and the simple, reasonably priced meals foster a social and intellectual atmosphere. Studies showed that, India consumes 330 million cups of coffee annually. Therefore, café should have a charming interior to draw customers in to grab the market of coffee and snacks. The cafe's personality is determined by its interior design ideas, wall colours, table and chair designs, lighting, and music. These factors influence how customers will feel and how much money they will spend there. According to customer satisfaction studies, people value a positive experience at cafes more than merely drinking good coffee, and the decoration of the cafe influences the wonderful experience that café consumers desire.

Various studies were found through review of literature focusing on areas such as "Interior Design in Restaurants as a Factor Influencing Customer Satisfaction" (Pecotic *et al*, 2014), "More than coffee: An Exploration of people, place and community with Implications for Design" (Waxman, L. 2004), "Sensory study in Restaurant interior Design' in Iowa (Yu, X. 2009). Elements of Successful Restaurant Interior Design (Gupta, G., 2019), etc.

### **OBJECTIVES OF THE STUDY**

- To know the background information of the café users in Vadodara city.
- To know the opinions of café users regarding interior of the café.

### **DE-LIMITATION OF THE STUDY**

- The study was limited to the café users of age group between 18 years to 40 years.
- The study was limited to café users of Vadodara city.

### **METHODOLOGY**

The current study's research design was primarily descriptive in nature. The sample of the present study comprised of 80 respondents from Vadodara city, Gujarat who were using the café since last one year. The predetermined study was conducted using the convenience sampling method to collect the opinion from the café users. The questionnaire, in a form of Google form was used to gather data to determine how the café's users felt about its interior décor of the cafes.

User's responses were collected and were categorized as "Favorable," "Neutral," or "Unfavorable" and ratings was done which was ranging from 3 to 1 score and vice-versa. For proper analysis of the data, the possible maximum and minimum scores were divided into three categories having equal intervals. Higher the scores indicated most favorable opinion regarding interior design aspect of the cafe. The scale was subjected to establishment of content validity and reliability.

## FINDINGS AND DISCUSSION

Findings of the study were described below;

| <b>Table No.1: Personal characteristics of the respondents</b> |                                 |                           |            |
|--|---------------------------------|---------------------------|------------|
| <b>Sr. No.</b>   | <b>Personal characteristics</b> | <b>Respondents (n=80)</b> |            |
|  |                                 | <b>f</b>                  | <b>%</b>   |
| <b>1.</b>  | <b>Gender</b>                   |                           |            |
|  | Male                            | 20                        | 25         |
|  | Female                          | 60                        | 75         |
|  | <b>Total</b>                    | <b>80</b>                 | <b>100</b> |
| <b>2.</b>  | <b>Age (in year)</b>            |                           |            |
|  | 17-21                           | 12                        | 15         |
|  | 22-26                           | 68                        | 85         |
|  | <b>Total</b>                    | <b>80</b>                 | <b>100</b> |
| <b>3.</b>  | <b>Marital status</b>           |                           |            |
|  | Married                         | 2                         | 2.5        |
|  | Unmarried                       | 78                        | 97.5       |
|  | <b>Total:</b>                   | <b>80</b>                 | <b>100</b> |

It was found that one-fourth (25%) of the respondents were males and three-fourth (75%) of the respondents were females. Less than one-fifth (15%) of the respondents fell under the age group of 17 to 21 years and more than three-fourth (85%) of the respondents were in the age group of 22 to 26 years and majority (97.55) of the respondents were unmarried (Table-1).

| <b>Table No.2: With whom respondents have visited the cafe</b> |                            |                 |            |
|--|----------------------------|-----------------|------------|
| <b>Sr. No.</b>   | <b>Visit the cafe with</b> | <b>f (n=80)</b> | <b>%</b>   |
| 1  | Family members             | 4               | 5          |
| 2  | Friends                    | 67              | 83.75      |
| 3  | Alone                      | 6               | 7.5        |
| 4  | Any other                  | 3               | 3.75       |
|  | <b>Total</b>               | <b>80</b>       | <b>100</b> |

It was revealed that more than three-fourths (83.75%) of the respondents have visited the cafe with their friends, 7.5% of the respondents have gone without any company, and 5% of the respondents have stated that they enjoy going to cafes with their families. (Table-2).

| <b>Table No.3: Number of visits to the café</b> |                     |                 |            |
|---|---------------------|-----------------|------------|
| <b>Sr. No.</b>                                  | <b>No. of visit</b> | <b>f (n=80)</b> | <b>%</b>   |
| 1   | Daily               | 2               | 2.5        |
| 2   | Weekly              | 23              | 28.75      |
| 3   | Monthly             | 19              | 23.75      |
| 4   | Fortnight           | 13              | 16.25      |
| 5   | First time user     | 21              | 26.25      |
| 6   | Any other           | 2               | 2.5        |
|   | <b>Total</b>        | <b>80</b>       | <b>100</b> |

It was found that slightly more than one-fourth (28.75%) of the respondents had visited the cafe on weekly basis, 26.25% of the respondents were the first-time user of the selected cafes of Vadodara which are considered under the study. Again, 23.75% of the respondents explained that, they have visited the cafe once in a month (Table-3).

| Sr. No. | Distance of the cafe      | f (n=80)  | %          |
|---------|---------------------------|-----------|------------|
| 1       | Near to home/workstation  | 51        | 63.75      |
| 2       | Far from home/workstation | 29        | 36.25      |
|         | <b>Total</b>              | <b>80</b> | <b>100</b> |

More than half (63.75 %) of the respondents said they preferred to go to cafes that were closer to their place of residence or place of employment. While slightly more than one-third (36.25%) of the respondents has said that they preferred to go to cafés that were far from their homes or places of employment. (Table-4).

| Number of respondents (n)=80 |   |           |       |         |       |             |       |                      |
|------------------------------|---|-----------|-------|---------|-------|-------------|-------|----------------------|
| Sr. No.                      | Statement   | Favorable |       | Neutral |       | Unfavorable |       | Weighted mean scores |
|                              |   | f         | %     | f       | %     | f           | %     |                      |
| 1                            | Wall colour is soothing to the eyes.              | 52        | 65    | 22      | 27.5  | 6           | 7.5   | <b>2.57</b>          |
| 2                            | Colour and materials of wall goes with the theme. | 45        | 56.25 | 32      | 40    | 3           | 3.75  | 2.52                 |
| 3                            | Decorative wallpaper is used.                     | 28        | 35    | 23      | 28.75 | 29          | 36.25 | 1.98                 |
| 4                            | All walls are treated to eliminate dampness.      | 21        | 26.25 | 44      | 55    | 15          | 18.75 | 2.07                 |
| 5                            | Acoustic materials are used on the walls.         | 19        | 23.75 | 35      | 43.75 | 26          | 32.5  | 1.91                 |
| 6                            | Theme is cool and brighter in colour.             | 35        | 43.75 | 31      | 38.75 | 14          | 17.5  | 2.26                 |
| 7                            | Materials used on the wall are latest in trend    | 26        | 32.5  | 25      | 31.25 | 29          | 36.25 | 1.96                 |
| 8                            | Decorative items and frames are used on wall      | 34        | 42.5  | 33      | 41.25 | 13          | 16.25 | 2.26                 |
| 9                            | Wall colour reduces glare inside the cafe.        | 34        | 42.75 | 40      | 50    | 6           | 7.5   | 2.35                 |

The results based on the weighted mean scores for the cafe's walls design showed that the majority of respondents (65 %) thought the wall colour was pleasing to the eyes with the weighted mean score 2.57, more than half (56.25 %) said that the wall colour matched the café's theme. The decorative elements used in the café and the glare resistance inside were viewed favorably by slightly less than half (42.5 % and 42.75 % respectively) of the respondents. Again, 43.75% of the respondents felt that the theme of café was cool and bright in colour which attract the customers more towards these selected cafes of Vadodara city. (Table-5).

| Number of respondents (n)=80                                     |   |           |       |         |       |             |       |                      |
|--|---|-----------|-------|---------|-------|-------------|-------|----------------------|
| Table No.6: Experience of the users regarding floors of the cafe |   |           |       |         |       |             |       |                      |
| Sr. No.  | Statement   | Favorable |       | Neutral |       | Unfavorable |       | Weighted mean scores |
|  |   | f         | %     | f       | %     | f           | %     |                      |
| 1  | Flooring is non-slippery.                             | 64        | 80    | 16      | 20    | 0           | 0     | 2.80                 |
| 2  | Flooring design goes with the design of the interior. | 55        | 68.75 | 23      | 28.75 | 2           | 2.5   | 2.66                 |
| 3  | Latest materials are used on the flooring.            | 30        | 37.5  | 35      | 43.75 | 15          | 18.75 | 2.18                 |
| 4  | Walk away space is sufficient inside the cafe.        | 42        | 52.5  | 30      | 37.5  | 8           | 10    | 2.42                 |
| 5  | Flooring is in lighter hue.                           | 37        | 46.25 | 26      | 32.5  | 17          | 21.25 | 2.25                 |
| 6  | Floor is uniform.                                     | 47        | 58.75 | 27      | 33.75 | 6           | 7.5   | 2.51                 |

The findings on the weighted mean scores regarding flooring of the cafe revealed that the majority (80%) of the respondents experienced that the flooring of the cafe was non-slippery in nature with the weighted mean score 2.80. Whereas, 68.75% of the respondents felt that the design of the flooring match with the café interior décor, 58.75% of the respondents experienced that the café's flooring were not uneven and are uniform and 52.5% said that the space within the cafes was sufficient to move around (Table-6).

| Number of respondents (n)=80                                      |  |           |       |         |       |             |       |                      |
|---|--|-----------|-------|---------|-------|-------------|-------|----------------------|
| Table No.7: Experience of the users regarding ceiling of the cafe |  |           |       |         |       |             |       |                      |
| Sr. No.   | Statement  | Favorable |       | Neutral |       | Unfavorable |       | Weighted mean scores |
|   |  | f         | %     | f       | %     | f           | %     |                      |
| 1   | Ceiling colour goes completely with the theme of cafe. | 62        | 77.5  | 7       | 8.75  | 11          | 13.75 | 2.63                 |
| 2   | Ceiling colour is in lighter shade.                    | 38        | 47.5  | 35      | 43.75 | 7           | 8.75  | 2.38                 |
| 3   | Acoustic materials are used on the ceiling.            | 27        | 33.75 | 28      | 35    | 25          | 31.25 | 2.02                 |
| 4   | Latest materials used on the ceiling.                  | 20        | 25    | 32      | 40    | 28          | 35    | 1.90                 |
| 5   | Ceiling height is appropriate.                         | 56        | 70    | 18      | 22.5  | 6           | 7.5   | 2.62                 |

The majority of responders (77.5%) considered that the colour of the cafe ceiling complemented the cafe's theme with the weighted mean score 2.63, and 70% of the respondents said that the cafés' height was appropriate for a commercial interior with the weighted mean score 2.62. Again, 47.5% of respondents said they liked the lighter colour of the ceiling, and 33.5% said the acoustic materials used in the café are the best choice and complement the interior design of the cafes (Table-7).

| Number of respondents (n)=80   |  |           |       |         |       |             |       |                         |
|--|--|-----------|-------|---------|-------|-------------|-------|-------------------------|
| Table No.8: Experiences of users regarding lighting inside of the cafe |  |           |       |         |       |             |       |                         |
| Sr<br>·<br>No.   | Statement  | Favorable |       | Neutral |       | Unfavorable |       | Weighted<br>mean scores |
|  |  | f         | %     | f       | %     | f           | %     |                         |
| 1  | Sufficient natural light.  | 33        | 41.25 | 30      | 37.5  | 17          | 21.25 | 2.20                    |
| 2  | Sufficient artificial lighting is there.   | 49        | 61.25 | 25      | 31.25 | 6           | 7.5   | <b>2.52</b>             |
| 3  | Proper placement of artificial lighting fixtures.  | 41        | 51.25 | 32      | 40    | 7           | 8.75  | 2.42                    |
| 4  | Wall décor light fixtures are used.  | 39        | 48.75 | 33      | 41.25 | 8           | 10    | 2.38                    |
| 5  | Lighting is bright and breezy in order to promote friendly vibes.                                | 38        | 47.5  | 27      | 33.75 | 15          | 18.75 | 2.28                    |
| 6  | Accent light fixture is used to highlight object like painting, logo, art-work and food display. | 38        | 47.5  | 32      | 40    | 10          | 12.5  | 2.35                    |

With a weighted mean score of 2.52, the majority of respondents (61.25 %) felt that the café had enough artificial lighting. 51.25 % and 48.75% of the respondents said the lighting fixtures were adequately positioned and various wall lighting fixtures were used in the cafes respectively. (Table-8).

| Number of respondents (n)=80  |  |           |       |         |       |             |       |                            |
|---|--|-----------|-------|---------|-------|-------------|-------|----------------------------|
| Table No.9: Experiences of users regarding circulation inside of the cafe |  |           |       |         |       |             |       |                            |
| Sr.<br>No.  | Statement  | Favorable |       | Neutral |       | Unfavorable |       | Weighted<br>mean<br>scores |
|   |  | f         | %     | f       | %     | f           | %     |                            |
| 1   | Window placement is proper.                                  | 41        | 51.25 | 26      | 32.5  | 13          | 16.25 | 2.35                       |
| 2   | Proper placement of door.                                    | 51        | 63.75 | 25      | 31.5  | 4           | 5     | <b>2.58</b>                |
| 3   | Entrance door is wide.                                       | 55        | 68.75 | 17      | 21.25 | 8           | 10    | <b>2.58</b>                |
| 4   | Design and colour of the door go with the theme of the cafe. | 61        | 76.25 | 16      | 20    | 3           | 3.75  | 2.72                       |
| 5   | Door is easy to operate.                                     | 56        | 70    | 17      | 21.25 | 7           | 8.75  | 2.56                       |
| 6   | Sufficient cooling is present inside the café.               | 50        | 62.5  | 27      | 33.75 | 3           | 3.75  | <b>2.58</b>                |
| 7   | Proper air circulation inside the cafe.                      | 32        | 40    | 36      | 45    | 12          | 15    | 2.25                       |

With a weighted mean score of 2.58, majority (63.75%) of the respondents experienced the placement of door was proper, 68.75% of the respondents said that the entrance door was wider in size and 62.5% of the respondents explained that, sufficient cooling was present inside the café. its design and colour went with the cafe theme. (Table-9).

| Number of respondents (n)=80  |   |           |       |         |       |             |       |                      |
|---|---|-----------|-------|---------|-------|-------------|-------|----------------------|
| Table No.10: Experience of the users regarding ambience of the cafe |   |           |       |         |       |             |       |                      |
| Sr. No.   | Statement   | Favorable |       | Neutral |       | Unfavorable |       | Weighted mean scores |
|   |   | f         | %     | f       | %     | f           | %     |                      |
| 1   | Ambience is good.   | 59        | 73.75 | 11      | 13.75 | 6           | 7.5   | 2.56                 |
| 2   | Cafe interior is peaceful and relaxing.                     | 48        | 60    | 20      | 2.5   | 12          | 15    | 2.45                 |
| 3   | Cafe theme is impressive and attracts the eyes of the user. | 53        | 66.25 | 20      | 2.5   | 7           | 8.75  | <b>2.57</b>          |
| 4   | Colour used in the cafe is good.                            | 48        | 60    | 27      | 33.75 | 5           | 6.25  | 2.53                 |
| 5   | Cafe theme is modern and trendy.                            | 43        | 53.75 | 26      | 32.5  | 11          | 13.75 | 2.40                 |
| 6   | Cafe is wide and spacious.                                  | 39        | 48.75 | 28      | 35    | 13          | 16.25 | 2.32                 |

The results of the weighted mean scores for the cafe's ambience showed that the majority of respondents (66.25 %) thought the cafe's theme was striking and attractive, and 73.75 % felt the cafe's ambience was pleasant and pleasing to customers' eyes. According to 60 % and 53.75 %, respectively, the colour of the café decor was good and the theme was fashionable for the present time. (Table-10).

| Number of respondents (n)=80  |  |           |       |         |       |             |      |                      |
|---|--|-----------|-------|---------|-------|-------------|------|----------------------|
| Table No.11: Experience of the users regarding cleanliness and hygiene inside of the cafe |  |           |       |         |       |             |      |                      |
| Sr. No.   | Statement  | Favorable |       | Neutral |       | Unfavorable |      | Weighted mean scores |
|   |  | f         | %     | f       | %     | f           | %    |                      |
| 1   | Cafe is clean.   | 64        | 80    | 15      | 18.75 | 1           | 1.25 | <b>2.78</b>          |
| 2   | Hygiene is maintained in the cafe.                             | 57        | 71.25 | 21      | 26.25 | 2           | 2.5  | 2.68                 |
| 3   | Regular cleaning services are there after every use.           | 59        | 73.75 | 16      | 20    | 5           | 6.25 | 2.67                 |
| 4   | No bad odor is present inside the cafe.                        | 58        | 72.5  | 19      | 23.75 | 3           | 3.75 | 2.68                 |
| 5   | Odor from the cooking area comes inside the cafe sitting area. | 42        | 52.5  | 14      | 17.5  | 24          | 30   | 2.22                 |

The majority of respondents (80%) said that the cafe was clean with the weighted mean score 2.78, 73.75% felt cafe was clean, 72.5 % claimed there were no unpleasant scents, and 71.25 % said that the cafe's interior was hygienic for the users and user like the overall maintenance of the selected cafes. Whereas, half (52.5%) of the respondents claimed that odor from the cooking area comes inside the cafe sitting area of the cafes. (Table-11).

| Number of respondents (n)=80  |   |           |       |         |       |             |      |                      |
|---|---|-----------|-------|---------|-------|-------------|------|----------------------|
| Table No.12: Experience of users regarding selected furniture design aspects used in the cafe |   |           |       |         |       |             |      |                      |
| Sr. No.   | Statement   | Favorable |       | Neutral |       | Unfavorable |      | Weighted mean scores |
|   |   | f         | %     | f       | %     | f           | %    |                      |
| 1   | Table height is good.   | 63        | 78.75 | 12      | 15    | 5           | 6.25 | 2.72                 |
| 2   | Chair height is appropriate.                                      | 51        | 63.75 | 25      | 31.25 | 4           | 5    | 2.58                 |
| 3   | Adequate no. of table chairs is there to accommodate more people. | 47        | 58.75 | 27      | 33.75 | 6           | 7.5  | 2.51                 |
| 4   | Furniture colour suits the interior.                              | 58        | 72.5  | 20      | 25    | 2           | 2.5  | 2.70                 |
| 5   | Table chairs are comfortable to use.                              | 47        | 58.75 | 26      | 32.5  | 7           | 8.75 | 2.50                 |
| 6   | Furniture design goes with the cafe theme.                        | 56        | 70    | 19      | 23.75 | 5           | 6.25 | 2.63                 |
| 7   | Cupboards are there to store cutlery.                             | 44        | 55    | 32      | 40    | 4           | 5    | 2.50                 |
| 8   | Placements of furniture are appropriate.                          | 45        | 56.25 | 30      | 37.5  | 5           | 6.25 | 2.50                 |
| 9   | Enough clearance space between chair and table.                   | 40        | 50    | 33      | 41.25 | 7           | 8.75 | 2.41                 |
| 10  | Enough space is there in between furniture and wall.              | 35        | 43.75 | 33      | 41.25 | 12          | 15   | 2.28                 |

More than three-fourth (78.75%) of the respondents experienced that the table height was appropriate for users with the weighted mean score 2.72 and 72.5% of the respondents felt that, furniture design and its colour goes with the theme of the cafe (Table-12).

### CONCLUSION

According to the current survey, 85% of respondents were determined to be between the ages of 22 and 26. Most of the respondents (83.75 percent) said, that they prefer going to cafes with friends as the flooring was homogeneous, non-slippery, and designed to complement the ambience of the cafe, there was enough artificial illumination, and the respondents had a favorable attitude of utilizing cafes. The door's placement and ease of use, its width, the furniture design, and the colour all complemented the cafe's motif. Inside the cafe, there was adequate cooling. The atmosphere was pleasant, the cafe's décor was calm and soothing and clean, and hygiene standards were upheld throughout.

### IMPLICATION OF THE STUDY

This study empirically shows that the café users had favorable opinions towards using the cafés with regards to different interior design aspects of café like- lighting, cleanliness, flooring, furniture design, decorations and ambience. The study would be found beneficial for the interior designers and architect while designing different cafés. It would also be beneficial for the future researchers who are working with commercial designing and for those who want to open a new cafe. The present research would also be beneficial to the future researchers to identify the problems experienced by the cafe users regarding interior design aspects of the cafe.

### SUGGESTIONS FOR FUTURE RESEARCHS

- A similar study can be carried out on use of vernacular architecture and materials used on cafes and restaurant.
- A similar study can be carried out on design aspect for Hospitals and Doctors clinics.
- Research can also be done on use of embodied energy in commercial interior to attract consumer.

## REFERENCES

- Gupta, G. (2019). “Elements of Successful Restaurant Interior Design” Retrieved from <https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.restaurantindia.in/amp/article/elements-of-successful-restaurant-interior-design.13085&ved=2ahUKEwjhK-fmODoAhVSzDgGHcYvDmAQFjAOegQIARAB&usg=AOvVaw3fQL4aH-OPcfSTGQzREcdg&ampcf=1&cshid=1586602134291>
- Liu, Y., & Jang, S. (2009). “The effects of dining atmospherics: An extended Mehrabian-Russell model”. *International Journal of Hospitality Management*, 4, 494-503.
- Pecotic, M., Bazdan, V. & Samardzija, J. (2014). Interior Design in Restaurants as a Factor Influencing Customer Satisfaction. *RIThink*. Retrieved from [https://www.google.com/url?sa=t&source=web&rct=j&url=http://rithink.hr/brochure/pdf/vol4\\_2014/10-14.pdf&ved=2ahUKEwj4\\_bk-DoAhUWwzGhcgUCdiQFjAOegQICRAB&usg=AOvVaw2q882a9rif5KxJdwEJ\\_VgF&cshid=1586601195212](https://www.google.com/url?sa=t&source=web&rct=j&url=http://rithink.hr/brochure/pdf/vol4_2014/10-14.pdf&ved=2ahUKEwj4_bk-DoAhUWwzGhcgUCdiQFjAOegQICRAB&usg=AOvVaw2q882a9rif5KxJdwEJ_VgF&cshid=1586601195212)
- Ryu, K., Lee, H.R. & Kim, W.G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2):200-223. Retrieved from [https://www.researchgate.net/publication/235316810\\_The\\_influence\\_of\\_the\\_quality\\_of\\_the\\_physical\\_environment\\_food\\_and\\_service\\_on\\_restaurant\\_image\\_customer\\_perceived\\_value\\_customer\\_satisfaction\\_and\\_behavioral\\_intentions](https://www.researchgate.net/publication/235316810_The_influence_of_the_quality_of_the_physical_environment_food_and_service_on_restaurant_image_customer_perceived_value_customer_satisfaction_and_behavioral_intentions)
- Waxman, L. (2004). “More Than Coffee: An Exploration of People, Place and Community with Implication for Design. Retrieved from [https://www.researchgate.net/publication/254673361\\_More\\_Than\\_Coffee\\_An\\_Exploration\\_of\\_People\\_Place\\_and\\_Community\\_with\\_Implications\\_for\\_Design](https://www.researchgate.net/publication/254673361_More_Than_Coffee_An_Exploration_of_People_Place_and_Community_with_Implications_for_Design)
- Xue, Y. (2009). “Sensory study in restaurant interior design”. Retrieved from <https://dr.lib.iastate.edu/handle/20.500.12876/25310>