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ORIGINAL PAPER:

THE INFLUENCE OF THE COLOR OF LIGHT ON THE CUSTOMERS' PERCEPTION OF SERVICE QUALITY AND SATISFACTION IN THE RESTAURANT

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Visual Thinking and Composition, Winter 2020
Tilburg University, Department of Communication and Cognition

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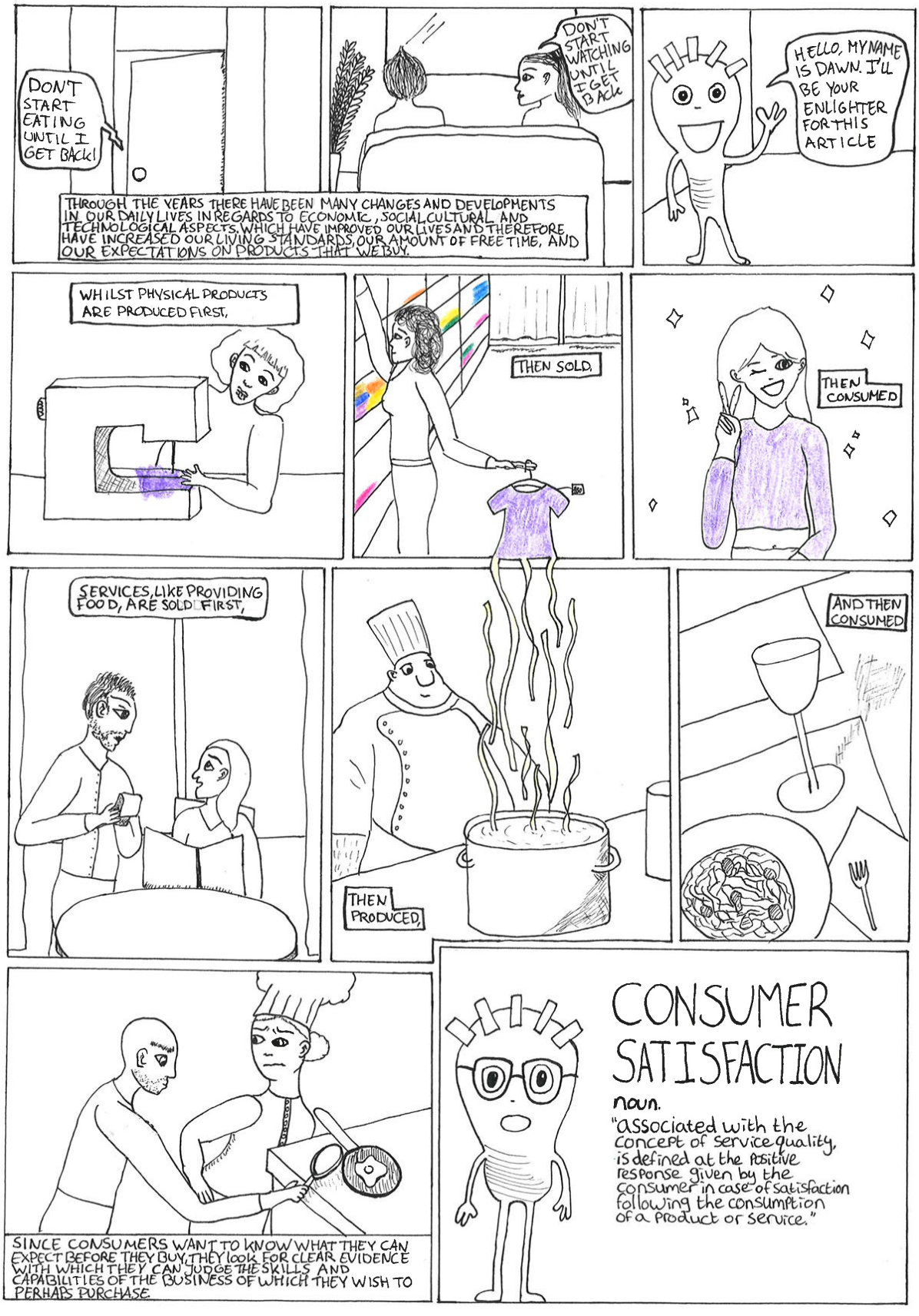
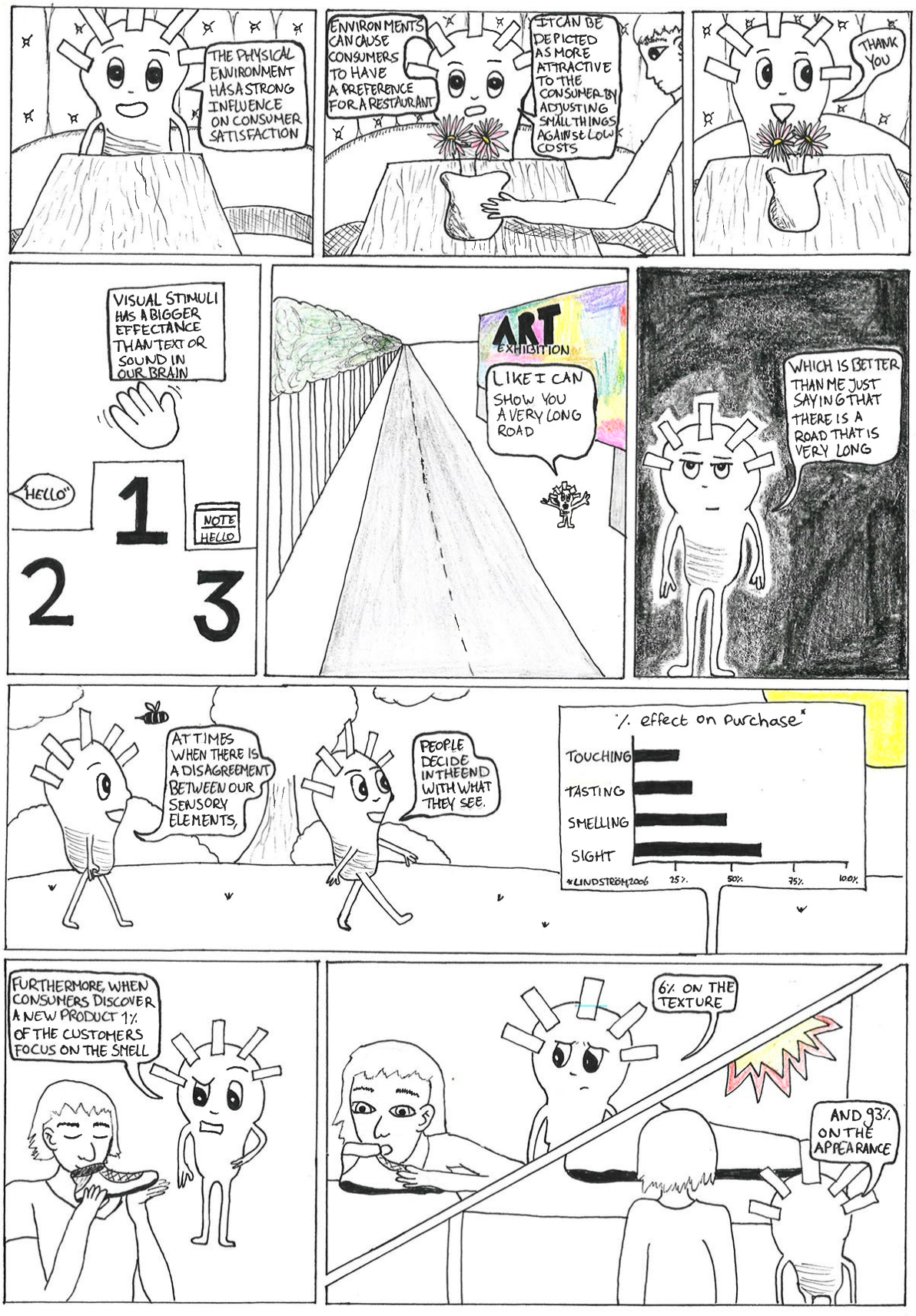
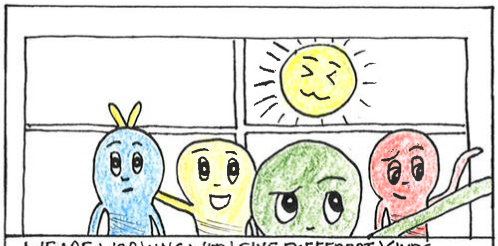

DON'T START EATING UNTIL I GET BACK!
DON'T START WATCHING UNTIL I GET BACK
HELLO, MY NAME IS DAWN. I'LL BE YOUR ENLIGHTER FOR THIS ARTICLE
THROUGH THE YEARS THERE HAVE BEEN MANY CHANGES AND DEVELOPMENTS IN OUR DAILY LIVES IN REGARDS TO ECONOMIC, SOCIAL CULTURAL AND TECHNOLOGICAL ASPECTS, WHICH HAVE IMPROVED OUR LIVES AND THEREFORE HAVE INCREASED OUR LIVING STANDARDS, OUR AMOUNT OF FREE TIME, AND OUR EXPECTATIONS ON PRODUCTS THAT WE BUY.
WHILST PHYSICAL PRODUCTS ARE PRODUCED FIRST,
THEN SOLD,
THEN CONSUMED
SERVICES, LIKE PROVIDING FOOD, ARE SOLD FIRST,
THEN PRODUCED,
AND THEN CONSUMED
SINCE CONSUMERS WANT TO KNOW WHAT THEY CAN EXPECT BEFORE THEY BUY, THEY LOOK FOR CLEAR EVIDENCE WITH WHICH THEY CAN JUDGE THE SKILLS AND CAPABILITIES OF THE BUSINESS OF WHICH THEY WISH TO PERHAPS PURCHASE.
CONSUMER SATISFACTION
noun.
"associated with the concept of service quality, is defined at the positive response given by the consumer in case of satisfaction following the consumption of a product or service."


THE PHYSICAL ENVIRONMENT HAS A STRONG INFLUENCE ON CONSUMER SATISFACTION
ENVIRONMENTS CAN CAUSE CONSUMERS TO HAVE A PREFERENCE FOR A RESTAURANT
IT CAN BE DEPICTED AS MORE ATTRACTIVE TO THE CONSUMER BY ADJUSTING SMALL THINGS AGAINST LOW COSTS
THANK YOU
VISUAL STIMULI HAS A BIGGER EFFECTANCE THAN TEXT OR SOUND IN OUR BRAIN
HELLO"
1
NOTE HELLO
2
3
ART EXHIBITION
LIKE I CAN SHOW YOU A VERY LONG ROAD
WHICH IS BETTER THAN ME JUST SAYING THAT THERE IS A ROAD THAT IS VERY LONG
AT TIMES WHEN THERE IS A DISAGREEMENT BETWEEN OUR SENSORY ELEMENTS,
PEOPLE DECIDE IN THE END WITH WHAT THEY SEE.
% effect on purchase*
TOUCHING
TASTING
SMELLING
SIGHT
*LINDSTROM 2006
25%
50%
75%
100%
FURTHERMORE, WHEN CONSUMERS DISCOVER A NEW PRODUCT 1% OF THE CUSTOMERS FOCUS ON THE SMELL
6% ON THE TEXTURE
AND 93% ON THE APPEARANCE

THEREFORE, THIS STUDY IS ALL ABOUT FINDING OUT IF COLOR OF LIGHT CAN HAVE INFLUENCE THE PERCEPTION OF SERVICE QUALITY AND CUSTOMER SATISFACTION

Paying your staff a livable wage so they put more effort in their service

Using colored lightbulbs to create the illusion of better service



WE ARE WORKING WITH FIVE DIFFERENT KINDS OF LIGHT: REGULAR DAYLIGHT, BLUELIGHT, REDLIGHT, GREENLIGHT AND YELLOWLIGHT.

IN THIS STUDY

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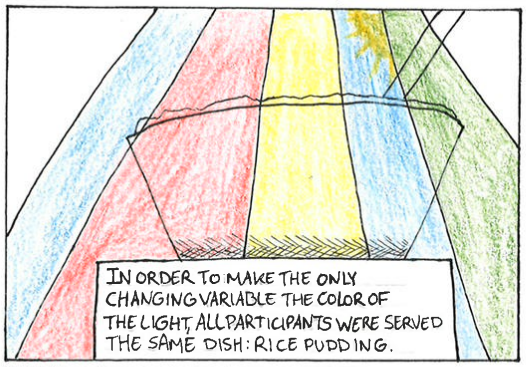
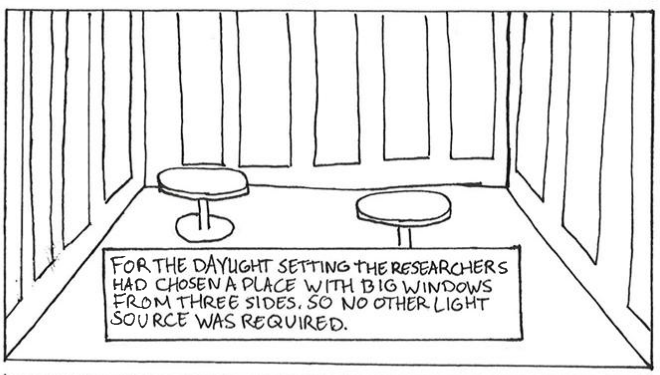
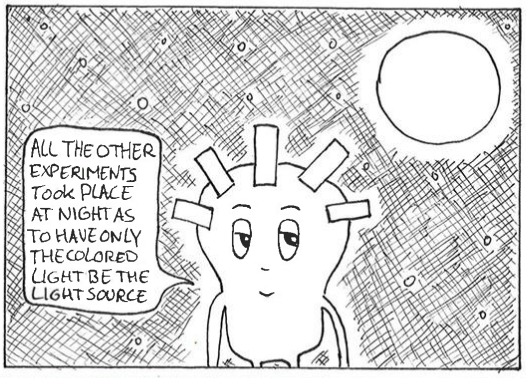
UNDERGRADUATE STUDENTS PARTICIPATED



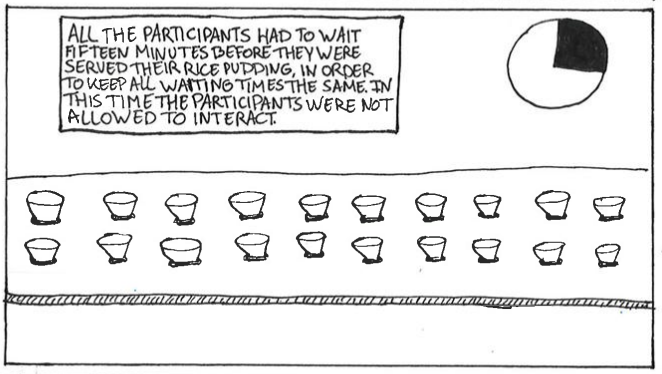
IN ORDER TO MAKE THE ONLY CHANGING VARIABLE THE COLOR OF THE LIGHT, ALL PARTICIPANTS WERE SERVED THE SAME DISH: RICE PUDDING.



FOR THE DAYLIGHT SETTING THE RESEARCHERS HAD CHOSEN A PLACE WITH BIG WINDOWS FROM THREE SIDES. SO NO OTHER LIGHT SOURCE WAS REQUIRED.



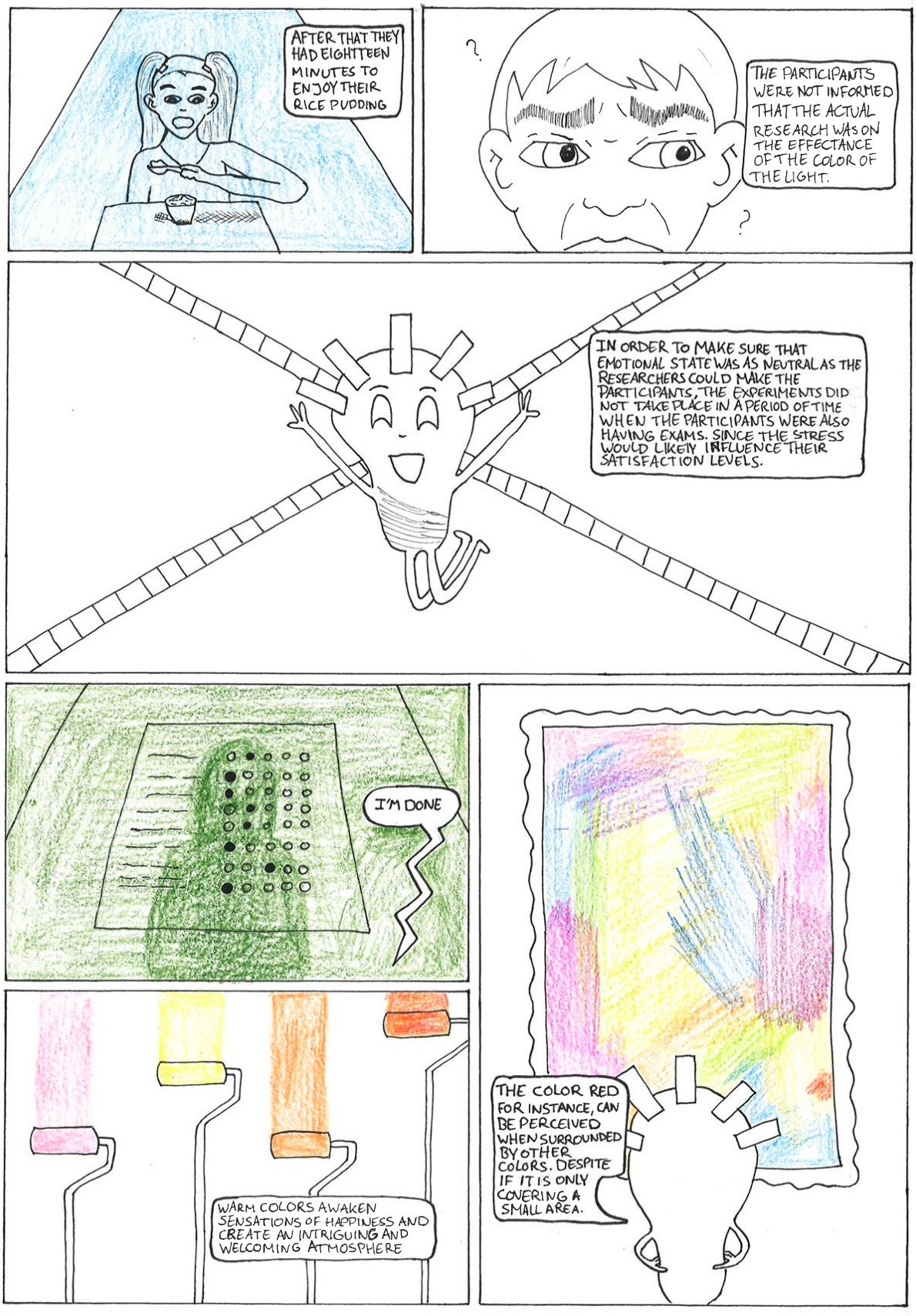
ALL THE OTHER EXPERIMENTS TOOK PLACE AT NIGHT AS TO HAVE ONLY THE COLORED LIGHT BE THE LIGHT SOURCE

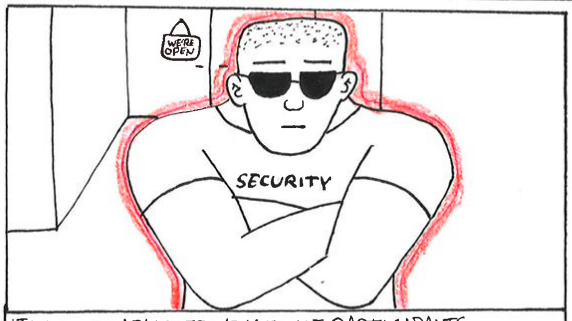


ALL THE PARTICIPANTS HAD TO WAIT FIFTEEN MINUTES BEFORE THEY WERE SERVED THEIR RICE PUDDING, IN ORDER TO KEEP ALL WAITING TIMES THE SAME. IN THIS TIME THE PARTICIPANTS WERE NOT ALLOWED TO INTERACT.

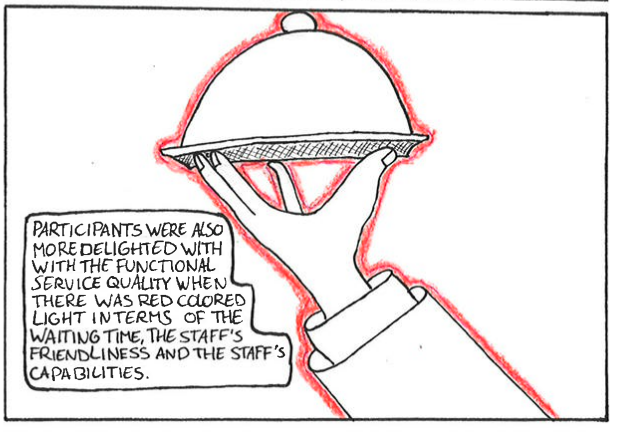
SO THEY HAD TIME TO UNCONSCIOUSLY FEEL THE AMBIANCE CONSTRUCTED BY THE COLOR OF THE LIGHT

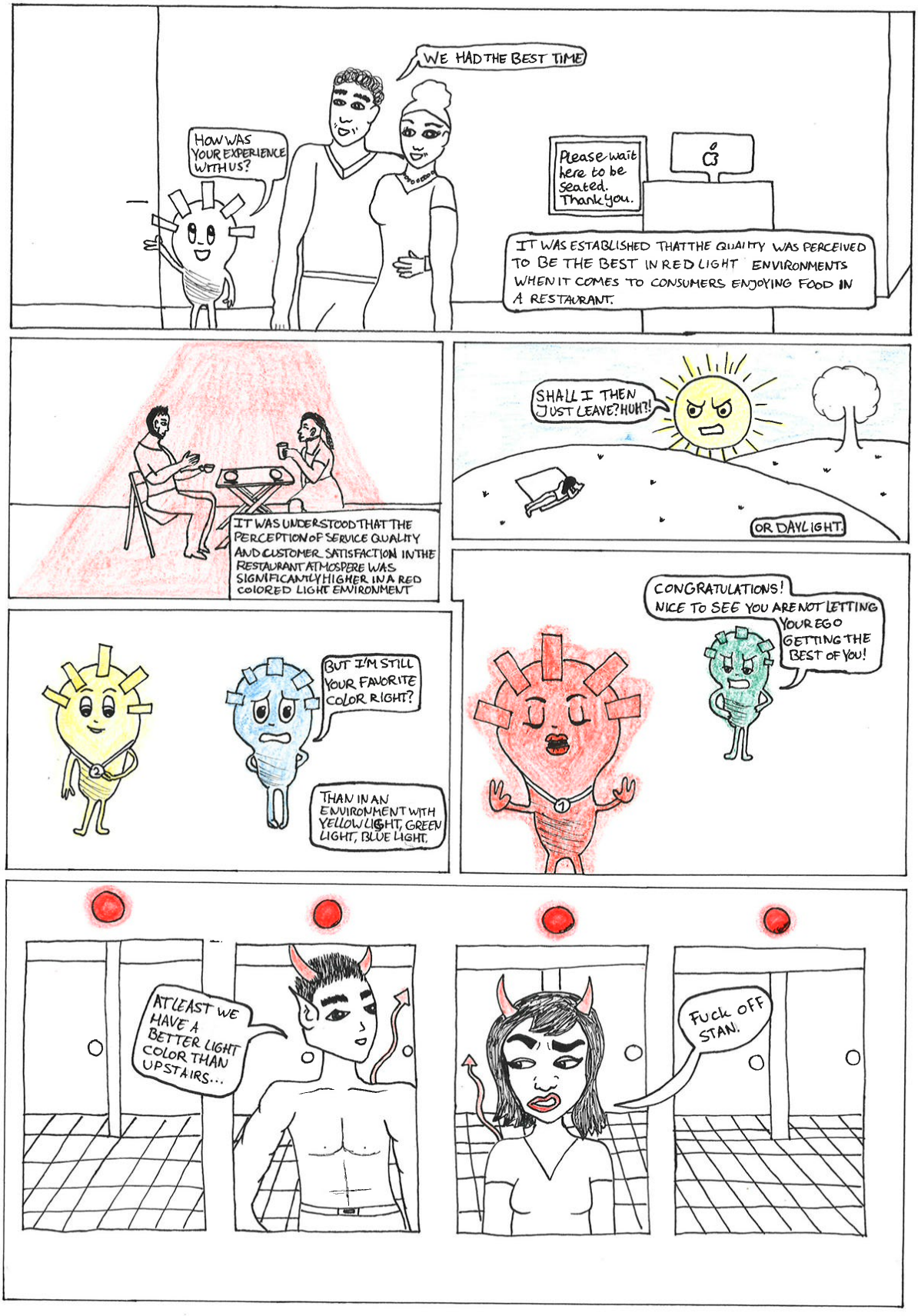
THEN THEY WERE ACTUALLY SERVED THE DISH OVER A SPAN OF TWO MINUTES AT THE SAME TIME.


AFTER THAT THEY HAD EIGHTTEEN MINUTES TO ENJOY THEIR RICE PUDDING
THE PARTICIPANTS WERE NOT INFORMED THAT THE ACTUAL RESEARCH WAS ON THE EFFECTANCE OF THE COLOR OF THE LIGHT.
IN ORDER TO MAKE SURE THAT EMOTIONAL STATE WAS AS NEUTRAL AS THE RESEARCHERS COULD MAKE THE PARTICIPANTS, THE EXPERIMENTS DID NOT TAKE PLACE IN A PERIOD OF TIME WHEN THE PARTICIPANTS WERE ALSO HAVING EXAMS. SINCE THE STRESS WOULD LIKELY INFLUENCE THEIR SATISFACTION LEVELS.
I'M DONE
WARM COLORS AWAKEN SENSATIONS OF HAPPINESS AND CREATE AN INTRIGUING AND WELCOMING ATMOSPHERE
THE COLOR RED FOR INSTANCE, CAN BE PERCEIVED WHEN SURROUNDED BY OTHER COLORS. DESPITE IF IT IS ONLY COVERING A SMALL AREA.



IT WAS ESTABLISHED THAT THE PARTICIPANTS CONSIDERED THE QUALITY OF THE TECHNICAL SERVICE TO BE GREATER WHEN THERE WAS RED COLORED LIGHT, IN TERMS OF COMPETENCE, REPUTATION, SECURITY, SAFETY AND RELIABILITY.




WE HAD THE BEST TIME
HOW WAS YOUR EXPERIENCE WITH US?
Please wait here to be seated. Thank you.
IT WAS ESTABLISHED THAT THE QUALITY WAS PERCEIVED TO BE THE BEST IN RED LIGHT ENVIRONMENTS WHEN IT COMES TO CONSUMERS ENJOYING FOOD IN A RESTAURANT.
IT WAS UNDERSTOOD THAT THE PERCEPTION OF SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE RESTAURANT ATMOSPERE WAS SIGNIFICANTLY HIGHER IN A RED COLORED LIGHT ENVIRONMENT
SHALL I THEN JUST LEAVE? HUH?!
OR DAYLIGHT.
BUT I'M STILL YOUR FAVORITE COLOR RIGHT?
THAN IN AN ENVIRONMENT WITH YELLOW LIGHT, GREEN LIGHT, BLUE LIGHT.
CONGRATULATIONS! NICE TO SEE YOU ARE NOT LETTING YOUR EGO GETTING THE BEST OF YOU!
AT LEAST WE HAVE A BETTER LIGHT COLOR THAN UPSTAIRS...
Fuck OFF STAN.