

Consumer Revisit to Cafe's- The Role of Servicescape

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Abstract - The servicescape is strongly related with the amount of time customers at a particular facility while waiting for their service. The consumer intentions of revisiting the service facility would be impacted by servicescape. This research paper attempts to investigate the factors that influence revisit to a service facility. The environment chose to study were Café's. The target group were consumer visiting the Café's in Trivandrum City. Exploratory factor analysis was done to screen out the key factors influencing the revisit to the facility.

Key Words: Servicescape, Revisit, Exploratory Factor Analysis, Café's, Consumer Intentions, Ambient Factors

1. INTRODUCTION

Nowadays, it appears as if there is a coffee shop around every corner, no matter where you go, and if there isn't one now, you can be sure there will be one in coming years. Yes, the cafe sector is booming all over the world, which is expected given that operating a coffee shop in an age when people want to mingle more, work remotely, and de-stress in a welcoming environment is a sure-fire method to build a profitable hospitality business. In recent years, the increasing attractiveness of the café business has resulted in a more intense level of competition and the opportunity to achieve a targeted market share. To take advantage of possibilities and compete in this more competitive market, the café business's long-term viability is determined not only by its capacity to retain new customers, but also by how to attract each potential customer to return.

There is no doubting that India has experienced a café revolution, and that the revolution is bringing the marginalised along with it. Nowadays, all cafes are appealing destinations for cappuccinos, chocolates, and a range of drinks, sandwiches, pizzas, wraps, and other delicacies. Almost all of the items can be customised by the attendants. Apart from providing a diverse range of cuisine, cafes in India have begun to hire acid attack survivors, physically challenged individuals, disadvantaged individuals, and others. They have unquestionably shown to be the most efficient and customer-friendly attendants. Pet cafes have recently gained popularity among millennial. Cafes in recent years have generated various types of ideas that inspire humanity, equality, entertainment, fun, stress alleviation, interaction, and many other things. When it comes to getting together with friends, college students and teenagers prefer to travel to venues that allow them to

bond not only over meals, but also through games, animals, books, and other activities. Restaurants that come up with creative ways to provide customers with a fun-filled experience have become popular hangout spots for students.

Servicescape is a concept that focuses on describing consumer and client behaviour within a service environment. Booms and Bitner developed a popular notion that argues clearly that ambiance has a direct impact on customers. When a customer goes to a store for a specific service or product, the environment either encourages or discourages him from taking a specific action. It is the initial component of service that the client or customer perceives, and the impression that it leaves pave the way for further services. Servicescape is concerned with the environments in which a service is consumed or given, as well as the locations where both the company and the customer interact with one another. It has a significant impact on the customer's evaluation, perception, and response. The significance of servicescapes can be traced back to the 1970s, when Kotler (1973) coined the term "atmospherics" to describe the "quality of the surrounding place" as measured by the stimulation of customers' sensory systems in terms of visual (colour, brightness, size, and shapes), aural (volume and pitch), olfactory (scent; freshness), and tactile (texture) (softness, smoothness and temperature). Servicescapes are crucial in many service businesses (e.g., hotels, restaurants, and hospitals) because they give clients a first impression before they meet with staff. As a result, the servicescape is a significant factor that customers will consider when forming opinions, attitudes, and expectations about a service provider. Customers have a constant interaction with the physical facilities, which outweighs their interactions with service staff. In the service process, research studies have shown that a pleasant servicescape always results in positive customer feedback and positive employee behaviour, whereas an inefficient and terrible servicescape and design will frustrate both employees and consumers. That is why, according to Bitner and Zeithaml (2013), servicescape is the facilitator that helps employees perform better in the workplace. The servicescape, according to Liu and Jang (2009), "is illustrated when the physical environment increases or inhibits the efficient flow of activities during the service encounter." Hwang, Song, and Lee (2014) emphasised the importance of strategic human resource management that represents the department's nature in order to

improve service delivery. However, there is still a paucity of empirical study in coffee shop chains, indicating the relevance of servicescape in giving service to clients in the service industry.

Wakefield and Blodgett (1996) further examined the effects of servicescape components including layout, accessibility, facility aesthetics, electronic equipment, seating comfort, and cleanliness on the perceived quality of the servicescape. Servicescape has direct and indirect association with service quality as per literature (Reimer and Kuehn, 2005).

As a result, the focus of this research is on evaluating the independent function of the servicescape in service quality and its impact on customer behavioural intention, service staff quality, and overall service quality in a coffee chain business in Trivandrum.

1.2 Statement Of The Problem

People in Kerala, particularly in Thiruvananthapuram, have a preference for servicescape over food in the last two decades.

Here are a few examples:

- Moving away from traditional food-serving establishments.
- Food quality was reduced in order to improve the visual atmosphere.
- In restaurants, higher prices for better servicescape.

In this competition, it is critical to show how these concerns affect state citizens, particularly children. In addition, customer satisfaction with servicescape with cafes in the Trivandrum district will be assessed.

1.3 Purpose Of The Study

The goal of this research is to determine the servicescape factors that have an influence on customers on choosing a particular café for visitation. The study looks at various elements of the servicescape and the customer preference of various servicescape elements.

1.4 Objectives Of The Study

To identify the factors that influence customers revisit a particular Café.

2. LITERATURE REVIEW

The idea of servicescape has been mentioned in research may decades back (Bitner's, 1992). Previous studies have investigated the effects of servicescape on users and café service employee. These studies have found factors like job experience, employee-to-customer interaction (ECI), worker inner feeling, and job satisfaction linked servicescape (Xuan et al, 2022). A review of servicescape literature suggests that the elements of the servicescape can vary according to the service context, and the importance of the servicescape can also differ depending on the type of service offered (Wakefield and Blodgett, 1994). the term "servicescape" was considered as physical

evidence of the business where a service is offered and consumed as well as any tangible goods or items that facilitate achievement or communication of the service (Baker et al, 1994; Kurtz et al 1998; Zeithaml & Bitner, 2013). There have studies on impact of servicescape on consumer intentions in robotic restaurants (Guan et al, 2021).

Some literature has highlighted comprehensive understanding of the effect of Physical Environment and Service Quality on Repurchase Intention (Saraun et al, 2022). Similar studies on the impact of servicescape on consumer behaviour was done and concluded that the "Ambience" was an important factor (Mudiyanse, 2021). Other research articles have hinted that the former factor played a key role in consumer behaviour (Line, 2021).

There has been reference of servicescape being an important part of consumer retention along with other factors like lifestyle factors and food quality (Theork, Saerang, Wangke, 2021). Another study showed that the respondents agreed on the good quality dinescape dimensions of themed restaurant in terms of service quality, layout, lighting, aesthetics, social factor and ambience. There were also agreement on the variables like good quality of servicescape in terms of spatial layout, signs, symbols and artefacts, functionality and ambient condition related to servicescape (Yan et al, 2021).

The innovativeness of servicescape has been highlighted in some studies (Taylor Jr, 2020). Some literature has coined a new term -Experiscape- which was linked with hospitality culture and included all the stakeholders of the industry (Tasci, 2019). The layout and ambience of the restaurants have been stressed in previous research as the key to customer perception (Patel, 2018).

Certain published results of experiments conducted in restaurants have shown servicescape to connected with customer enjoyment and satisfaction (Lin and Mattila, 2010).

3. Research Methodology

Research Design: The study uses descriptive research. This type of research design is used as this research describes a population of consumers about their perception towards servicescape at Cafes.

Population of the Study: Target population includes all the consumers of Cafes.

Sample Size : The sample size is 150 customers of Cafes in Trivandrum district.

Data Collection: Google forms were used to collect primary data. Secondary data are those which was collected from different articles, journals, books, magazines.

Statistical Tools Used: Primary data is analysed by using percentage analysis. Percentages are special kinds of

ratios that express the relationship of one variable in comparison to another percentage analysis formula. Statistical tests used for the study are exploratory factor analysis for analysing the data which are collected through questionnaire with the help of Google forms. Other statistical tools used for this study are descriptive statistics. This was done by using the SPSS Software.

4. Results and Discussion

4.1 Demographic details

The demographic data of the respondents are given in table 1. From the data collected, majority of the respondents were from the younger generation (20 to 40 years). Males formed a major portion of the responses.. Most of the respondents were graduates. The responses were concentrated from the student and working community which formed a significant number among the responses. The major share of the respondents were from the higher income band.

Table 1 Demographics table of Respondents

SL No	Particulars	Classification	Frequency	Percentage
		Below 20	31	21
		20-40	65	43
		40-50	54	36
		Urban	127	85
		Rural	23	15
		Male	63	42
		Female	87	58
		Salaried	60	40
		Student	65	43
		Unemployed	25	17
		Less than 10,000	30	20
		10,000-20,000	8	5
		20,000-30,000	19	13
		30,000-50,000	23	15
		50,000 and above	70	47

4.2 FACTOR ANALYSIS: Factors That Influence Choice Of A Cafe

The KMO value is .919 and Bartlett's test is significant (p value = .000). This indicates that factor analysis is permissible with given data. 14 variables have been reduced to two factors which account for 71.147% of the variance in the data. Bartlett's Test of Sphericity (Bartlett, 1950) revealed a statistically significant number of correlations amid the variables

Table 2: Total Variance Explained

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.712	62.23	62.23	8.712	62.23	62.23	5.408	38.628	38.628
2	1.248	8.918	71.147	1.248	8.918	71.147	4.553	32.52	71.147
3	0.884	6.316	77.464						
4	0.734	5.24	82.704						
5	0.493	3.519	86.222						
6	0.424	3.032	89.254						
7	0.332	2.375	91.628						
8	0.262	1.873	93.502						
9	0.238	1.7	95.201						
10	0.2	1.426	96.627						
11	0.185	1.32	97.947						
12	0.128	0.914	98.861						
13	0.096	0.682	99.544						
14	0.064	0.456	100						

The 14 variables have been reduced to two components since they have Eigenvalues above 1. The First Component accounts for 36.628 % of the variables. The Second Component accounts for 71.147 % of the variables . The cumulative percentage of the components having percentage of variance above one is 71.147 %.

Table 3: Rotated Component Matrix

Rotated Component Matrix ^a		
Rate the following servicescape elements that influence you to choose a particular cafe (5 being the Highest and 1 being the Lowest)	Component	
	1	2
Appropriate room temperature	0.875	0.146
Good air quality	0.858	0.199
Overall ambient conditions of the cafe	0.798	0.27
Sufficient Lighting arrangements	0.763	0.389
The restrooms are easily accessible due to cafe layout	0.654	0.427
Well-furnished cafe layout	0.642	0.56
(Entertainment Facilities) Video games, snooker	-0.081	0.834
Attractive Artefacts and decorations	0.361	0.761
Clearly visible signage(Signs showing wash,	0.498	0.69
There are sufficient signage in cafe	0.563	0.684
The signs and symbols are easily	0.624	0.666
Spacious parking area	0.443	0.641
The signage gives you a clear direction	0.618	0.633
Good background music is played in cafe	0.422	0.546
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

The 14 variables have been reduced to two components. From the rotated component matrix, the first component was identified – “Ambience Factors” which included overall ambient conditions of the café, sufficient lightning arrangements, good air quality, appropriate room temperature, well-furnished café layout etc. Similar studies have cited “Ambience” as a key factor in servicescape (Kim et al, 2016). Related literature has also mentioned slot floor, cleanliness, interior decor and seating comfort all produce a significant effect on slot servicescape satisfaction (Lucas, 2003).

As per the survey majority of the respondents have high preference for the servicescape factors like appropriate room temperature, good air quality and overall ambience of the café. Majority of the respondents mostly youngsters prefer cafés with good ambience and vibe. Respondents also stressed their preference for good café layout which allows an easy access to washrooms as majority of customers nowadays prefer cafes and restaurants with a good, clean and easily accessible washrooms.

The second component were identified as “Visual Factors”- entertainment facilities, Attractive Artefacts and decorations, clearly visible signage, sufficient signage in café, clear direction etc. Another investigation has shown a similar factor- visual servicescape aesthetics having strong link to consumer perception (Lin, 2016). Interesting, some research has also added factors of artifacts, provisions and spatial layout along with ambient

conditions, facility aesthetics (Kampani and Jhamb, 2021).

Cafes are being innovative and increase in number of cafes in Trivandrum are some of the major reasons why servicescape factors such as entertainment facilities such as video games, foosball etc. and attractive artefacts and decorations are having a good preference range for respondents of younger age group. Sufficient number of signage, easily and clearly understandable and visible signage are also the servicescape factors that have a good preference range among majority of the respondents.

5. CONCLUSION

Customer experience and social location marketing are both impacted positively by Servicescape. It implies that a businessperson or marketer must deliver a one-of-a-kind service environment (color, music, layout, aesthetics, seating, temperature, and cleanliness). When the cafe's servicescape meets their expectations. It will have an impact on customers' emotional responses as well as their willingness to stay in the café.

This research was able to identify the key factors that lead to revisit to Café's based on servicescape. The results obtained from the study has been able to link with previous research done in this domain which proves the importance of servicescape. Restaurant owners and caretakers must keep in mind all of them and work accordingly.

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