

Exploring Differences of Perception on In-Restaurant Environment in Family Restaurant Context between Young Males and Females

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패밀리레스토랑의 내부환경에 대한 젊은 남녀간의 지각차이 분석

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국문요약

본 연구는 패밀리 레스토랑 맥락에서 패밀리 레스토랑 내 환경에 대한 젊은 남녀의 지각 차이를 검증하고자 하였다. 성별 주제에 대한 연구는 소비자 행동 연구에서 기본적인 조절 변수로 널리 사용되고 있으며, 패밀리 레스토랑 업계에서도 점포환경의 마케팅 믹스 전략으로서 가장 일반적으로 사용되고 있다. 자료는 세 개의 패밀리 레스토랑을 방문한 382명의 고객들로부터 수집하였으며, SPSS LISREL 통계프로그램을 사용하였고 가설검증을 위하여 신뢰도분석과 확인요인분석을 실시하였다. 그 결과는 다음과 같다.

첫째, 남성이 여성보다 식음료 요인에 대하여 더욱 민감한 것으로 나타났다. 둘째, 이벤트 요인들은 여성 보다는 남성이 레스토랑 내 환경을 판단하는데 유용한 기초를 제공하였다. 셋째, 디자인 요인들이 여성보다 남성에서 성별차이를 설명하는데 중요한 역할을 하였다. 요약하면, 본 연구의 결과는 레스토랑 내 환경믹스 전략들은 성별에 따라서 달라져야 한다는 것을 보여주고 있다. 최근 젊은 남성들의 기호는 전통적 패러다임에서 변화하고 있으며, 심미적으로 스타일적이며, 감성적 지향적 문화를 추구한다. 따라서 이러한 결과들은 식음료산업 트렌드에 중요한 방안을 제공해준다. 연구의 마지막 부분에, 이론적 기여도, 관리적 시사점, 연구의 한계점, 그리고 향후 연구방향이 제시되었다.

Key Words : 레스토랑 내 환경, 여성, 남성, 지각차이, 식음료, 이벤트, 디자인

I. INTRODUCTION

Recently, there has been a research focused on the store environment in respect of decision making and consumer behaviors. Studies have explored how store environment impacts on customers' perceptions of the service experience such as perceived overall service quality¹⁾, merchandize quality²⁾, emotion^{3,4)} revisit intention⁵⁾, consumer's attitude towards the store⁶⁾, and in-store behaviors, such as amount of money and time spent⁷⁾. This means that store environment should be regarded as firm's capabilities⁸⁾ and competences⁹⁾. Lee, Yongki et al¹⁰⁾ asserted that store environment also might be considered

as marketing tools to attract customers from the desired target market segment. Thus, the management of store environments has great potential to be an effective and powerful marketing tool if retailers can better understand how to utilize it¹¹⁾, especially in restaurant settings.

However, there is a need to investigate the differences across types of shoppers to study how various shopper segment react to the store environment¹²⁾. Gender, which is one of shoppers' characteristics, is commonly used to segment the audience for persuasive appeals¹³⁾. Today, women who have careers and hold social positions tend to become "contra-sexual". On the other hand, men showing their interests in feminism are evident¹⁴⁾. This means that

store environment is not perceived equal across male and female. According to Wood¹⁵⁾ and Nowaczyk¹⁶⁾, women respond to nonverbal stimuli by evoking more associative, imagery-laced interpretations and more elaborate descriptions than did their male counterpart. Women have greater stimulus elaboration than men when subjects were given adequate time to process information. Nowadays, floral-printed shirts, necklaces and earrings the men are fond of and feminine-looking curly hairs as part of fashion trend represent the flow of unisex¹⁴⁾, Our society is evolving from the paradigm in which the physical force dominates to emotion-oriented new cultural contents in information society¹⁶⁾.

Yet although consumer research has examined the impact of gender in consumer information-processing strategies^{17,13)}, consumer research regarding a gender influence on the perceptions of store environment has been comparatively neglected. This study is, therefore, to examine the differences of perceive store environment across male and female. A number of data from previous gender studies were investigated, such as mood^{18,21)} and processing of ad claim^{18,13)}, etc. To explore gender differences in perceptions of store environment, the data was collected from three family restaurants (Outback Steak House, Marche and Tony Roma's) located in Seoul.

Examining such gender issues is of interest for several reasons. First, gender differences is likely to be interest for family restaurant as marketing mix strategies of store environment are targeted to one or both of these consumer groups, and gender investigations have a long history in consumer research as a primary moderator¹⁸⁾. Second, the genders' perceptions are of particular interest because these measures are commonly used as indicators of store environment effectiveness. In this study, we use 'in-restaurant environment' instead of 'restaurant environment' because store environment was measured with the stimulus or marketing variables of in-restaurant.

Therefore, we hypothesize five that:

- H1: The level of perception for food and beverage will be different across males and females.
- H2: The level of perception for employee performance will be different across males and females.
- H3: The level of perception for ambient factors will be different across males and females.

H4: The level of perception for design factors will be different across males and females.

H5: The level of perception for event factors will be different across males and females.

H1: The level of perception for food and beverage will be different across males and females.

II. LITERATURE REVIEW AND HYPOTHESES

1. In-Restaurant Environment

In-store environment stimulus has many physical features. In Bitner's²⁰⁾ study, the framework suggest that a variety of objective environmental factors are perceived by both customers and employees and influence the behavior of individual customers and employees in the service scape and affect social interactions between and among customers and employees. The consumer is "in the factory", where the service generally is produced and consumed simultaneously, often experiencing total service with the restaurant facility. Accordingly, the restaurant environment has a strong impact on customers' perceptions of the service experience.

From the perspective of physical environments, restaurant environment was classified into three categories such as ambient conditions (temperature, air quality, noise, music, odor, etc.), spatial layout and functionality (layout, equipment, furnishings, etc.), and signs, symbols, and artifacts (signage, personal artifacts, style of decor, etc.)²⁰⁾. Baker²¹⁾ presented three restaurant environment factors such as social, design, and ambient factors. Social factors refer to other people present in the restaurant¹¹⁾. Especially, front-line employees are an important factor as components of marketing mix, because they have a determinant effect on customer attitude and behavior in service encounter²²⁾. Ambient factors relate to non-visual elements of a restaurant's environment such as smell or lighting. Meanwhile, design factors are visual factors including layout, color, cleanliness, clutter, and space. From the perspective of service quality, restaurant environment includes five dimensions of service: tangibles, responsiveness, assurance, reliability, and empathy²²⁾ or ten dimensions of service: reliability, responsiveness,

competence, access, courtesy, communication, credibility, security, understanding/ knowing the customer, and tangibles. However, the service quality dimensions have focus on mainly personal dimensions. Also, from the restaurant image perspective, restaurant environments include merchandise, price, restaurant atmosphere, customer service, advertising, personal selling, sales promotion program, assortment, location, and so on^{23,24,25,26}). In the stimulus-organism-response system, the restaurant environment was conceptualized as stimuli that rouse or incite to action or increased action in a restaurant. Lee et al.⁹), listed stimuli as in-restaurant environment facilities and/or atmosphere, employee service, product characteristics, and in-restaurant promotions factors. According to Lee et al.¹⁰), restaurant environment includes all of the objective physical and human factors which influence the customer's experience and perceptions of restaurant environment. This study represents in-restaurant environment as five dimensions: food/beverage factors, employee factors, ambient factors, design factors and event factors.

2. Hypotheses

1) Food/beverage factors

Food and beverage factors are attributes that are core product which are consumed by customers while staying in-restaurant. The types of food and beverages play a major role in the consumer's attempt to assess specific restaurant performance. Food and beverages are a fundamental feature and sometimes could be the largest category of reason for restaurant switching. Lee et al.¹⁰) represent the elements of food and beverage as their quality, variety of menu, quality of children's food and beverage, and their appearance as intrinsic cues. Cues such as price, brand, advertising, word-of-mouth and certain tangible service elements (physical facilities) are important to consumers as they attempt to judge the quality of a restaurant prior to consumption^{22,48}). However, during the actual purchase of the meal, food and beverage become more important. That is, consumers can use food and beverage to infer restaurant quality. Accordingly, product attributes pertaining to food and beverage in restaurant appear to have a significantly

greater impact on purchase behavior than restaurant attributes^{27,28,29}).

Meanwhile, the consumer's perceptions of food and beverage in a restaurant environment vary across the gender. That is, the perception of food and beverage in male is not necessarily the same as the cues that were perceived food and beverage in female. Therefore, we hypothesize that:

2) Employee performance factors

Employees are vital in the service encounter because they interact with customers. Their attitude and behaviors influence consumers' evaluation, attitudes and behaviors of the restaurant. Keaveney³⁰) propose that the service employees' behavior and attitudes due to employees' carelessness, impoliteness, unresponsiveness, or unknowingness (ignorance, unawareness) lead to service encounter failures, in turn, influence switching behaviors. Keaveney³⁰'s study is consistent with those studies of service quality^{31,22}). According to those studies of service quality, the perceived performance of employee quality in restaurant influence customer's evaluations of the overall excellence or superiority of a restaurant that is, evaluations of restaurant quality. Therefore, identifying important employee performance cues is especially meaningful for those service encounters marked by multiple employee-customer interactions³¹). Hartline and Jones assert that employee performance cues in a hotel service environment influence perceived service quality. Also, Baker²¹) asserts that the number, appearance, and behavior of restaurant employees as social factors help shape a customer's perceptions of the service level within a retail restaurant. Meanwhile, the employee performance cues for male are different from those in female. Therefore, we hypothesize that:

H2: The level of perception for employee performance will be different across males and females.

3) Ambient factors

Ambient factors are background conditions in the restaurant environment (e.g., temperature, scent, noise, music, odor, and lighting, etc.)¹¹). For example, music was played by the restaurant owner to manipulate customers' feelings³²) and influences affective and behavioral responses^{20,33}). Music tempo can affect pace of shopping,

length of stay, and amount of money spent^{34,35}). Some researchers suggest that service quality is linked with restaurant environment perceptions as a whole^{1,20,21,36}). Baker et al.²) also suggest that music factors have a positive effect on interpersonal service quality and merchandise quality, but they did not find significant relationships.

Therefore, we hypothesize that:

H3: The level of perception for ambient factors will be different across males and females.

4) Design factors

Design factors include functional and aesthetic elements such as architecture, style and layout^{21,11}). Design factors have been shown to have an impact on consumer's quality inferences¹). Baker et al.²) also represent a positive link between design factors and interpersonal, merchandise service quality. In addition, design factors have a positive impact on pleasure, and no negative impact on arousal⁴). Once inside the restaurant, the customers often spend hours observing (consciously and subconsciously) the interior of the facility. These evaluations are likely to influence their attitudes toward the restaurant^{37,5}). For example, layout is critical because ease of entry and exit may dictate the extent to which customers are able to experience and enjoy the primary product or service offering⁵).

Accordingly, we hypothesize that:

H4: The level of perception for design factors will be different across males and females.

5) Event factors

Event factors such as celebrating a customer's birthday or wedding anniversary and the restaurant's opening events can be critical information cues to customers about overall restaurant quality inferences and purchase intentions¹⁰). Event factors as in-restaurant marketing mix variables can increase differentiation compared to competitors³⁸). These factors may add fun and/or pleasure when eating a meal and have an influence on overall restaurant quality inferences. Lee et al.¹⁰) suggest in-restaurant events may offer the customer hedonic value, and also can reduce the abstraction of food and beverage and promote the customer's purchase. In addition, in-restaurant events are a kind of communication strategy that communicates the restaurant's cultures or concepts. In

the long term, event factors provide long-term strategic advantage as well as short-term tactical flexibility¹⁰).

Therefore, we hypothesize that:

H5: The level of perception for event factors will be different across males and females.

III. METHOD

1. Sampling and Procedures

The data were collected from dinner patrons at three family restaurants establishments in Seoul, Korea. For our research target, we have selected the Tony Roma's, Marche and Outback Steak House restaurants who agreed with our survey. The three restaurants that are managed by large corporates, we perceived them as being relatively standardized in maintaining facility and having educational system for the staff in place. A survey was executed during the month of August in 2004. Prior to data collection, the researchers met with the managers of the restaurants, and after presenting an outline of the research project, received consent to administer surveys to patrons of the restaurant. After an extensive literature review, we developed a questionnaire to test our proposed relationship outcome model.

The three family restaurants agreed to participate in the study. Marche, Tony Roma's Outback Steak House, are likely to represent with the European accent, the American style and the Australian concept respectively. To empirically investigate the proposed model given above, we used a self-report questionnaire format. The respondents were informed the survey was for educational purpose and that their responses would be anonymous. The procedure for data collection was managed by managers or employees of the restaurant. They distributed the questionnaire to customers who visited the restaurant if he or she agreed to participate in the survey, and collected it before the customer left the restaurant. Overall, we distributed 540 questionnaires and received 480 questionnaires (123 for Tony Roma's, 124 for Marche and 233 for Outback Steak House) representing a 88.0% response rate. After eliminating improperly completed questionnaires, a total of 382 questionnaires

(104 for Tony Roma's, 159 for Marche and 119 for Outback Steak House) were used to analyze the data. In order to increase the response rate, lotteries were given to all participants who completed the questionnaire. The sample characteristics are presented in <Table 1>.

A total of 57.6 percent of the respondents were female and 42.4 percent were male. In terms of age, 68.3 percent were 21 to 29 years old, 24.6 percent were 30 to 39 years olds, 4.5 percent were under 20 years old, and 2.4 percent were 40 to 49 years old. With regards to monthly average income, a total of 42.1 percent had 100 to 199 ten thousands won (833.3 to 1658.3 dollars), 31.7 percent had under 100 ten thousands (833.3 dollars), 12.8 percent had 200 - 299 ten thousands (1,667 to 2,492 dollars), 5.0 percent had over 400 ten thousands (3,333 dollars), 5.5 percent had 300 - 399 ten thousands (2,500 to 3,325 dollars), and 2.9 percent had missing. Finally, the respondents consist of 45.3 percent with university education, 35.6 percent with college education, 8.4 percent with graduate or more education, and 2.9 percent missing education information.

2. Questionnaire and Measure Development

To remain consistent with previous research, the

<Table 1> Sample Characteristics

		Frequency	Percent
Restaurant type	Tony Roma's	104	27.2
	March	159	41.6
	Outback Steak	119	31.2
Sex	Male	162	42.4
	Female	220	57.6
Age	Under 20 years old	17	3.2
	21-29 years old	261	69.6
	30-39 years old	94	25.8
	40-49 years old	9	1.4
Married status	Married	107	28.0
	Single	269	70.4
	Others (divorce, widow)	6	1.6
Education	High school or less	30	7.9
	College	136	35.6
	University	173	45.3
	Graduate or more	31	8.4
	Missing	11	2.9
Monthly Average Income (unit: ten thousands won)	Under 100	121	31.7
	100 - 199	161	42.1
	200 - 299	49	12.8
	300 - 399	21	5.5
	Over 400	19	5.0
	Missing	11	2.9

measures were taken or adapted from previous marketing and hospitality research. The design of our questionnaire was based on multiple-item measurement scales, which had been validated previously. First, an extensive review of the literature in the areas of restaurant environment, evaluation attributes, cue utilization and general consumer behavior was carried out.

In-restaurant environment attributes may become more or less salient, depending on the type of consumer evaluative judgment asked of the respondents. Many service marketing researchers have discussed a variety of restaurant attributes^{4,6,10,39,40}. The key dimensions of in-restaurant environment measured for each construct were food/beverage, employee performance, ambient factors, design factors, and in-restaurant event factors.

We have selected twenty-three variables for five sub-dimensions that are fundamental to our discussions of attribute satisfaction and three items for restaurant quality. The twenty-three items are six items (the availability of new style food, the availability of new style beverage, the availability of food, the availability of beverage, the variety of food brand, the variety of beverage) for food and beverage factors, five items (kindness of staff, courtesy of staff, prompt response to customer's request of staff, willingness to help customer's needs of staff, a number of staff to be served) for employee performance factors, four items (music, lighting, odor, air quality, atmosphere) for ambient factors, five items (color, layout, appliance, size, space) for design factors, and two items (meeting needs for the particular customers through birthday party, anniversary, etc., event in restaurant) for event factors. A sample question is: In this restaurant, the new style food was available. To measure each attribute a seven-point scale was used, anchored by "strongly disagree" and "strongly agree."

IV. RESULTS AND DISCUSSION

1. Confirmatory Factor Analysis and Reliability Test

To check on dimensionality of the proposed measures, confirmatory factor analysis was used using Lisrel 8.5 (Table 2).

<Table 2> Confirmatory Factor Analysis and Reliability Analysis of In-restaurant Environment

In-restaurant environment factors and items	Lisrel Estimates	S.E	t-value	Reliability coefficient
Food and beverage				0.863
The availability of new style food	1.000	-	.*	
The variety of food brand	0.928	0.057	16.190	
The variety of beverage	0.996	0.559	16.919	
Employee performance				0.874
An appropriate knowledge for food & beverage of staff	0.830	0.050	16.771	
Courtesy of staff	0.968	0.047	20.525	
Kindness of staff	1.000	-	.*	
Design				0.802
Color	1.000	-	.*	
Layout	0.869	0.052	16.611	
Ambience				0.800
Music	0.717	0.060	12.013	
Lighting	0.983	0.057	17.323	
Odor	1.000	-	.*	
Event				0.777
The excellence of event in restaurant	1.000	-	.*	
Meeting needs for the particular customers	0.974	0.076	12.797	

* Fixed at 1.0

 $\chi^2 = 118.623$ (df = 55, p = 0.000), GFI = 0.954, AGFI = 0.924, RMSEA = .0551, CFI = 0.976, NFI = .958

The model provided an acceptable fit to the data ($\chi^2 = 118.623$, df = 55, p < 0.001, CFI = 0.976, GFI = 0.954, NFI = 0.958, and RMSEA = 0.0551) after we dropped three items for food and beverage, two items for employee performance, 3 items for design, and one item for design. Each factor was tested for reliability. Reliabilities of each factor ranged from 0.777 to 0.874.

2. MANOVA

MANOVA was run to determine the effects of gender on five factors of store environment. As shown in <Table 3>, this analysis revealed a significant effect for gender (Wilks' Lamda = .940, F-ratio = 2.710, df = 5, p = .021) for five factors of store environment. Overall, male rated store environment relatively higher than female.

To further investigate the hypotheses, one-way analyses

of variance (ANOVA) was performed on five factors of store environment. H1 posit that the level of food and beverage perceptions will be different across males and females. As presented in <Table 3>, the level of food/beverage perceptions do significantly differ across male and female [$F_{(1,380)} = 7.795$, p < 0.01, $\omega^2 = 0.020$]. Thus, supporting H1.

H2 state that the level of employee performance perceptions will be different across males and females. On the contrary to expectation, the level of employee performance perceptions was not different across males and females [$F_{(1,380)} = 0.002$, p > 0.05, $\omega^2 = 0.000$], thus not supporting H2.

H3 address the level of ambient factors perceptions will be different across males and females. On the contrary to expectation, the level of ambient factors perceptions was not different across males and females [$F_{(1,380)} = .341$, p >

<Table 3> The Results of MANOVA

	Male (n = 162)	Female (n = 220)	d.f.	F-ratio	Sig.	ω^2
Food/beverage	4.78 (1.16)	4.43 (1.26)	1	7.795	0.006	0.020
Employee performance	5.12 (1.19)	5.12 (1.09)	1	0.002	0.967	0.000
Ambience	4.74 (1.07)	4.66 (1.15)	1	0.408	0.523	0.001
Design	4.92 (1.17)	4.67 (1.27)	1	4.007	0.046	0.010
Event	5.04 (1.18)	4.65 (1.27)	1	9.345	0.002	0.024

Wilks' Lamda = 0.953, F - ratio = 3.719, df = 5, p = 0.003

0.05, $\omega^2 = 0.001$], thus not supporting H3.

H4 posit that the level of design factors perceptions will be different across males and females. As hypothesized, the level of design factors perceptions do significantly differ between male and female [$F_{(1,380)} = 4.007$, $p < 0.05$, $\omega^2 = 0.010$]. Thus, supporting H4.

Finally, H5 posit that the level of event factors perceptions will be different across males and females. As expected, the level of event factors perceptions do significantly differ across male and female [$F_{(1,380)} = 9.345$, $p < 0.01$, $\omega^2 = 0.024$]. Thus, supporting H5.

3. DISCUSSION

This research was the empirical effort to examine the impact of gender for perceptions of in-restaurant environment across males and females. The results of this study show that family restaurant managers should be aware of the role of gender for in-restaurant environment perceptions. Understanding that the gender affects the perceptions of in-restaurant environment is helpful. That is, it is important to beyond the general level and to gain insight into how in-restaurant environment can be strategically managed according to males and females.

Surprisingly, the findings demonstrate that male responds to in-restaurant more stimulating than did their female counterpart. This means that male evaluates in-store environment positively than did their female counterpart and can be more persuaded by in-restaurant environment more stimulating than female. Men represent themselves with feminine beauty based on aesthetic values as opposed to the men population that did not show interests in and respond to a sense of beauty, much influenced by male-dominated cultural and conservative society⁴¹). This finding also implies that males had good experiences in restaurant may show positive emotion more than did their female counterpart. That is, in-restaurant environment may influence positive emotion in male than that of female. In other words, males' judgments of positive emotions are likely to be highly sensitive to in-restaurant environment. Among the marketable man population in the U.S. and Europe, marketers are very confused about the phenomenon where the men prefer feminized styles and in fact some are metro-sexual⁴²).

Thus, restaurant firms would benefit from adapting in-restaurant environment in order to facilitate positive emotion for male than female. Although this study does not show the differences of money spent, male and female do differ significantly on the average level of money spent in restaurant. Males had higher spending expenditure than females (mean = 58,796 won and 49,281 won, respectively, for male and female; F - ratio = 3.628, $p = 0.058$). The finding shows that in-restaurant behaviors, such as money spent and time spent, etc. are likely to differ depending on gender. If males may respond to be sensitive to in-restaurant environment, they will spend much more than females.

V. CONCLUSIONS

In all, the findings of this study demonstrate that in-restaurant environment mix strategies should be different depending on gender. Specifically, the research shows that food and beverage factors as core product provides a useful basis for conceptualizing gender differences in judging in-restaurant environment. This means that males might use food and beverage as judging the quality of restaurant more than female. That is, males' perceptions towards food and beverage are likely to be more sensitive than those of females in terms of store satisfaction.

Second, the differences of perception for event factors were significantly higher in male than in female. This means that in-restaurant event factors, such as celebrating a customer's birthday or wedding anniversary and the restaurant's opening events can be critical information cues to males more than females. These factors may influence customer's positive emotion, or fun and/or pleasure when eating a meal. Furthermore, in-restaurant events may offer the customer hedonic value and also can reduce the abstraction of food and beverage, and promote the customer's purchase⁹). Thus, restaurant marketers need to use event factors as stimulating male customers more than female.

Finally, the finding demonstrates that design factors can be a basis for explaining gender differences in judging in-restaurant cues. This means that males' perceptions of in-restaurant environment are likely to be sensitive to design

factors. There is no apparent line which defines feminized men and metro-sexual men. Many men are obsessed with aesthetic beauty and even want to be beautiful⁴³). However, this trend does not suggest that they are giving up on their masculine qualities. They are shaping a culture where flexible beauty and stylish characteristics are on demand. "Macho"- man is out for style and feminine-looking men have become the role models of women today⁴⁴). That is, males can be influenced by functional and aesthetic elements such as architecture style and layout. As a result, they might have good emotions, ultimately leading to positive attitudes toward the restaurant.

This study shows that employee performance and ambient factors does not explain gender differences in the context of in-restaurant. These factors may be common basis to judge in-restaurant environment for males and females. Some males consider themselves as metro-sexual therefore respond more sensitively to feminine looks⁴³). Restaurant marketers need to understand this new trend that men appreciate aesthetic values such as design and event. By doing so, management of the restaurant can segment their customers by gender, as a result, provide appropriate in-restaurant environment cues with selected market. We understand that the food service industry reacts rapidly from the social trends. The unexpected results reflected on the significant trends of men. Restaurant marketers should grasp the trends that have considerable impact on food service industry.

1. Limitations

Although this research provides some useful findings, there are some limitations with this study. Initially, this study provides an insight into examining gender difference for perceptions of in-restaurant environment, but there is a need to include some variables, such as age and situation, to identify gender differences. First, social trends quickly reflect on food service industry as it consists of event, performance and entertainment. Family restaurant diners are mainly young generations. This research showed that 68.3 percent were the men in their 20's among the respondents. The results of this research can be proven by verifying the difference between the men in their 20s and the ones in their 30's and 40's. For

example, Yoon⁴⁵) examined age differences in consumers' processing strategies. Belk⁴⁶) asserted that the situation must influence the consumer, and offered a topology of situations. Second, consumers' perceptions of in-restaurant environment can influence positive and negative emotion. According to Dube and Morgan¹⁸), gender differences can play as moderator in retrospective judgments of consumption emotions. Future research needs to investigate the impact of in-store environment on emotion by gender and age. Finally, it would be preferable to sample customers from other family restaurants such as T.G.I Fridays, Bennigan's and numerous types of restaurants such as Korean, Japanese, and Chinese. Accordingly, future research should focus on other types of restaurants of a similar or different nature to ascertain their generalizability.

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