

University of Brighton

Culinary Arts Studio

An Investigation into the Use of Lighting and Colour and their Subliminal Effect on the Dining Experience

Researcher

Supervised by

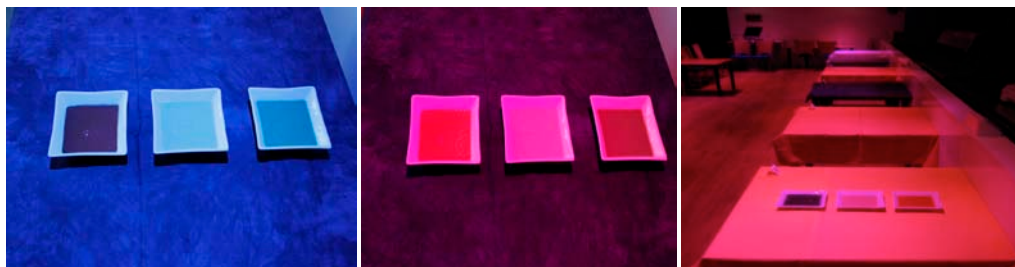
Anna Sophie Felizitas Schrade

Ken Woodward



Abstract

It can be argued that food has turned into fashion these days and as a result restaurants need to adapt their overall concept accordingly, a question that arises is how they will be able to manage this change, which is occurring in order to stand out and differentiate them from the competition (Macomber 2002). It has been stated that the design of a restaurant can be regarded as a powerful tool for branding which consequently can be used to communicate a restaurants' overall concept (Perlik 2001). Additionally, the interior design creates the possibility to influence human beings, their feelings and behaviour. Colour and light in particular have been identified as a significant aspect in interior design as they manipulate the mood and hence the behaviour of a customer (Klinger 2007). The overall aim of the study was to demonstrate how restaurants could use lighting and colour as a design tool in order to enhance their service delivery. Matching proportions, colours and lighting enable a room to act as a stimulant for feelings and influence mood and atmosphere. Additionally, correct lighting and colour can remarkably change a rooms perceived size, shape and even influence the noise level. The restaurant industry uses this physical environment to influence both, the turnover of tables as well as the customer satisfaction. This study aimed to demonstrate the impact of correct implemented lighting and colour in restaurant interior design on the service experience and its power to manipulate consumer behaviour. Focus group interviews in combination with experiments regarding lighting and colour and their interaction in a food setting were conducted in the Culinary Arts Studio. Personal associations with colours as well as education level seen to have an influence on participant responses. Demands for well implemented interior design as well as preferences of individuals under different light settings have been identified. Future research will be carried out to identify which colour combinations enhance customer satisfaction?



Tomato, white onion and green peas soup under different colour treatments in the Culinary Arts Studio