

COMPARISON OF TWO AESTHETICAL LIGHTING PLANS IN MODERATE UPSCALE RESTAURANTS ON PATRON TURNOVER RATE (PTOR)

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ABSTRACT: People come to the restaurants to get a place where the environment would provide some kind of positive energy in the form of food to satisfy hunger and visibility of pleasant interior in provided light. This raises the need for restaurateurs not only to make the food special but to consult the designers to keep them in the race of future survivors by planning the restaurant interiors and specifically lighting. The restaurants also require both functional and aesthetical lighting. Aesthetical lighting affects the people's perceptual and emotional responses and needs to be considered by the designers. The two moderate upscale restaurants owned and designed by a single person, having similar interior, finishes, furniture and menu are selected. The aesthetical light plans are implemented by the use of decorative lighting fixtures in the selected restaurants, named Lahore View Restaurant (R1) and Jasmine Restaurant (R2). An aesthetical light plan, named Contemporary Light plan (CLP) is used in Lahore View Restaurant (R1) in which spot lights are combined with rope lights. The other aesthetical light plan, named Traditional Light Plan (TLP) is used in Jasmine Restaurant (R2), which consisted on spot lights and chandeliers. The main objective is to compare these two aesthetical light plans by use of the formula to find out the patron turnover rate (PTOR) in both restaurants. The analysis shows that PTOR is 1.7 in R1 and 1.5 in R2 which concluded that PTOR is high in R1 in Contemporary Light Plan (CLP) than in Traditional Light Plan (TLP). This concluded that people like contemporary lighting than traditional lighting in the restaurants. The use of contemporary lighting may increase patrons' number in the restaurants and also increase in profit of the restaurateurs.

Key Words: Aesthetical, Moderate Upscale Restaurant, Patron, Turnover, Rate

INTRODUCTION

Aesthetical lighting affects the individual's body, mind, and soul [1] so it needs a great deal of attention and style [2, 3]. The inventions in lighting fixtures and designs have increased the possibilities to combine both practical and aesthetical applications of light in a space [4]. The lighting gets more important when to plan for a retail environment such as for restaurants because these places directly related to the people, their attitude and their opinions. There are numerous studies, present to support the relationship of restaurant's lighting with patrons' attitudes. Lighting is also getting its value especially in retail environment where patrons want satisfaction about their needs [5]. Researches [6,7,8,9,] and John Flynn [10, 11, 12, 13] sought to understand the effects of lighting on spaces such as offices, hospitals and even manufacturing lighting laboratories that how it influences peoples' feelings, perceptions [14] and emotions [15]. Planned lighting can impact [16] on viewers. It is also proved that if patrons are satisfied it will impact on patron turnover rate [17, 18, 19, 20, 21, 22] in the restaurants. The objective of the study is to implement two different aesthetical light plans in the selected restaurants and to compare them on their patron turnover rate (PTOR). The study would provide the guideline to implement the aesthetical light plans in the restaurants, to increase in PTOR which ultimately impact on the profits of the restaurants. Restaurant is an establishment that primarily serves food and services in a pleasant surroundings (Walker, 2011) in return of money. Moderate upscale restaurants are also known as casual dining restaurants or themed restaurants [23] and fall into the category of full service restaurants. The moderate upscale restaurant uses strong concept of restaurant design, signature dishes and good service. These types of restaurants are used for both purposes of business and leisure, any kind of event can be arranged there from small parties to wedding

ceremonies. This type of restaurant combines midscale menu with a moderate price and service level of an upscale restaurant. It provides an affordable dining place with good service quality. It closely tied to the concept-driven design of physical environment synchronized with the brand image. Ambience is more important than any other factor in this restaurant because it enhances the customer's self and group identification as the extension of their image in the society. Its menu especially has one or more signature dishes to reflect the freshness of the concept and cope with food fashion. In addition, the restaurant setting must always reinforce and reflects its concept through the use of suitable decor to ensure that customer grasp the meaning of provided dining experience. It fits for the patron of middle income who enjoys dining out but in a moderate price range and a high class service level [23]. The moderate upscale restaurants are popular in all regions because "it fits the societal trend of a more relaxed lifestyle" [24].

MATERIAL AND METHOD

In this experimental research, two aesthetical light plans were implemented in two different restaurants, named: Lahore View restaurant (R1) and Jasmine restaurant (R2). These two restaurants were selected because both situated opposite to each other on an applauded and famous road and both restaurants were almost similar in the interiors, finishes, furniture, menu, table settings, decoration and food. The two aesthetical light plans, named Contemporary Light Plan (CLP) and Traditional Light Plan (TLP), were implemented in both restaurants; the detail of the plans is given below:

Contemporary Light Plan (CLP)

Contemporary Light Plan (CLP) was implemented in Lahore view restaurant (R1) which consisted on rope lights and spot lights. Rope light was used as an aesthetical lighting feature as well as a contemporary light source. Bright yellow color of rope lights was used, (Figure 1, 2) giving a feeling of warmth

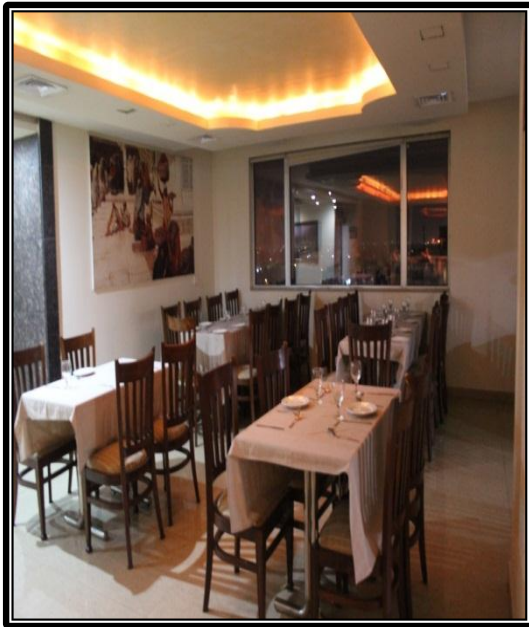


Figure 1 Rope Lighting in Lahore View Restaurant (R1)



Figure 21 Combinations of Rope Lights and Spot Lights (Contemporary Light Plan CLP) in Lahore View Restaurant (R1)



Figure 32 Use of Chandelier in Jasmine Restaurant (R2)



Figure 4 Combination of Chandeliers and Spot Lights (Traditional Light Plan TLP) in Jasmine Restaurant (R2)

but the intensity of luminance was very low to create feeling of relaxation and privacy.

Traditional Light Plan (TLP)

Traditional Light Plan (TLP) was implemented in Jasmine restaurant (R2), consisted on chandeliers which illuminated the surroundings and supplemented with spot lights (Figure 3, 4). Total of eight chandeliers were used, each having fifteen bulbs of low luminance. The bulbs were used of low voltage to save energy. The chandeliers were also chosen to provide an ambience and the spot lights individually highlighted the table tops.

Formula to Determine Patron Turnover Rate (PTOR)

A formula was used to calculate the rate of patrons’ turn over in the restaurants. The formula deals with the seating capacity in each restaurant and the patrons coming to the restaurants. According to the formula, total numbers of patrons seated (dined) in the restaurant were divided by the total number of seats available in the restaurant, the formula is given below in figure 5

$$PTOR = \frac{\text{Total Number of Patrons Seated}}{\text{Total Number of Seats in Restaurant}}$$

Figure 5 Formula to Calculate PTOR

:RESULTS AND DISCUSSION

The data for the number of patrons was collected for a month of in both restaurants R1 and R2. The patrons’ number coming to the restaurants between 7pm to 10 pm was collected and maintained for a record.

Table 1

Comparison of the number of Patrons and PTOR in both Aesthetical Light Plans

Aesthetical Light Plans	Total number of patrons / month	Average number of patrons / day	Total seats	PTOR according to formula
CLP	5610	187	110	1.7
TLP	4050	135	90	1.5

According to table 1, the number of patrons dined in Lahore View Restaurant (R1) was 5610 in a month and on average 187 patrons dined per day. According to data collected from Jasmine Restaurant (R2), 4050 patrons dined there in a month and on average 135 patrons dined per day. The total seating capacity in R1 was 110 and in R2 90. According to the formula given in figure 5, the PTOR was 1.7 in R1 and 1.5 in R2 which concluded that PTOR was high in Lahore View Restaurant (R1) in Contemporary Light Plan (CLP). Growth potential in Pakistan can be made effective and active through applying study findings in different restaurants’ types. The lighting research would help the fellow persons to study in Pakistan where the restaurant market is increasing day by day. The designers and restaurateurs may also get a guide line to plan aesthetically appealing lighting in which patrons feel highly satisfied and want to come again. They can estimate that aesthetically planned lighting in the restaurant increases PTOR.

CONCLUSION

The aesthetical factor was added in the lighting of the restaurants by the use of decorative lighting fixtures. Patron turnover rate (PTOR) in Contemporary lighting (CLP) was higher than in Traditional Light Plan (TLP). Finally, the CLP was considered a comprehensive lighting plan which also attracted the patrons and consequently increased restaurant business. This concluded that the spot lights can be used to highlight the table tops and provide focus on the food served (Philips, 1964). These lights fulfil the purpose of task lighting and centralize a table itself and highlight table features e.g. spread sheet, napkins, cutlery then food served and the persons themselves to each other sitting on the table. Spot lights can also serve the functionality purpose for the task performance and can be used for uniform illumination. Rope lights can also be used because of energy efficient light source, 90% of the energy can be saved by the use of spot lights and have an average life span of around eleven years. These lights require a low voltage than normal Chandeliers come in the category of decorative lighting fixtures which create attractive focal points for the eye, as well as contribute to an informal, relaxed ambience [3]. Spot lights can also be

used because of the provision of a comfortable level of brightness. The interior designers and lighting experts can adopt the lighting plans practiced in the current research for the restaurants as well as for other types of commercial spaces.

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