

"Evaluating servicescapes of restaurants in Pakistan by
using model of Disneyization."



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Abstract:

Purpose: There are various articles that discuss about different models of servicescape and emphasize on its importance and effects as well as the concept of disneyization. However, the evaluation of servicescape of restaurants or cafes in Pakistan by using model of disneyization has not been carried out by previous pragmatic research. The purpose of this thesis is to examine how servicescapes can be assessed by means of model of disneyization. The rationale of this study was also to discover that what parameters of servicescape and disneyization influence consumers when selecting a restaurant to visit from the variety of options available.

Research Question: To explore the awareness amongst consumers regarding servicescapes, disneyization and how does it helps in developing consumer experiences, tastes and preferences for a particular servicescape.

Objectives of the research: The goal of this research is to evaluate the servicescapes of the food industry by using the elements of disneyization. The main idea behind this goal is to identify the link between the dimensions of servicescape with elements of Disneyization and how servicescapes relate to customers' experience which in turn results in improved experience, better service quality and customer satisfaction.

Design/ Methodology/ Approach: Qualitative research method was used due to exploratory nature of this research topic. In-depth interview and focus group techniques were used because they were suitable as it takes into contemplation the consumer perceptions and observations which cannot be done by quantitative research techniques.

Findings: The results show that consumers consider the ambient conditions and attitude of staff as the most important and critical factor among dimensions of servicescape and elements of disneyization. The ambient conditions and attitude of staff have a larger impact on the moods and decision making of people in selecting a particular restaurant or café.

Conclusion and Recommendations: The eight themes were concluded individually and recommendations were given at the end of conclusion of each theme. However, most emphasis was laid on ambient conditions and attitude of staff. Respondents have given clear indications of not preferring a particular restaurant or cafe because of its unfriendly or untrained staff. Conversely, they would prefer a particular restaurant or café due to its overall environment, unique décor and bright lights etc.

Table of Contents

1. INTRODUCTION.....	1
1.1 Overview of chapters	5
2. LITERATURE REVIEW:	6
2.7 Research Question	24
2.8 Objectives of research.....	24
3. METHODOLOGY	25
3.1 Qualitative and Exploratory research positioning.....	25
3.1.1 Inductive approach.....	25
3.1.2 Inductive approach.....	25
3.2 Data collection and techniques	26
3.2.1 In depth Interviews	26
3.2.2 Focus Group.....	27
3.3 Data sampling and research techniques used.....	29
3.4 Data analysis	30
3.5 Ethical concerns	30
4. FINDINGS AND ANALYSIS	32
4.1. Concept of a restaurant and the factors that people consider while selecting a restaurant to visit.....	33
4.2 Awareness among consumers regarding the role of environment and ambient conditions while evaluating servicescape of a restaurant or café	35
4.3 Understanding among consumers regarding functional layout of a place in terms of selecting a restaurant or café.....	39
4.4 Awareness among consumers about signs, symbol or artifacts and style of décor while evaluating servicescape of a restaurant or café.....	41
4.5 Importance of theming among consumers while selecting a restaurant to visit.....	43
4.6 Significance of merchandise among consumers while evaluating servicescape of a restaurant or café.....	45
4.7 Importance of role played by related services among consumers while selecting a restaurant or cafe to visit	47
4.8 Impact of attitude of staff on consumers while evaluating servicescape of a restaurant or café.....	49

5. CONCLUSION AND RECOMMENDATIONS	52
5.1 Concept of a restaurant and the factors that people consider while selecting a restaurant to visit.....	52
5.2 Awareness among consumers regarding the role of environment and ambient conditions while evaluating servicescape of a restaurant or café	53
5.3 Understanding among consumers regarding functional layout of a place in terms of selecting a restaurant or café	54
5.4 Awareness among consumers about signs, symbol or artifacts and style of décor while evaluating servicescape of a restaurant or café	55
5.5 Importance of theming among consumers while selecting a restaurant to visit.....	55
5.6 Significance of merchandise among consumers while evaluating servicescape of a restaurant or café.....	56
5.7 Importance of role played by related services among consumers while selecting a restaurant or cafe to visit	57
5.8 Impact of attitude of staff on consumers while evaluating servicescape of a restaurant or café.....	57
5.9 Implications of this research	58
6. BIBLIOGRAPHY:.....	59
7. Appendix.....	645