How Lighting Effects the Mood and Behavior of Guests in a Fine-Dining Restaurant
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Abstract:
The main goal of this survey is to better understand consumers dining habits and what they desire within a fine dining restaurant, particularly the lighting environment. By sending out a survey that specifically asks the survey participants what lighting environment is preferred, allows that specific data to be applied to the design process when selecting lighting fixtures and lighting systems. The survey collected data about consumers dining habits and which lighting environment is most desired in a fine dining environment.

• When seeking a fine-dining experience a hedonic experience is expected. (Wardono et. al., 2012).
• Mechanic clues also play a role in the satisfaction of customers as well as their first impressions of the dining space (Wall, E.A. & Berry, L.L., 2007).
• Loud music and bright lights accelerate one’s food consumption, where as soft music and soft lights decelerated consumption, even when people stayed longer, they ate less (Ittersum & Wansink, B., 2012, P. 229).

Methods:
An online survey was distributed through ListServe and social media to participants and targeted individuals who regularly dined out. Participants where asked to rate computer renderings of lighting scenes based on their emotional response rating from unpleasant and comfortable to pleasant and comfortable.

Demographics
• Out of 180 participants the largest percentage of our respondents were full time employees (87%), followed by students (8%).
• The majority of the survey participants were white (98%), female (80%), and between the ages of 36-64 (79%)
• Of the 180 participants, a majority of respondents spent $11-$15 per person when dining out (55%), the second highest responses were individuals who spent between $16 to $25 per person when dining out (34%)

Results:
The results of this survey offered a greater insight into restaurant lighting environments and how they affect the consumer’s eating habits and the emotional responses to the lighting environments. Results showed that majority of individuals that patronize restaurants regularly are between the ages of 35 and 64 and spend between $11 and $25 per plate of food, the occasion in which they typically dine out was almost equally rated between special occasions, date nights, no occasion, and grabbing a quick bite to eat. Survey participants were asked which dining environment they most preferred, which was casual dining with 81% of participants selecting this answer and 17% fine dining, and 2% a quick bite to eat. Next, survey participants were asked which seating they preferred; either booth seating, table and chair seating, and bar or lounge seating. This data is important when figuring out the seating within a restaurant space, it is best to utilize seating that makes the consumer feel most comfortable.