



STUDY ON ATMOSPHERICS OF COLLEGE CANTEENS ON INFLUENCING STUDENTS PATRONIZING THE CANTEENS

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ABSTRACT:

The term Atmospherics range from external to internal factors where external factors are the location of the canteen , the shape /size , the sensory factors used for external ambience like colours used on the outside , the lighting effect and a proper signage and name given which identifies it as a college canteen. The overall first impression given to attract from the outside will enhance the students to visit the canteen. The internal factors include the space inside the canteen , proper allocation of the tables and chairs for seating, the lighting , music , colours temperature and the most important the hygiene and cleanliness maintained.



The atmospherics both external first and internal play an influential role in patronizing the outlet . The concept of atmospheric factors within the physical location was identified by Kotler where he put the term atmospherics in 1973 (Turley & Milliman, 2000; Turley & Chebat, 2002; Kumar et al. 2010). Kotler defined atmospherics as "the intentional control and structuring of environmental cues" (Turley & Chebat, 2002, p 125).

The other forms of promotions used to attract the students to the canteen like display of hoardings , special offers for the day , the pictures of the food items . The display of the food at the counter may be a secondary aspect, the external and internal atmospherics are the foremost factors which will be able to attract the students to patronise the Canteen.

KEYWORDS: Atmospherics range , music , colours temperature.

INTRODUCTION

The atmospherics should be given a priority by the canteens for its success and to attract and encourage the students to dine in the college canteens which are more hygienic and healthy food is served.

The study is done on college canteens to influence the

students to dine in the college canteens rather than eating outside on the carts or street food which may be unhealthy and not hygienic . The canteen owners also have an FSSAI licence to operate the canteen which is audited and checked on a timely basis by the food inspectors and the college canteen committee.

OBJECTIVES OF STUDY:

1. To study the influence of external and internal factors in terms of atmospherics .
2. To identify the various effects of design used in the college canteens.
3. To understand the how the overall atmospherics of the canteen affects the students in patronizing the college

canteen.

LITERATURE REVIEW :

The atmospherics plays an important role in promoting the place be it external design or internal design . The study of atmospherics, the influence of each atmospheric element on the independent variable is measured individually (Baker et al. 1992; Babin et al. 2003; Turley & Milliman, 2000). Consequently, more accurate results may be gathered when atmospherics are measured together. The design elements, interior colours and organization are a part of overall attractiveness of the physical facility .

Design encompasses a wide array of variables. In a general context, atmospheric design is referred to as “elements more perceivable and in the foreground of customers’ consciousness” (Kopp & Langenderfer, 2014). Due to the variety and complexity of design, Turley and Milliman divided the elements of design into five categories (2000).

The first category consists of exterior components such as “building size and shape, the windows, parking availability and the surrounding area” (Turley & Chebat, 2002, p 129).

The second category are the interior variables, which include “light, music, colour, scents, temperature and cleanliness”, (Turley & Chebat, 2002, p 129).

The third category is layout comprised of “merchandise groupings, traffic flow and aisle placements, department locations, racks and fixtures, and placements of cash registers” (Turley & Chebat, 2002, p 129).

The fourth category contains point-of-purchase and decoration variables like “displays, signs and cards, product displays and interactive displays and kiosks” (Turley & Chebat, 2002, p 129).

Lastly, the fifth category human variables are taken into account. In particular, “employee characteristics, employee uniforms, crowding and density” are considered (Turley & Chebat, 2002, p 129). Human variables may be divided into a separate atmospheric, known as social ambience (Kopp & Langenderfer, 2014).

All of the elements stated above assist in defining the design atmosphere (Turley & Milliman, 2000).

The first category consists of exterior components such as the canteen size and shape , the location of the canteen plays an important role whether the location of the canteen is easily accessible to the students and are able to identify it easily. The location of the canteen must be ideally located to ensure that the students are able to use the facility within the specified time during the break periods. If the canteen is located at a distance or is not in the vicinity of the campus the students would tend to avoid going as it may not be ideal and would waste the time during the break on locating or visiting it where their time would not be suitable for them .The surrounding area of the canteen also plays a vital role where it should be located near the entertainment hall or near the parking area which is easily accessible.

The colours used in the exterior should be attractive like bright colours which stand out from the rest like red , yellow or green ,the colour green is very relaxing and comforting and is an appropriate colour for college canteens which gives an impression from the external that it serves healthy and hygienic food . The colour Brown gives a comfort and relax ambience which can make the students come back to the canteen. Both these colours gives a welcoming atmosphere of freshness and closeness with nature.

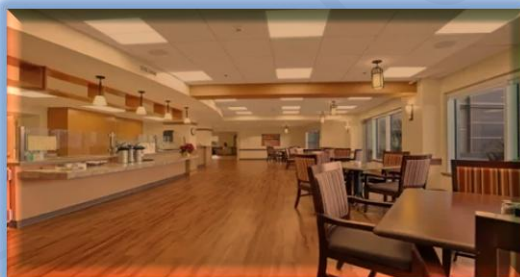


The second category are the interior variables, which include “light, music, colour, scents, temperature and cleanliness”, (Turley & Chebat, 2002, p 129).

College Canteen is a place for students where they expect to have a relaxed ambience over a good meal or a light snack ,the lighting elements used in the exterior or the interior of the canteen helps in the beautification and visual effects for the students.

There are three main types of lightings which can be used in the canteens . These are as follows:

Ambient Lighting: It provides an area with overall illumination which gives a comfortable level of brightness without glare and can serve as a well-lit ambience where the entire canteen can be easily seen and provide a bright ambience. The ambient lighting in the entire canteen is fundamental to a good lighting plan.



Task Lighting : It helps to perform specific tasks, such as reading, grooming, preparing and cooking food. These are the lightings that assist in some specific tasks such as cooking or reading the menu etc. Task lighting should be free of distracting glare and shadows and should be bright enough to prevent eye strain.



Accent Lighting: It helps to create an appealing view in the dining area with the help of gorgeous colours and designs. Accent lighting is used to draw the eye to menu , speciality of the canteens and other promotional advertisements or notices . It can also be used to highlight the texture of a brick or stone wall, window treatments or outdoor landscaping.



Colour has been a common variable within studies of atmospherics (Babin et al. 2003; Turley & Milliman, 2000; Sachdeva & Goel, 2015). A spectrum of colours exists. Instead of measuring each colour separately, colours are generally separated into two groups, warm and cool (Babin et al. 2003). Warm colours range from red to orange and cool colours range from violet to blue (Babin et al. 2003). Therefore, the colours present in the college canteens may contribute effectively on the emotions of the students perception on patronizing the college canteen.



The third category is layout the physical attractiveness of a canteen suggests that the products and services are organized which ensures adequate space avoiding cramped or claustrophobic ambience. The products which are displayed for sale should meet the expectations of the students coming for a light meal or snack over a conversation and the purpose is fulfilled.



The fourth category contains point-of-purchase and decoration variables like “displays, signs, and cards and interactive displays” which can enhance the students to use the facility and buy certain products, the displays and menu cards adds to the experience with pictures of the products on sale will entice the students to buy the certain product. Having an interactive display which shows the special offer or menu for the day can be used to sell the products.



Lastly, the fifth category human variables are taken into account which will enhance the dining experience. Having enough staff during the peak periods ,to be able to serve a quick meal and be friendly and helpful, an employees attitude can create a positive experience . The canteen staff should be properly groomed , dressed clean and having the professional attire which will have an impact on the canteens image and the quality and the services offered. Having a certified FOSTAC employee will ensure that the food and the canteen is hygienic and serving quality food.

RESEARCH METHODOLOGY :

The study was done in various existing college canteens in the campus . Two types of data was collected and compiled.

1. **Primary Data** : The data collection was done by conducting visits to the college canteens. This was a primary technique for collection of data on nonverbal observation to understand the different canteens using different atmospherics like exterior colour scheme , various signages ,display and location for attracting the students in the college campus.
2. **Secondary data** : The data was collected from published / unpublished literature on the psychology of colours for catering establishments design, latest references available from the journals, newspapers, research publications and magazines, relevant sources like websites.

SUGGESTIONS :

Location : The college canteen should be ideally located in the campus which should be easily accessible for the students .

Exterior : The exterior of the canteen should be enticing with attractive colours on its exterior and have a refreshing surrounding .

Interior : The canteen should be well ventilated , lit and spacious .It should not be overcrowded with furniture and displays which would distract the purpose of the students coming to dine in the canteen as it may give a claustrophobic ambience.

Displays : The food displayed at the counter should be appealing and covered or kept at correct temperature . The signages used should be have the food pictures along with prices and the display should be located where it is easily visible.

Staff: Should be friendly as they are dealing with students who come to canteen for a quick meal , the staff should be hygienic and have the knowledge to keep the surrounding of the canteen clean both from outside and inside and should present the food at right temperature and in clean and hygienic standards.

CONCLUSION:

The atmospherics of the canteen both exterior and social ambience are correlated with a positive students attitude to patronize the canteen while what the canteen is selling may be a secondary aspect for the canteen being patronized or not . Students can buy the same product elsewhere at a

cheaper rate thus not using the canteen facility as it is not welcoming from the outside and does not give a sense of pride and belonging.

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