

See It Through My Eyes: Restaurant Attribute Evaluation Based On Patron Emotions

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Abstract

Consumers are motivated to approach pleasure and avoid pain. Achievement goals are associated with cheerful emotion and protection goal are associated with quiescence emotion. And the compatibility to link consumer's goal orientation with the types of emotion can be extended to link the types of emotion with the nature of the product attributes. Hedonic and utilitarian aspects of product attributes can also be psychologically linked with the types of emotion. According to the result, the appeal created by using restaurant attribute induces positive emotions different between the types of attributes which have a strong influence on restaurant appraisal. That is, the appeal by using hedonic and performance attribute makes consumers feel cheerful rather than quiescence. In addition, the appeal by using reliability attribute makes consumers feel quiescence rather than cheerful. Also this cheerful emotion has more positive influence on restaurant appraisal than quiescence emotion does when appealed by using hedonic and performance attributes. And quiescence emotion has more positive influence on restaurant appraisal than cheerful emotion does when appealed by using reliability attributes.

Keywords: *restaurant attributes, restaurant appraisal, hedonic, utilitarian, emotion*

INTRODUCTION

A consumer's decision making has been viewed as a process of accessing and combining attribute information about the alternatives. The overall evaluation of each alternative comes from the product of some attribute-based computation such as lexicographic, linear-compensatory rules, etc. without considering the affects associated with them. Based on the prior discussion by Wyer and Carlton (1979), Schwarz and Clore (1983, 1988) suggested yet another process of evaluation that focused on the notion that feelings are sources of information. People may make decisions according to the feelings experienced from the alternative's representation in their minds. Positive feelings would help them evaluate the alternative favorably, whereas negative feelings would lead to an unfavorable evaluation. This process is called "How-do-I-feel-about-it (HDIF)" heuristic. The results of these researches had been extended to the relation between the feelings and consumption goals.

LITERATURE REVIEW

The Types of Restaurant Attributes

The hedonic attributes of a restaurant are associated with experiential and sensory aspects of restaurant consumption, and have the characteristics that can induce aesthetics, sensory pleasure, fantasy, and fun. The performance attributes are more likely to be related to the utilitarian aspects of restaurant consumption, and have the characteristics by which consumers can achieve the task-goal of consumption in a cognitive and reasonable way. In addition, reliability attributes of a restaurant are associated with safety, absence of negative outcomes, and have the characteristics that can harm the achievement of hedonic or utilitarian goal of consumption.

Hedonic and Utilitarian Attributes of a Product

Utilitarian products are typically linked to more functional and instrumental consumption, whereas hedonic products are viewed as more experiential (Hirschman & Holbrook, 1982; Babin, Darden, & Griffin, 1994). Utilitarian products such as refrigerators, dishes, knife, etc. are often defined as "practical" and are linked to necessary functions in the ordinary consumption life. Hedonic products such as luxury cars, perfume, etc. are often viewed as "frivolous" and are linked to fantasy, fun, and experiential consumption life (Strahilevitz & Myers, 1998). There are differences between the product attributes compatible with utilitarianism and those compatible with hedonism. Goal-task compatibility comes from the relation between the decision goals and the nature of the task choice. The most prominent attribute in differentiating between the alternatives receives more attention and more insight in task in which decision goals are viewed in a more global context that goes further beyond the specifics of the choice task at hand (Fischer, Carmon, Ariely, & Zaubergerman, 1999).

Performance and Reliability Attributes of a Product

Performance attributes are more likely to be related to the ability to achieve the task-goal of a product, whereas reliability attributes are more likely to be related to the safety, security, and the absence of negative outcomes (Chernev, 2004). The speed and engine performance of a car

can be viewed as performance attributes, whereas gas mileage, air bag, plate thickness, etc. score high on the reliability dimension. All of those attributes should be viewed as not hedonic but utilitarian because they are functional, practical, and instrumental.

Thus, we hypothesize that different emotions could be induced according to the type of restaurant attributes used for advertisement appeal.

H1: The appeal by the advertisement focused on hedonic attributes of a restaurant helps consumers feel cheerful rather than quiescent.

H2: The appeal by the advertisement focused on performance attributes of a restaurant helps consumers feel cheerful rather than quiescent.

H3: The appeal by the advertisement focused on reliability attributes of a restaurant helps consumers feel quiescent rather than cheerful.

Restaurant Evaluation and the Affect

The causal influences of affect on information processing, judgement, and eventually behavior have been proposed (Bower 1981; Isen et al. 1978; Schwarz, & Clore, 1983; Shiv, & Fedorikhin, 1999). People's affective states will bias product evaluation in a congruent manner. Positive affects play a role on evaluating product more favorably whereas negative affects lead to a less favorable evaluation of the product. When an advertisement appeals to achievement goals, consumers who feel cheerful will have more favorable evaluation than consumers who feel dejected. Also when an ad appeals to prevention goals, consumers who feel quiescent will have more favorable evaluation than consumers who feel agitated (Bosmans, & Baumgartner, 2005).

H4: The cheerful emotion induced by the ad appeal focused on hedonic and performance attributes of a restaurant is more influential on evaluation than the quiescence emotion.

H4-1: The cheerful emotion induced by the ad appeal focused on hedonic attributes of a restaurant is more influential on evaluation than the quiescence emotion.

H4-2: The cheerful emotion induced by the ad appeal focused on performance attributes of a restaurant is more influential on evaluation than the quiescence emotion.

H5: The quiescence emotion induced by the ad appeal focused on reliability attributes of a restaurant is more influential on evaluation than the cheerful emotion.

METHODOLOGY

To achieve the goal of this study, the restaurant attributes used as evaluation criteria are classified into three types. There are as well three types of scenarios and advertisements that are made to induce the specific affect compatible with each type of attribute. The scenario and advertisement that puts emphasis on a hedonic message is made up of the hedonic attributes and terms related to sensory and experiential aspects such as aesthetics, sensory pleasure, fantasy, fun, etc. The scenario and advertisement that highlights performance are made up of the performance attributes and terms related to self-achievement, goal-achievement, advancement, etc. And the scenario and advertisement that emphasizes reliability are made up of the reliability attributes and terms related to safety, absence of accident, and absence of negative outcomes.

In order to appraise that consumers discern the message of each type of scenario and advertisement as the researchers intended, pretesting is conducted. The main survey is executed after advertisements and scenarios are reconstructed on the basis of the above procedure. Based on the dimension of achievement emotion used by Carver and Scheier(1990) and Higgins(1987), we made respondents read the scenario and advertisement of a restaurant and imagine themselves using the facility. Then, they were asked to rate their levels of excitement, eagerness, attainment along a seven-point scale (1=not at all likely to feel, 7=very likely to feel). In addition, they were asked to rate their levels of quiescence, relief, tranquility along a seven-point scale (1=not at all likely to feel, 7=very likely to feel). In order to measure the respondents' restaurant evaluation, we manipulated the quality evaluation measurements (Keller & Aaker, 1992) including the usage intention as applied by Andrade (2005). Based on these studies, respondents were instructed to rate their levels of trustworthiness, favor, liking, fascination, willing to use along a seven-point scale (1=not at all likely, 7=very likely).

RESULTS

Testing Hypothesis

Test of Feeling Induction Effect of Hedonic Attribute Cue (Hypothesis 1)

In hypothesis 1, it was believed that appeal by hedonic attribute makes people feel cheerful than quiescence. That is, since hedonic attributes have characteristics indicating sensory experience or cheerfulness, fun, etc. and also mean preferable (want preference) attributes (Bazerman, Tenbrunsel, & Wade-Benzoni, 1998), it was predicted that people feel cheerful more than quiescent. In this research, to verify differences of feeling types (cheerful and quiescent) induced from hedonic attribute appeal advertisements, ANOVA was carried out. As results of the analysis (Table 1), average of cheerful feeling induced from hedonic attribute appeal advertisements was shown as 5.11, and average of quiescent feeling 4.43 and the difference between them was found out to be statistically meaningful and therefore hypothesis 1 of appeal by hedonic attribute makes people feel cheerful rather than quiescent' was supported.

Table 1.
ANOVA of Induced Feelings in Hedonic Attribute

	Mean	Source of Variance	Sum of Squares	df	Mean Squares	F	P
cheerfulness	5.11	Between groups	12.580	1	12.580	11.727	.001 ***
quiescence	4.43	Within-groups	115.862	108	1.073		
Total			128.442	109			

*** p< .01

Test of Feeling Induction Effect of Performance Attribute Cue (Hypothesis 2)

In hypothesis 2, it was believed that appeal by performance attribute makes people feel more cheerful than quiescent. That is, it was predicted that people feel cheerful more than quiescent because values of performance attributes are related to accomplishment, development, and goal achievement.

In this research, to verify differences of feeling types (cheerful and quiescent) induced from performance attribute appeal advertisements, ANOVA was carried out. As results of an analysis (Table 2), the average of cheerful feelings induced from performance attribute appeal advertisements was shown as 5.18 and average of quiescent feelings 4.09 and the difference between them was found out to be statistically meaningful and therefore hypothesis 2 of 'appeal by performance attribute makes people feel cheerful rather than quiescent' was supported.

Table 2.
ANOVA of Induced Feelings in Performance Attribute

	Mean	Source of Variance	Sum of Squares	df	Mean Squares	F	P
cheerfulness	5.18	Between groups	32.509	1	32.509	26.225	.000***
quiescence	4.09	Within-groups	133.879	108	1.240		
Total			166.389	109			

*** $p < .01$

Test of Feeling Induction Effect of Reliability Attribute Cue (Hypothesis 3)

In hypothesis 3, it was believed that appeal by reliability attributes makes people feel more quiescent than cheerful. That is, it was predicted that people feel quiescent more than cheerful because values of reliability attributes are related to security, safety, and absence of wrong-doing(negative accomplishment) and since reliability attribute is a little more similar to performance attribute indicating characteristics of cognitive, functional, and essential attributes.

In this research, to verify differences of feeling types (cheerful and quiescent) induced from reliability attribute appeal advertisements, ANOVA was carried out. As results of an analysis of (Table 3), average of cheerful feelings induced from reliability attribute appeal advertisements was shown as 3.95 and average of quiescent feelings 4.41 and the difference between them was found out to be statistically meaningful and therefore hypothesis 3 of 'appeal by reliability attribute makes people feel cheerful rather than quiescent' was supported.

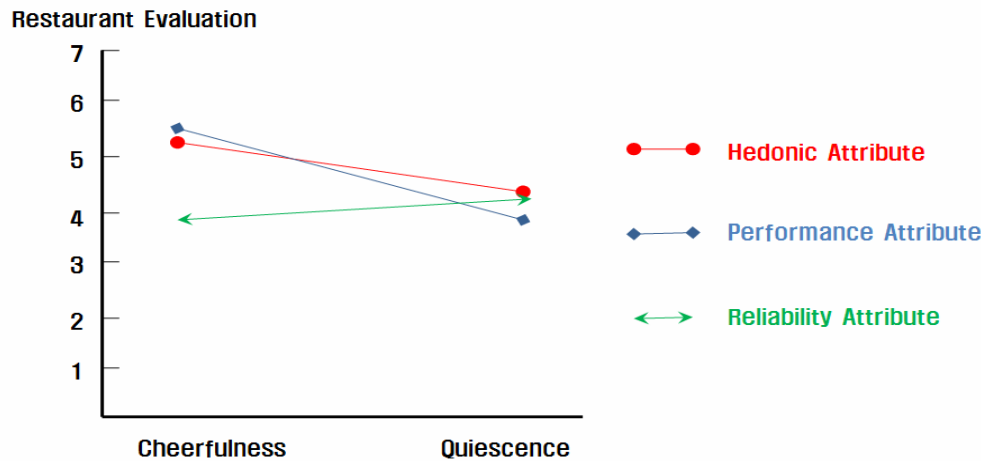
Table 3.
ANOVA of Induced Feelings in Reliability Attribute

	Mean	Source of Variance	Sum of Squares	df	Mean Squares	F	P
cheerfulness	3.95	Between groups	5.865	1	5.865	8.928	.003***
quiescence	4.41	Within-groups	70.945	108	0.657		
Total			76.811	109			

*** p<.01

If results of statistic analysis are indicated in graphs, it is like Figure 1 and as it is noted in the graphs, we can know that feelings induced according to restaurant attribute appeal advertisements vary.

Figure 1
Affect Induction Effect per Restaurant Attribute



Test of Restaurant Evaluation Effects of Types of Feeling Induced (Hypothesis 4-1)

To verify whether cheerful feelings induced with regard to hedonic attributes provide more positive impacts on restaurant evaluations than quiescent, a multiple regression analysis was carried out. As results of the analysis, regression coefficient of cheerful feelings toward restaurant evaluation was turned out in meaningful numbers of 0.686(t=5.304, p<0.05) and regression coefficient of quiescent in 0.247(t=2.904, p<0.05). In addition, as results of an analysis of Table 4, absolute value of cheerfulness' standardized beta coefficient is larger than quiescent's. To test whether there is significant differences between two coefficients a parallelism test was run. With the result of the test, there is a significant difference between two coefficients (t=2.449, p<0.05). That is, because cheerful feelings induced from hedonic attributes were turned out to provide more meaningful positive impact on restaurant evaluation than quiescent, hypothesis 4-1 was supported.

Table 4.
Regression Analysis Result of Feeling Induced by Hedonic Attribute and Restaurant Evaluation (Hypothesis 4-1)

	Independent Variable	B	Std. Error	Beta	T	Sig.
Restaurant Evaluation	Constant	.298	.723		.412	.682
	cheerfulness	.686	.129	.554	5.304	.000
	quiescence	.247	.085	.303	2.904	.005

R Square = 0.443 Adjusted R Square = 0.421

F = 20.666 Sig. F = 0.000

Test of Restaurant Evaluation Effects of Types of Feeling Induced (Hypothesis 4-2)

To verify whether cheerful affects induced with regard to performance attributes provide more positive impacts on restaurant evaluations than quiescent, a multiple regression analysis was carried out. As results of an analysis, regression coefficient of cheerful affects toward restaurant evaluation was turned out in meaningful numbers of 0.667($t=5.676$, $p<0.05$) and regression coefficient of quiescence was turned out in non-meaningful numbers of .116($t=1.496$, $p<0.05$). In addition, as results of an analysis of Table 5, absolute value of cheerfulness's standardized beta coefficient is bigger than quiescent's. To test whether there is significant differences between two coefficients a parallelism test was run. With the result of the test, there is a significant difference between two coefficients ($t=3.559$, $p<0.05$). That is, because cheerful affects induced from performance attributes was turned out to provide more meaningful impact on restaurant evaluation than quiescent, hypothesis 4-2 was supported.

Table 5.
Regression Analysis Result of Feeling Induced by Performance Attribute and Restaurant Evaluation (Hypothesis 4-2)

	Independent Variable	B	Std. Error	Beta	T	Sig.
Restaurant Evaluation	Constant	1.113	.717		1.552	.127
	cheerfulness	.667	.118	.617	5.676	.000
	quiescence	.116	.078	.163	1.496	.141

R Square = 0.390 Adjusted R Square = 0.367

F = 16.641 Sig. F = 0.000

Test of Restaurant Evaluation Effects of Feeling Types (Hypothesis 5)

To verify whether quiescent induced with regard to reliability attributes provides more positive impacts on restaurant evaluations than cheerfulness, multiple regression analysis was carried out. As results of an analysis, regression coefficient of cheerful affects toward restaurant evaluation was turned out in meaningful numbers of 0.258($t=2.014$, $p<0.05$) and regression coefficient of quiescent in 0.672($t=4.408$, $p<0.05$). In addition, as results of an analysis of Table 6, absolute values of quiescent's standardized beta coefficient is bigger than cheerfulness's one. To test whether there is significant differences between two coefficients a parallelism test was run. With the result of the test, there is a significant difference between two coefficients ($t=1.978$, $p<0.05$). That is, because quiescent affects induced from reliability attributes was turned out to provide more meaningful impact on restaurant evaluation than cheerful, hypothesis 5 was supported.

Table 6.
Regression Analysis Result of Feeling Induced by Reliability Attribute and Restaurant Evaluation (Hypothesis 5)

	Independent Variable	B	Std. Error	Beta	T	Sig.
Restaurant Evaluation	Constant	.659	.799		.824	.413
	cheerfulness	.258	.128	.230	2.014	.049
	quiescence	.672	.152	.503	4.408	.000

R Square = 0.334 Adjusted R Square = 0.308

F = 13.011 Sig. F = 0.000

DISCUSSION

The research results are as follows:

First, appeals by using hedonic attributes and performance attributes made consumers feel more cheerful than quiescent. Positive and pleasant feelings such as sensory experience or cheerful, fun or ideal, hope, and progress or ambition were more induced than quiescent feelings were from the appeal by using hedonic attributes and performance attributes of restaurant. Therefore, what we can make analogical inference from these result are that hedonic attributes are related to sensory experiences through consumptions and that performance attributes are related to achieving the goal of consumption.

Second, appeals by using reliability attributes made consumers feel quiescent rather than cheerful. It shows the importance of the attributes in the respects of negative aspects during the courses of consumptions because reliability attributes are concerned with providing security, safety, and absence of wrong-doing during consumptions.

Third, it is turned out that cheerful feelings induced with regard to hedonic attributes and performance attributes provide more positive impacts on product evaluation than quiescent

feelings do. This means that the more strongly cheerful feelings related to hedonic and performance attributes are formed, the more favorably the restaurants are evaluated.

Fourth, it has shown that the quiescence induced by using reliability attribute is more influential affirmatively in product evaluation than cheerfulness is. Reliability attribute is related with accident-free, safety, non-mistake, etc. during consumption and is related with the preventive emotion such as quiescence. The quiescence feeling is considered to be affirmatively influential to family restaurant evaluation.

Because achievement goal offers a better fit with hedonic and performance attributes and prevention goal is likely to be more compatible with reliability attributes (Chernev, 2004) affective evaluation arises from a consumer's use of specific emotions compatible with certain types of product attributes during an evaluative judgment. When consumers feel cheerful from the ad appeal composed of either hedonic or performance attributes, the desired endpoint is the presence of positive outcomes. Cheerfulness rather than quiescence plays more important roles on restaurant evaluation. And when consumers feel quiescence from the ad appeal composed of reliability attributes, the desired endpoint is the absence of negative outcomes. Quiescence rather than cheerfulness plays more important roles on restaurant evaluation.

Therefore, the main contribution of the current research is that we extend prior affect-as-information researches (Pham, 1998; Schwarz, & Clore, 1983) by demonstrating that consumers evaluate restaurant on the bases of specific feelings compatible with certain types of restaurant attributes taken advantages of in making appeal advertisement.

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