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**THE EFFECTS OF AESTHETIC VALUE IN FOOD AND
BEVERAGE BUSINESSES ON THE AESTHETIC EXPERIENCES
AND REVISIT INTENTIONS OF CUSTOMERS**

**YİYECEK İÇECEK İŞLETMELERİNDE ESTETİK DEĞERİN MÜŞTERİLERİN
ESTETİK DENEYİMLERİNE VE TEKRAR ZİYARETLERİNE ETKİSİ**

Assoc. Prof. Dr. Aydan BEKAR

*Muğla Sıtkı Kocman University Faculty of Tourism Department of Food and Beverage
Management*

Instructor Çağrı SÜRÜCÜ

Bartın University Bartın Vocational School Tourism and Hotel Management Programme

Abstract

This study presents the effect of aesthetic value of food and beverage businesses on aesthetic experiences of the customers and their revisit intentions. According to the established study model, firstly aesthetic value components of the restaurants were determined and the effect of aesthetic value on aesthetic experiences was revealed. Then, the influence of aesthetic value and aesthetic experience upon revisit intentions of the customers was tested through hypotheses. This study was conducted in luxury restaurants and 1st and 2nd class restaurants located in Muğla city center, Milas, Bodrum, Marmaris, Datça, Dalaman and Fethiye with tourism operation licenses. For the analyses of the obtained data, absolute and percentage value, factor analysis, simple regression and multiple regression analyses were applied. According to the results, it was determined that there was a positive significant relationship between aesthetic value of restaurants and aesthetic experiences of customers and that positive aesthetic value and aesthetic experiences increased revisit intentions of customers. In this way, details like colors, lighting or objects which are known to have an influence upon customers' perceptions and mood can be used in an aesthetic way that customers can gain positive aesthetic experiences. Thus, by increasing revisit intentions of customers, restaurants can obtain a competitive advantage.

Keywords: Aesthetic Value, Aesthetic Experience, Revisit İntention, Food And Beverage Businesses

Öz

Bu araştırmada, yiyecek içecek işletmelerinde estetik değerın müşterilerin estetik deneyimlerine ve tekrar ziyaretlerine etkisi incelenmiştir. Kurulan araştırma modeline göre öncelikle restoranın estetik değer bileşenleri belirlenerek, estetik değerın estetik deneyime etkisi incelenmiştir. Daha sonra estetik değerın ve estetik deneyimin müşterilerin restoranı tekrar ziyaretine etkisi belirlenen hipotezler doğrultusunda test edilmiştir. Çalışma Muğla merkez ilçe ile Milas, Bodrum, Marmaris, Datça, Dalaman ve Fethiye ilçelerinde bulunan Kültür ve Turizm Bakanlığı belgeli lüks restoranlarda, 1. sınıf ve 2. sınıf restoranlarda gerçekleştirilmiştir. Elde edilen verilerin analizinde mutlak ve yüzde değer, faktör analizi, basit ve çoklu regresyon analizleri kullanılmıştır.

Araştırmadan elde edilen sonuçlara göre restoranların estetik değeri ile müşterilerin estetik deneyimleri arasında pozitif yönlü anlamlı bir ilişki olduğu; estetik değer ve estetik deneyimin olumlu olmasıyla müşterilerin tekrar ziyaret etme niyetinin de arttığı belirlenmiştir.

Buna göre restoranlarda tüketicilerin algı ve duygu durumu üzerinde etkili olduğu bilinen renk, ışık ve objeler gibi ayrıntılar estetik şekilde kullanılarak müşterilerin olumlu estetik deneyim kazanmaları sağlanabilir. Böylece müşterilerin işletmeyi tekrar ziyaret etmeleri sağlanarak, işletmeye rekabet avantajı kazandırılabilir.

Anahtar Kelimeler: Estetik Değer, Estetik Deneyim, Tekrar Ziyaret, Yiyecek İçecek İşletmesi

Introduction

Experiences are life moments that are not spontaneous but occurring as a result of a prepared situation by penetrating general mood (Schmitt, 1999: 60). Accordingly, an experience is formed with the presentation of information, sensory and emotional attributes to customers (Gupta & Vajic, 1999: 34). Experiences are defined as certain unique, memorable and sustainable practices that are repeated by narrating and can be used as word of mouth tools (Pine & Gilmore, 1998: 98).

Restaurants are visited both for eating/drinking and gaining experiences (Josiam et al, 2004: 453). Today restaurant customers seek not only a delicious meal but also an enjoyable dining environment, a perfect service and a memorable experience (Heung & Gu, 2012: 1167). In this sense, aesthetic value is highlighted as a part of experiential value in restaurants (Oral & Çelik, 2013: 171). Aesthetic value addresses five senses of customers, thus activates senses of seeing, hearing, smelling, touching and taste (Townsend, 1997).

Aesthetic value of a restaurant is the environment created for affecting customer expectations and behaviors. Physical appear-

ance and design of this created environment cause either positive or negative emotional restaurant experiences in customers (Zhang, 2008:39-40). Restaurateurs create some effects and awareness over customers by adding more aesthetics into simple aesthetic value components of their restaurants such as music, decor, temperature, cleanliness, lighting, colors and smell and thus can contribute to customers to gain unique experiences (Bekar & Sürücü, 2015: 351). As unique and memorable experiences offered to customers may increase customer satisfaction, they also have an impact upon revisit intentions of customers by reinforcing customer loyalty (Yuan & Wu, 2008: 388).

This study is very important in terms of specifying aesthetic value and aesthetic value components which help customers gain positive or negative restaurant experiences and affect customers' senses and also in terms of revealing how this value and its components affect customers' experiences. With this point of view, it is thought that results of this study can give restaurateurs some clues about gaining competitive advantage by adding aesthetic dimension to their restaurants. Ac-

Accordingly, the primary purpose of this study is to determine the effects of restaurants' aesthetic value on aesthetic experiences of customers and their revisit intentions. Sixteen

hypotheses in total are tested within the context of this study. These hypotheses are adapted into a 2-phase structural model (See Figure 1a-1b).

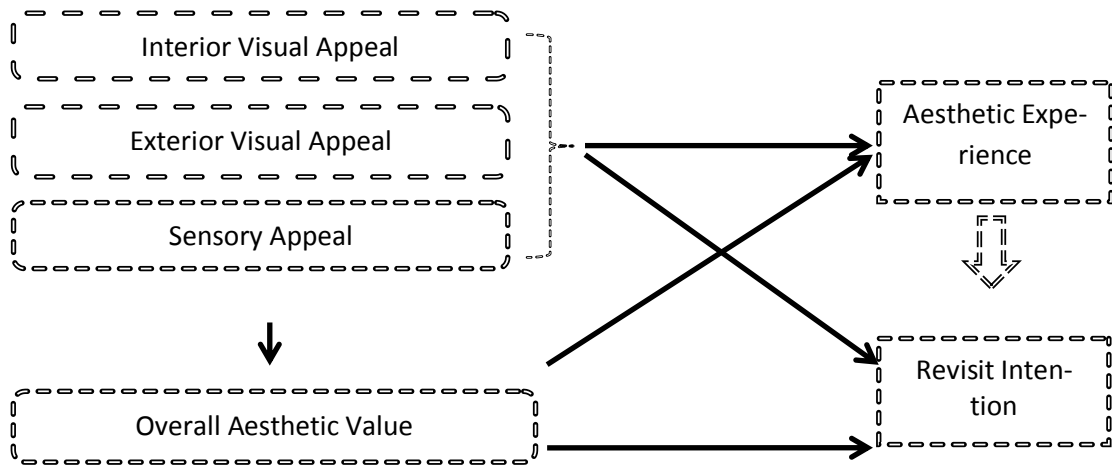


Figure 1a: Study Model (hypotheses; 1, 2, 3, 4, 5)

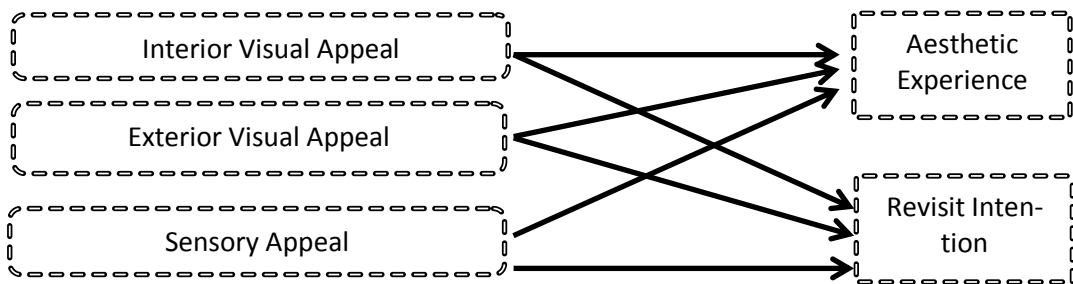


Figure 1b: Study Model (Hypotheses; 2a, 2b, 2c, 4a, 4b, 4c)

According to the structural model presented with the figures above, firstly overall aesthetic value and aesthetic value components are determined and their relationships with aesthetic experiences of customers are analyzed. Then, the relationships between aesthetic value of restaurants, aesthetic value components and aesthetic experiences of customers and their revisit intentions are tested.

In this regard, the hypotheses are

tested as follows:

H₀: There is not a significant relationship between overall aesthetic value of the restaurant and aesthetic experiences of the customers.

H₁: There is a significant relationship between overall aesthetic value of the restaurant and aesthetic experiences of the customers.

H₀: There is not a significant relation-

ship between aesthetic value components of the restaurant and aesthetic experiences of the customers.

H₂: There is a significant relationship between aesthetic value components of the restaurant and aesthetic experiences of the customers.

H_{2a}: There is a significant relationship between interior visual appeal of the restaurants and aesthetic experiences of the customers.

H_{2b}: There is a significant relationship between exterior visual appeal of the restaurants and aesthetic experiences of the customers.

H_{2c}: There is a significant relationship between sensory appeal of the restaurants and aesthetic experiences of the customers.

H₀: There is not a significant relationship between overall aesthetic value of the restaurants and revisit intentions of the customers.

H₃: There is a significant relationship between overall aesthetic value of the restaurants and revisit intentions of the customers.

H₀: There is not a significant relationship between aesthetic value components of the restaurants and revisit intentions of customers.

H₄: There is a significant relationship between aesthetic value components of the restaurants and revisit intentions of the customers.

H_{4a}: There is a significant relationship between interior visual appeal of the restaurants and revisit intentions of customers.

H_{4b}: There is a significant relationship between exterior visual appeal of the restaurants and revisit intentions of customers.

H_{4c}: There is a significant relationship between sensory appeal of the restaurants and revisit intentions of customers.

H₀: There is not a significant relationship between aesthetic experiences of the customers and their revisit intentions.

H₅: There is a significant relationship between aesthetic experiences of the custom-

ers and their revisit intentions.

Aesthetic Value and Aesthetic Experience

As an attribute affecting experiential experience of restaurants, aesthetics have a great influence upon customer perceptions. Aesthetics means that a product appeals to the senses of taste, smell, touch, hearing and sight (Lindstrom, 2006: 33). It is admitted that in interior design, the concept of "aesthetics" are perceived in a positive way (Yıldırım et al, 2008: 182-183). Accordingly, businesses have competitive advantage by adding aesthetic value to their brands and products (Schmitt & Simonson, 1997: 13). With this competitive advantage, they can offer a memorable aesthetic experience with aesthetic value that they present to their customers.

Pine and Gilmore (1999) propose an experiential value model with four realms as "entertainment, aesthetic, educational and escapist". In an aesthetic experience, a person is at some place or in a situation in a passive way. Visiting theme restaurants, gastronomy museums, space travel, and sightseeing in Cappadocia can be given as examples of aesthetic experiences. Aesthetic experience refers to symmetry, proportion, harmony or a performance. Aesthetic in consumption is evaluated as the emotion activating skill of visual attributes and service performance in a place (Mathwick et al, 2002: 51).

While aesthetic value is the dimension of consumption that addresses emotions, aesthetics refers to artistic value towards a product. Aesthetic and environmental adjustments have an impact on purchase decisions of consumers (food service in a restaurant, automobile, clothing, furniture, a painting, album, movie, travel etc.). Accordingly, aesthetic value is everywhere in customers' lives (O'shaughness & O'shaughness, 2003: 15).

Aesthetic value is related to awareness of the beauty that can be felt with senses. In aesthetic value measurement, there are statements about decoration and appearance

of a business, background music, colors and harmony between colors, smell in the places (Holbrook, 1999; Pine & Gilmore, 1999; Schmitt, 1999; Bekar & Sürücü, 2015: 351).

Aesthetic value of businesses plays an active role in customers' gaining experiences as a result of created attractions. While the primary aim of food and beverage businesses is to offer food and beverage service to customers, it is admitted in some studies (Josiam et al, 2004; Heung & Gu, 2012; Sulek & Hensley, 2004) that service dimensions are more extensive. This extensive scope places "experience" on the basis of restaurants with image factor created in customer perceptions. Here the purpose is to meet emotional needs of customers as well as their cognitive and physiological needs (Kim & Moon, 2009: 144).

Accordingly, it is very important that restaurants meet these customer needs by using aesthetic value components as a whole and make their guests gain unmemorable aesthetic experiences.

METHOD

Structural Modal of the Study

This study is a survey research in terms of applied research method and a cause-effect research in terms of its model.

Determination of Population and Sample of the Study

The population of this study consists of businesses operating in Mugla as luxury, 1st and 2nd class restaurants which are classified by the criteria of the Ministry of Culture and Tourism and local and foreign customers who have visited these restaurants. The sample of this study consists of luxury, 1st and 2nd class restaurants operating in Mugla city center, Milas, Bodrum, Marmaris, Datça, Dalaman and Fethiye which are among the most important tourist destinations of Mugla and their domestic and foreign customers who have accepted voluntarily to participate in this study. The data were gathered from

520 customers and 440 were found appropriate to analyses. The sample size represents the population with $\alpha= 0.05$ sampling error (Yazıcıoğlu et al. 2007: 72).

The reason for choosing Mugla city center, Milas, Bodrum, Marmaris, Datça, Dalaman and Fethiye as sampling areas is that the restaurants with specified criteria operate in these places. In determining which restaurants would be included within the scope of this study, voluntary basis was taken into consideration. As the relationship between aesthetic value and aesthetic experience was analyzed in this study, the authors paid attention to obtain data from different restaurant with specific features.

Preparation of Data Collection Tool and Data Collection Process

As data collection tool, questionnaire form was applied. The aim in choosing this technique was to abolish communication difficulties that could be faced while collecting data and to obtain more data by saving time. For the design of the questionnaire form, essential literature review (Zhang, 2008; Bekar & Sürücü, 2015; Sulek & Hensley, 2004; Heung & Gu, 2012; Holbrook, 1999) was made and opinions of researchers who studied on similar fields were asked.

The questionnaire form consists of two parts. In the first part, there are close-ended questions about sociodemographic characteristics of customers (age, education level, average monthly income, gender, civil status) and frequency of visiting the restaurant. In the second part, there are statements with 5 Likert Scale (1=Absolutely Agree, 5=Absolutely Disagree) about aesthetic experiences of customers and their revisit intentions. As data of this study were gathered in tourism season (01.04.2015–01.10.2015), the questionnaire form, prepared in Turkish, was translated into English and Russian. Before the distribution of questionnaire forms, a preliminary study were conducted with 20 cus-

tomers and required revisions and additions were made. This survey was conducted face to face by researchers during customers' visits to the specified restaurants.

Data Analyses

Data obtained from the survey were analyzed via SPSS 20.0 Statistical Software Program. The reliability of data collection tool was tested through Cronbach's Alpha coefficient. With this method, the aim was to reveal

whether k question of scale explained the whole showing a homogeneous structure. Cronbach's Alpha value which was nominal standard exchange unit of 20 statements related to aesthetic value of restaurants and aesthetic experiences of customers was determined as 0,914 (see Table 1). According to this result, it is possible to admit that the applied scale had a high reliability (Kalaycı, 2010: 405)

Table 1: Reliability Table

Cronbach's Alpha	Standard Items Grounded with Cronbach's Alpha	Statement Numbers
0,914	0,916	20

The data were analyzed in two phases. In the first phase, a factor analysis was applied in order to decrease the number of variables related to aesthetic value and to gather variables under certain dimensions. The results are presented in Table 2.

For factor analysis, KMO value of the scale had to be determined and was found as 0,912; its Cronbach's Alpha value was found as 0,914 and $p < 0,001$. These values were found appropriate for the application of factor anal-

ysis to the scale and it provided construct validity. In the first factor analysis applied before determining definitive factors, 2 statements were removed from the questionnaire as they were not normally distributed. After the second factor analysis, data set consisted of 18 statements covering 3 factors. These factors were named as follows:

- Factor 1: Interior Visual Appeal
- Factor 2: Exterior Visual Appeal
- Factor 3: Sensory Appeal

Table 2: The Results of Factor Analysis

STATEMENTS		Factor Loadings		
		1	2	3
Interior Visual Appeal	Interior visual appeal of the restaurant	,731		
	The color of restaurant walls	,729		
	The lightning in the restaurant	,690		
	The objects on the tables in the restaurant	,677		
	The appeal of interior architectural structure of the restaurant	,639		
	Paintings or photos on the walls of the restaurant	,619		
	Floor covering of the restaurant	,611		
	Aesthetic appearance of tables and chairs of the restaurant	,599		
	The design of tables and chairs in the restaurant	,579		

	The appeal of objects used in the decoration of the restaurant	,519		
Exterior Visual Appeal	Exterior visual appeal of the restaurant		,502	
	Exterior lighting of the restaurant		,761	
	The restaurant's having an outside seating place		,746	
	The appeal of restaurant's sign and/or sign lighting		,707	
Sensory Appeal	The appeal of smell in the restaurant			,826
	The appeal of background music in the restaurant			,763
	The absence of noise in the restaurant			,608
	The appropriateness of the restaurant's temperature			,565
<i>Eigenvalues</i>		7,469	1,663	1,382
<i>Variance Explained by Factors</i>		25,309	15,367	14,657
<i>Total Variance Explained</i>		55,332		
<i>Cronbach Alpha Value of the Scale</i>		,914		
<i>Cronbach Alpha Values of Factors</i>		,883	,800	,768
<i>Kaiser-Meyer Olkin Value</i>		,912		
<i>Arithmetic Mean Values</i>		3,958	3,854	3,994
<i>Standard Deviation Values</i>		0,707	0,865	0,843

In the second phase, data of socio-demographic characteristics (gender, age, education level, average monthly income, civil status) of customers and frequency of their visits were analyzed by using absolute and percentage values (See Table 3).

The relationship between overall aesthetic value of the restaurants and aesthetic experiences of customers was tested via simple regression analysis; the relationship between aesthetic value components of the restaurants (interior visual appeal, exterior visual appeal and sensory appeal) and aesthetic experiences of customers was tested via multiple regression analysis (see Table 4-5).

The relationship between overall aesthetic value of the restaurants and revisit intentions of customers were analyzed with simple regression analysis. The relationship between aesthetic value components of the

restaurants (interior visual appeal, exterior visual appeal and sensory appeal) and revisit intentions of customers was tested via multiple regression analysis (see Table 6-7). And lastly, the relationship between aesthetic experiences of customers and their revisit intentions was analyzed with simple regression analysis (see Table 8).

The significance level was accepted as $p < 0.01$ and $p < 0.05$ values in statistical analyses.

FINDINGS

The Findings about Sociodemographic Characteristics of Customers and Their Restaurant Visitations

Almost half (51,6) of the participants of the survey were female; almost 23% of them were at the age of or under 24; 32,3% were between the ages of 25-34; almost 26%

were between the ages of 35-44; the rest were 45 or above. More than half of the participants had higher education (undergraduate or graduate). Considering their income status, more than half of the participants had an income between 2001-4000 TL. Almost 7% had a monthly income of 4001 TL or more. Almost 11% of the participants stated that they had

visited the restaurant every day; 32,5% had visited the restaurant a couple of times in a week; almost 30% had gone to the restaurant every 15 days; and the others stated that they had visited the restaurant less frequently. Almost half of the participants (54,5%) were Turkish, the rest were Russian and British.

Table 3: Sociodemographic Characteristics of the Participants and Their Visit Frequencies (n=440)

Gender	n	%	Civil Status	n	%
Female	227	51,6	Married	220	50,0
Male	213	48,4	Single	220	50,0
Age (Year)			Average Monthly Income*		
24 and under	100	22,7	1000 and below	59	13,4
25-34	142	32,3	1001-2000	123	28,0
35-44	114	25,9	2001-3000	135	30,7
45-54	62	14,1	3001-4000	93	21,1
55 and more	22	5,0	4001 and above	30	6,8
Education Level			Frequency of Restaurant Visit		
Elementary School	9	2,1	Every day	47	10,7
High School	104	23,6	A couple of times a week	143	32,5
Associate Degree	70	15,9	Every 15 days	130	29,5
Undergraduate	214	48,6	Once a month	58	13,2
Graduate	43	9,8	Rarely	62	14,1
Nationality					
Turkish	240	54,5			
Foreigner**	200	45,5			

* Euro Exchange rate=3,20 TL (Turkish Republic Central Bank August) ** Foreign Customers (Russian and British)

Findings about Aesthetic Value of the Restaurants and Aesthetic Experiences of the Customers

The relationships between variables in research model were determined with simple and multiple regression analyses in accord-

ance with the model and hypotheses. Firstly H₁ (There is a significant relationship between overall aesthetic value of the restaurant and aesthetic experiences of the customers) was tested and the obtained results are shown at Table 4.

Table 4: The Relationship between Overall Aesthetic Value of the Restaurant and Aesthetic Experiences of the Customers

	Beta (β)	t	Sig.
Constant		1,212	0,226
Overall Aesthetic Value	0,534	13,203	0,000*
R	0,534		
R ²	0,285		
F	174,324		
p	0,000*		
Durbin-Watson	1,737		

*p<0,01

According to the results of simple regression analysis applied for testing the relationship between overall aesthetic value of the restaurant and aesthetic experiences of the customers, it was determined that there was a positive relationship between aesthetic value and aesthetic experience (R=0,534) and 28,5% of the change in aesthetic experiences of the customers were explained with overall aesthetic value of the restaurants (R²=0,285). It was also found out that there was not any autocorrelation problem in the established model (D-W=1,737). When the model was examined, it could be seen that overall aesthetic value of the restaurant had a positive significant effect upon aesthetic experiences of the customers at the level of 0,01 significance level (B=0,534; p=0,000). This finding refers to the fact that 1 unit increase in overall aesthetic

value of the restaurant at the significance level of 0,01 causes to an increase at the level of 0,534 in aesthetic experiences of the customers. Therefore it may be admitted that recovery of aesthetic value conditions of the restaurant would increase aesthetic experiences of the customers.

In consideration of these findings, H₁ hypothesis. On the other hand, H₀ hypothesis (There is not a significant relationship between overall aesthetic value of the restaurant and aesthetic experiences of the customers) was rejected.

The relationship between aesthetic value components of the restaurants and aesthetic experiences of the customers was tested via multiple regression analysis and the results are presented at Table 5.

Table 5: The Relationship between Aesthetic Value Components of the Restaurants and Aesthetic Experiences of the Customers

Aesthetic Experience			
Aesthetic Value Components	Beta (β)	t	Sig.
Constant		0,948	0,344
Interior Visual Appeal	0,251	4,710	0,000*
Exterior Visual Appeal	0,121	2,562	0,011**
Sensory Appeal	0,279	5,520	0,000*
R	0,544		
R ²	0,296		
F	61,042		
p	0,000*		
Durbin-Watson	1,751		

*p<0,01

**p<0,05

According to the analysis results, the relationship model between aesthetic value components of the restaurants and aesthetic experiences of the customers was significant at the significance level of 0,01 ($p=0,000$). There was a linear positive relationship between aesthetic value components of the restaurants and aesthetic experiences of the customers ($R=0,543$); 29,5% of the change in aesthetic experiences of the customers were explained with aesthetic value components ($R^2=0,295$). It was revealed that according to the standardized regression coefficient (β), the significance ranking of aesthetic value components on aesthetic experiences of the customers was as follows: sensory appeal ($\beta=0,279$), interior visual appeal ($\beta=0,251$) and exterior visual appeal ($\beta=0,121$). In the light of these findings, it could be admitted that 1 unit increase in sensory appeal, interior and exterior visual appeal could also lead to an increase in sensory appeal at the level of 0,27, interior visual appeal at the level of 0,25 and exterior visual appeal at the level of 0,12 respectively.

According to these results, H_2 hypoth-

esis (There is a significant relationship between aesthetic value components of the restaurant and aesthetic experiences of the customers) was accepted. H_{2a} (There is a significant relationship between interior visual appeal of the restaurants and aesthetic experiences of the customers), H_{2b} (There is a significant relationship between exterior visual appeal of the restaurants and aesthetic experiences of the customers) and H_{2c} (There is a significant relationship between sensory appeal of the restaurants and aesthetic experiences of the customers) hypotheses were also accepted. H_0 hypothesis (There is not a significant relationship between aesthetic value components of the restaurants and aesthetic experiences of the customers) was rejected.

Findings about Aesthetic Value of the Restaurants and Customers' Revisit Intentions

The relationship between overall aesthetic value of the restaurants within the sample and revisit intentions of the customers was tested via simple regression analysis (See Table 6).

Table 6: The Relationship between Overall Aesthetic Value of the Restaurants and Revisit Intentions of the Customers

	Beta (β)	t	Sig.
Constant		3,550	0,000*
Overall aesthetic value	0,535	13,245	0,000*
R	0,535		
R^2	0,286		
F	175,434		
p	0,000*		
Durbin-Watson	1,928		

* $p<0,01$

It was determined that the relationship model between overall aesthetic value of the restaurants and revisit intentions of the customers was significant at the level of 0,01 and the rate of variance explained by the model was 28,6% ($p=0,000$; $R^2=0,286$). In consideration of Durbin-Watson coefficient, there

was not any autocorrelation problem in the established model ($D-W=1,928$). It was found out in the model that overall aesthetic value of the restaurants had a positive significant effect upon revisit intentions of the customers ($B=0,535$; $p=0,000$). This finding suggested that 1 unit increase in overall aesthetic value of the

restaurants caused an increase of 0,53 unit in revisit intentions of the customers. According to this result, it could be asserted that revisit intentions of the customers would increase with the increase in overall aesthetic value of the restaurants. Therefore, H₃ hypothesis (There is a significant relationship between overall aesthetic value of the restaurants and

revisit intentions of the customers) was accepted. However, H₀ hypothesis (There is not a significant relationship between overall aesthetic value of the restaurants and revisit intentions of the customers) was rejected.

Table 7: The Relationship between Aesthetic Value Components of the Restaurants and Their Revisit Intentions

Revisit Intention			
Aesthetic Value Components	Beta (β)	t	Sig.
Constant		3,107	0,002*
Interior Visual Appeal	0,313	5,862	0,000*
Exterior Visual Appeal	0,196	4,153	0,000*
Sensory Appeal	0,145	2,868	0,004*
R	0,543		
R ²	0,295		
F	60,839		
p	0,000*		
Durbin-Watson	1,924		

*p<0,01

According to the result of multiple regression analysis applied for testing the relationship between aesthetic value components of the restaurants and revisit intentions of the customers, there was a linear positive relationship between aesthetic value components of the restaurants and revisit intentions of the customers (R=0,543). 29,5 of the change in revisit intentions of the customers were explained by aesthetic value components (R²=0,295). Durbin-Watson coefficient (D-W=1,924) proved that there was not any auto-correlation problem within the established model. Accordingly, H₄ hypothesis (There is a significant relationship between aesthetic value components of the restaurants and revisit intentions of the customers) was accepted.

According to the model, interior visual appeal (B=0,313), exterior visual appeal

çekiciliği (B=0,196) and sensory appeal (B=0,145) of the restaurants had a significant positive effect on revisit intentions of customers at the level of 0,01 (p=0,000). The analysis results showed that 1 unit increase in interior visual appeal caused an increase at the rate of 0,31; 1 unit increase in exterior visual appeal caused an increase at the rate of 0,19 and 1 unit increase in sensory appeal caused an increase at the rate of 0,14 in revisit intentions of customers.

In the light of these results, H_{4a} hypothesis (There is a significant relationship between interior visual appeal of the restaurants and revisit intentions of customers), H_{4b} hypothesis (There is a significant relationship between exterior visual appeal of the restaurants and revisit intentions of customers) and H_{4c} hypothesis (There is a significant relationship between sensory appeal of the restau-

rants and revisit intentions of customers) were accepted. H_0 hypothesis (There is not a significant relationship between aesthetic value components of the restaurants and revisit

intentions of customers) was rejected.

Table 8 shows the analysis results of relationship between aesthetic experiences of the customers and their revisit intentions.

Table 8: The Relationship between Aesthetic Experiences of the Customers and Their Revisit Intentions

	Beta (β)	t	Sig.
Constant		13,095	0,000*
Aesthetic Experience	0,704	20,737	0,000*
R	0,704		
R ²	0,495		
F	430,004		
p	0,000*		
Durbin-Watson	1,949		

* $p < 0,01$

As it can be seen at Table 8, it was determined that there was a linear positive relationship between aesthetic experiences of the customers and their revisit intentions ($R=0,704$) and almost half (49,5) of the change in revisit intentions of the customers were explained by their aesthetic experiences ($R^2=0,495$). Aesthetic experiences of the customers had a significant positive effect on revisit intentions of the customers at the significance level of 0,01 ($B=0,704$; $p=0,000$). This finding also revealed that 1 unit increase in aesthetic experiences of the customers lead to an increase in their revisit intentions at the rate of 0,704. Accordingly, it can be claimed that the more customers gain aesthetic experiences, the more frequently they visit the same restaurants. Thus, H_5 hypothesis (There is a significant relationship between aesthetic experiences of the customers and their revisit intentions) was accepted, but H_0 hypothesis (There is not a significant relationship between aesthetic experiences of the customers and their revisit intentions) was rejected.

RESULTS, DISCUSSION AND SUGGESTIONS

This study presents the effect of aesthetic value of food and beverage businesses on aesthetic experiences of the customers and

their revisit intentions. According to the established study model, firstly aesthetic value components of the restaurants were determined and the effect of aesthetic value on aesthetic experiences was revealed. Then, the influence of aesthetic value and aesthetic experience upon revisit intentions of the customers was tested through hypotheses. This study was conducted in luxury restaurants and 1st and 2nd class restaurants located in Mugla city center, Milas, Bodrum, Marmaris, Datça, Dalaman and Fethiye with tourism operation licenses. Local (domestic) and foreign customers of these restaurants who also had accepted to take the survey voluntarily were included in this study.

According to the study results, more than half of the participants were women, between the ages of 25-44; had an undergraduate or graduate education. While almost half of the participants had an income between 2001-4000 TL, the number of ones with an income more than 4000 TL were in the minority. In terms of their nationalities, almost half of the participants were Russian and British, and the rest were Turkish.

Before testing the hypotheses, factor analysis was applied in order to eliminate the number of variables related to aesthetic value components and to gather variables under

certain factors. As a result, aesthetic value components were gathered under 3 factors: Interior Visual Appeal, Exterior Visual Appeal and Sensory Appeal.

In accordance with a proposed hypothesis, simple regression analysis was applied for testing the relationship between overall aesthetic value and aesthetic experiences of the customers and the result suggested that overall aesthetic value of the restaurants had a positive significant effect on aesthetic experiences of the customers, and 28,5% of the change occurred in aesthetic experiences of the customers were explained by overall aesthetic value of the restaurants. Thus it is possible to admit that a recovery in aesthetic value of a restaurant will lead an increase in aesthetic experiences of the customers.

The relationship between interior visual appeal, exterior visual appeal and sensory appeal determined as aesthetic value components of the restaurants and aesthetic experiences of the customers was tested via multiple regression analysis. According to the regression model, the effects of aesthetic value components on aesthetic experiences of the customers were sensory appeal, interior visual appeal and exterior visual appeal of the restaurants in an order of significance. So, sensory appeal (appeal of smell or background music, the appropriateness of temperature and the absence of noise in the restaurant) of the restaurants was the most influential factor on aesthetic experience.

Josiam et al. (2004) state that customers visit restaurants not only to eat but also to gain experience. Heung and Gu (2012) admit that customers seek both a good meal and a perfect service and also enjoyable and lovely dining environment. Bowie and Butle (2009) emphasize that exterior visual appearance of a restaurant gives clues to customers about the restaurant itself. Charters (2006) asserts that if customers are satisfied with aesthetic value of a restaurant, they also approach goods and

services the restaurant offers with a more positive way and that customers perceive the served food as more delicious and quality in a restaurant decorated with aesthetic highlights. While Sulek and Hensley (2004) claim that aesthetic value components such as decor, music, color, lighting and smell are used to help the formation of customer expectation about food experience before food service, Hamrouni and Touzi (2001) mention that aesthetic value components (smell, temperature, music and lighting) create feelings of excitement, relaxation and dynamism in customers by generating emotional effects. Accordingly, aesthetic places designed with the thought of aesthetic value dimension addressing senses, emotions and feelings of the customers increase aesthetic experiences of customers (Holbrook, 1999). Ladhari et al. (2008) admit that restaurants not only meet food and beverage needs of customers but also offer a whole service experience and that customers not only evaluate the food in restaurants but also multilateral food experience. It is understood that customers visit restaurants both for eating and drinking and for gaining a complete experience and having a good time. Other studies related to this issue (Josiam et al., 2004; Ladhari et al. 2008; Weiss et al., 2004; Ryu et al., 2012) support the idea that aesthetic value components of restaurants are important to aesthetic experiences and expectations of customers. Therefore, it is highly significant that such aesthetic value components as design, colors, music, pictures or decor are chosen in accordance with the theme of a restaurant and that they are used as a whole so that customers can be presented with an appropriate place for gaining a good experience. Also if customers have a good time in restaurants with higher sensory and visual appeal, they can stay longer in the restaurants.

The relationship between overall aesthetic value of the restaurants and revisit intentions of the customers was tested via sim-

ple regression analysis. According to the results, overall aesthetic value of the restaurants had a positive significant effect on revisit intentions of the customers. Hereunder it is possible to say that an increase in overall aesthetic value of the restaurants leads to an increase in the frequency of revisits. Considering the relationship between aesthetic value components and revisit intentions of the customers, there was a positive significant relationship between interior visual appeal, exterior visual appeal, sensory appeal of the restaurants and revisit intentions of the customers. The significance ranking among aesthetic value components which had influenced revisit intentions were as follows: interior visual appeal, exterior visual appeal, sensory appeal of the restaurants.

Another hypothesis of this study was "There is a significant relationship between aesthetic experiences of the customers and their revisit intentions" (H_5). According to the result of simple regression analysis applied for testing this relationship, 49,5% of the change occurred in customers' revisit intentions were explained by aesthetic experiences of the customers. It was determined that customers' aesthetic experiences had a positive significant effect on their revisit intentions and that 1 unit increase in aesthetic experiences of the customers also increased their revisit intentions at the level of 0,704. Accordingly, it can be admitted that customers' gaining positive aesthetic experiences will also increase their revisit frequency.

Restaurants' aim of top priority is to provide customer satisfaction. Kim et al. (2009) state that as customer satisfaction can affect customer intentions which are among the primary determinants of customer loyalty, it plays an important role in restaurant management. Han et al. (2009) deduce that revisit intention of customers is one of positive functions of customer satisfaction. Ryu et al. (2012) claim that interior and exterior visual appeal of restaurants, food and service quality, customer perceptions towards restaurant image

have a positive impact on customer satisfaction and customer satisfaction is efficient in revisit intentions of customers. Bekar and Kılıç (2015) determine that there is a positive significant relationship between atmosphere in food and beverage businesses and satisfaction levels of customers. Ladhari et al. (2008) find out in their study that 44% of first time customers visit the restaurant due to positive word of mouth and 10% of these customers visit the restaurant in company with someone who has visited this restaurant before; and also that 90% of customers who are not satisfied with the restaurant make a complaint and they never intend to revisit the restaurant. Weiss et al. (2004) assert that food quality and restaurant atmosphere are effective in revisit intentions of customers. In parallel to these studies, it can be admitted that in the places designed with appropriate application of restaurants' aesthetic value components, customers' having a good experience has a positive impact on their satisfaction and accordingly their revisit intentions. In this way, restaurateurs can increase visit frequency of their customers by designing interior and exterior details like colors, lighting or objects which are known to have an influence upon customers' perceptions and mood in a way that customers can gain positive aesthetic experiences. Thus, restaurants can obtain a competitive advantage. Some previous studies also support this idea. Lee (2011) emphasizes that aesthetic value components such as ambiance, colors, decor, service and design which can bring an aesthetic dimension to tourism facilities should be used in order to move their businesses a different point from their competitors. In a different study, it is claimed that design components like colors, decor, music, smell and ambiance in food and beverage businesses are efficient in customer preferences (Bekar & Sürücü, 2015).

Also, in accordance with the results obtained from this study, some suggestions related to this subject are made for future research:

- This study was conducted in luxury, 1st and 2nd class restaurants in Mugla city center, Milas, Bodrum, Marmaris, Datça, Dalaman and Fethiye. Future research can be made in the restaurants with different features operating in different regions in comparison with the results of this study.

- In this study, a comparison between nationalities of the participants was not made; only the nationalities were given as demographic data. In future research, the relationship between aesthetic value, aesthetic experience and revisit intention can be analyzed in terms of different nationalities (Russian, English and German etc.) and a comparison can be made between these different nationalities.

- Also in this study aesthetic value components were dealt as a whole. In future research, aesthetic value components such as atmosphere, music, and decor can be analyzed separately and in a more detailed way.

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