

Introduction

Many might argue that this topic is very clear, due to common sense, on what is appealing and what is completely off-putting. Some may pinpoint that every person is different in a way that there are many methods to percept aesthetics. There is no secret that five human senses are used to do it, but the ultimate evaluation and decision making happens in our mind.

Abstract

This research poster introduces the main idea behind the study and gives basic explanations about the concepts used in the research. Further on this poster argues about the rationale and provides justification for the need of the investigation. Also this work indicates aim and the objectives of the research. Some notions on aesthetics and customer service are provided. Lastly this poster indicates definitions on customer satisfaction and tries to predetermine expected findings, mentioning limitations of the research.

Keywords and Key terms

Aesthetics, customer service, customer satisfaction, servicescape, mental model, service orientation of the organisation, five senses, perception,

Case study

Veranda Casa Frumoasa Restaurant

Rating customer satisfaction requires a platform where the case can be assessed. "Veranda Casa Frumoasa" restaurant (VCF) is chosen due to its appealing aesthetics and impeccable service.

"...an elegant place, with a great atmosphere, filled with history and a beautiful design, this place is a one of a kind. The food was very tasty and pleasantly served" (Nataliawrites2u, 2018).



Aim

is to determine a link between customer service and aesthetics and their impact on customer satisfaction within the Food and Beverage sector.

Objectives

- **To conduct a literature review and to assess the impact aesthetics has on customer service**
- **To conduct a primary research to determine how aesthetics influences the service and customer satisfaction in fine dining restaurant sector in Bucharest, Romania**
- **Based on the research provide recommendations to the restaurant owners to enhance customer service through aesthetics indicators.**

Rationale

- **Lack of specific research**
- **Further research suggested, by previous scholars, using their framework (Wu and Liang, 2009)**
- **Critical review of the previous theory and justification of the new approach is required**
- **To find a relation between customer service and aesthetics as a historical parallel development**
- **To integrate the mental model of company's service orientation in the research using the suggested, but modified framework to justify customer service orientation (Wu and Liang, 2009)**
- **Creating a bridge between Entrepreneurial point of view and Customer point of view on aesthetics and customer satisfaction**
- **Possibility to determine elements of aesthetics in customer service**
- **Provide recommendations to managers on how to enhance customer satisfaction**

Aesthetics

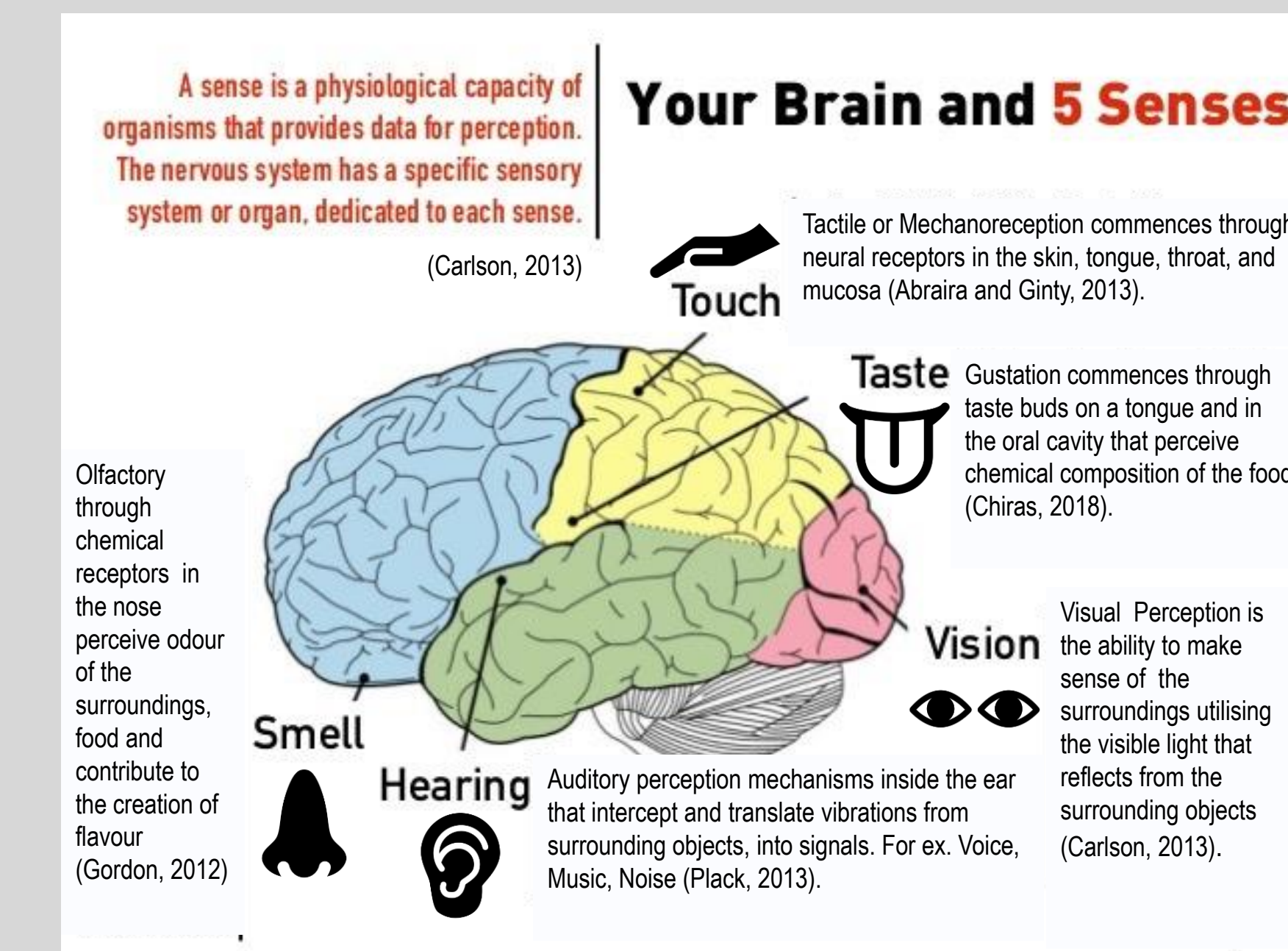
from Greek aisthētikos, from aisthēta 'perceptible things', from aisthēsthai 'perceive'.

A set of principles concerned with the nature and appreciation of beauty

(aesthetics | Definition of aesthetics in English by Lexico Dictionaries, 2019)

Perception - the ability to see, hear, or become aware of something through the senses.

Senses that percept aesthetics



Customer Service

NOT TO BE MISTAKEN WITH SERVICE DEFINITION

"the act of dealing with customers" in various locations, including restaurants, by fulfilling their needs (SERVICE | meaning in the Cambridge English Dictionary, 2019)

This justifies an importance to understand the actual definition of the term customer service.

Cambridge Dictionary (2019) defines the term in business English as "the way that an organization deals with customers before, during, and after a sale, and the activities involved in dealing with customers".

The Institute of Customer Service (2011) rounded up the definition as "the sum total of what an organization does to meet customer expectations and produce customer satisfaction."

Kumar (2010), also developed the meaning and specified that the ultimate goal of an entity that provides customer service is to satisfy the customer.

Many may argue that customer is not always satisfied, after the service has been commenced. Thus, the most convincing definition that makes the precis of the interpretations of customer service by this paper is as follows:

Customer service is the practice of delivering products and services to both internal and external customers via the efforts of employees or through the provision of an appropriate servicescape (Hudson and Hudson, 2013).

Customer Satisfaction

Company point of view -

Is a term used in marketing for measuring how a company supply of services meets and exceeds customer expectation (Brea et al., 2014)

Customer point of view -

Pleasure obtained from the product and service (Wu and Liang, 2009)

Methodology, Expected Findings and Limitations

Wu and Liang (2009), suggested to use their methodology framework with 7 point Likert scale with 1 strongly disagree and 7 disagree and a method to design questionnaires which matches the nature of research in this work, but with features specifically based on Food and Beverage sector in Bucharest, Romania.

There are a number of rationale related findings that are expected to be justified. This includes parallel development of aesthetics and customer service and their relation to the customer environment and their needs. It is expected to bring up an argument about company service orientation to justify two different approaches to customer satisfaction. Based on aesthetics, assess the conclusion and indicate recommendations to any research stakeholders.

There are shortcomings in this work, like narrow sample and findings based on another industry. Similar limitations can be observed within the research of Wu and Liang (2009) as well as other works used to provide expected conclusions.

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