

# Exploring factors affecting customers' visiting the restaurant with an open kitchen

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## Abstract

Since ancient times, Food is the most important necessity of people. People can't live without food, diet is one of the most important Issue, food needs also evolved into full to eat from the past emphasis on food taste delicious, health and quality of service. In the pass people sunrise work, sunset rest .Have self-sufficient life style and cook at home . Now many kind of restaurants, open. Under a lot of competition, the development of the manage model of many specialty restaurants. Recently, because eating habits change and enjoy exquisite food population increase, people focus on restaurant health and visual enjoyment, open kitchen have also open everywhere, how to stand out from the service industry has become the main target, to attract the attention of consumers. The purpose of this study is to propose a research model, this model contains four major factors affect consumer choice, and assuming that this four factors can affect the restaurant customers to visit the restaurant the wishes. Explore based on why restaurant which has an open kitchen can attract consumers to visit willingness factors. Based operators to set up an open kitchen, design a consumer of restaurants open kitchen Scale. And to explore the open kitchens consumer perception of the five senses, and the relationship of positive emotion .Locked people who eating outside as the research object explore the open kitchen depends on whether the operators expect to attract factors make consumers reach willingness to choose their restaurant and find out the main reasons have been established by the open kitchen. For discussion of restaurant operators established to attract factors, whether the factors that attract and consumers by causing a consensus, rather than a single aspect of assumptions for consumers intention. In this study, according to the social function of the open kitchen, the visual enjoyment, increased

demand for modern dish quality, as well as transparent era of health consciousness of basic research support. And the combination of which factor to investigate the factors that attract consumers to visit a restaurant with an open kitchen willingness. The first social function of literature content, visual experience, enhance quality requirements dish, the health consciousness of the four factors as variables to test whether the open kitchen of this four-factor factors for the attract consumers to visit . In this study, refer to the relevant literature, design scale , and to explore a restaurant with an open kitchen to attract consumers to visit the willingness factors. Identify research purpose, literature collection, integration factors to the questionnaire survey sent out questionnaires, questionnaire design and modify; After the completion of the design of the questionnaire, in order to facilitate sampling questionnaire survey, do statistics and analysis . Finally, conclusions and recommendations. In this study, according to the social function of the open kitchen, the visual enjoyment, increased demand for modern dish quality, as well as transparent era of health consciousness of basic research support. And the combination of which factor to investigate the factors that attract consumers to visit a restaurant with an open kitchen willingness. The first social function of literature content, visual experience, enhance quality requirements dish, the health consciousness of the four factors as variables to test whether the open kitchen of this four-factor factors for the attract consumers to visit . According to the statistics of the results of the questionnaire, the most direct impact on consumers visit will health safety issues, Because of the rise of health awareness, government agencies increasing emphasis on health and safety management .part of the operators of the various food and beverage industry, and consumers through the open kitchen that cooking in front of their own in addition to amazing feeling, but also have the double checks of health, and eat happy and eat safety, the second higher the degree of influence for the visual enjoyment dishes demand, people pursue to enjoy the quality of life far more than any other things, the cuisine is a pleasure of modern life, many consumers believe that through the open kitchen cooking and food processing, addition can improve appetite, and can also understand that the ingredients handle .After you go home can also try to DIY and have a fun life. At Last the social function affect

of open kitchen is relatively low, but most of the consumers think the open kitchen has a certain affect of social function because chef cooking in front to enhance social functioning, also can create a common topic conversation. Summary of the social function of the open kitchen, visual enjoyment, modern dishes quality increased demand, transparent era of health consciousness about a direct impact on select open kitchen selection factors.

Keyword : open kitchen, kitchen of Health, restaurant, of social, culinary and visual enjoyment, dishes demand