

FOOD APPEARANCE AND CUSTOMER EXPERIENCE OF RESTAURANTS IN CALABAR METROPOLIS, CROSS RIVER STATE, NIGERIA.

Kajang, Joshua Lane,
Department of Marketing,
University of Calabar, Nigeria.
joshuakajang1966@gmail.com

Mbaze-Ebock, Vivian,
Department of Marketing,
University of Calabar, Nigeria.
mbazea@yahoo.co.uk

Ezekiel, Sunday M.
Department of Marketing,
University of Calabar, Nigeria.
oluebube2784@yahoo.com

Akpan, Joy S.
Department of Marketing,
University of Calabar, Nigeria.
joysamakpan@gmail.com

Njar, Amba Esaji
Federal Polytechnic,
Ugep, Cross River State.
esijamjar86@gmail.com

Abstract

The study was on food appearance and customers' experience of restaurants in Calabar Metropolis, Cross River State, Nigeria. The main objective of the study was to determine the effect of food appearance on customers' satisfaction. The specific objectives included the effect of food colour, food plating and portion balance on customers' experience. The study design was cross-sectional survey research design. The population of the study comprised customers and staff while the sample size was 120. Purposive sampling method was adopted for the study. Data obtained were primary data and multiple regression analysis was used to analyze the collected data. The findings of the study were that bright colours combination of food, attractive plating and portion balance had positive significant effect on customers' experience and satisfaction because people eat food with the eyes before the physical eating. The study recommended that the engagement of professional chefs who are skilled in the science of food preparation and presentation as to achieve global standard. This will enhance not only customer experience and satisfaction but customer loyalty as well.

Keywords: Food appearance, portion balance, plating, colour, customer experience

Background of the study

Food is one of the indispensable needs for human existence and survival, because it is the source of energy for the body system. Food is a basic necessity that must be consumed for a human being to remain alive and strong and as such sources of food preparation centers have been proliferated in the nooks and crannies of the country. This has resulted in a robust

market competition in the industry. Food centers such as restaurants must be creative and innovative in food preparation in order to maintain existing customers and win new ones by creating a positive customer experience and satisfaction. Hence, the importance of visual food appearance.

Visual food appearance is currently a priceless marketing strategy use to stimulate customers' appetite to accept and consume food. Food appearance alternatively known as food presentation is the methodological arrangement, furnishing and stimulation of sensory organs to desire a particular meal. It is obvious that people eat meals with their eyes before the practical consumption. Hause and Labenskey (2006) as cited in Putra et al (2018) highlight that customers usually eat any meal with their eyes before the physical eating of the food with the mouth. Food appearance is vital and plays a significant effect on customers' perceived value and experience that may result in customers' satisfaction.

Akinyele (2010) comments that food appearance can stimulate appetite and acceptance of food for consumption. The Holy Bible in the book of Genesis 3:6, states that when the woman saw that the tree was good for food and was pleasing to the eyes she took some and did eat it (KJV). Food appearance is very critical in restaurant operation and includes elements such as colour, plating, arrangement or layout, portion balance, garnishing and texture. On the other hand customer experience is the outcome or response that a customer expresses or gain when in contact with hospitality cues at touch points of a destination. This is the perception or how the customer interprets and evaluate every stage of encounter during the customer journey from the first touch point to the exit point and the support obtained during pre-purchase, purchase and post purchase points.

Statement of the problem

Irrespective of the richness in nutritional content and nourishing value of Nigerian food and particularly the Calabar cuisine, Frank (2025) highlights that these palatable food are grossly undocumented. Also, existing literature on food centres on quality of food, pricing strategies, food poisoning, hygiene, cleanliness and safety as major factors that contribute to customers' satisfaction (Lee et al, 2006, Namkong, et al, 2007), with no attention on food appearance as an impactful factor that contributes positively to customers' experience and satisfaction as well as customer loyalty.

Moreso, some studies on food appearance such as Spence (2022), Uddin, (2019), Putra et al (2018) had investigated food appearance in foreign countries, however such studies did not contentualise nor conceptualize food appearance in respect to Nigeria or Calabar with different cultural histories, market conditions and socio-economics dynamics. More to that very few empirical studies on food appearance and customer patronage such as Jaja, (2019) exist on Nigeria and none yet on Calabar. Therefore, it is assumed that there is scantiness of literature on food appearance in Nigeria and particularly on Calabar. This could be attributed to the unprofessionalism of chefs and experts in the area.

Hence, there exist gaps in literature, culture, professionalism and documentation on food preparation and presentation in Nigerian and particularly Calabar. This study otherwise seeks to bridge these identified gaps. The study becomes imperative based on the globalization push and tourism activities that have open channels to influx of tourists, business typhoons, and other visitors as well as the expansion of restaurant industry in the nooks and crannies of Nigerian society.

Objective of the study

The main objective of the study was to examine the effect of food appearance on consumer experience of food restaurants in Calabar metropolis. The specific objectives are to:

- i. determine the effect of food colour on customers' experience of food restaurants in Calabar metropolis,
- ii. examine the effect of food plating on customers' experience of food restaurants in Calabar metropolis,
- iii. evaluate the effect of portion balance on customers' experience of food restaurants in Calabar metropolis.

Research hypotheses

The hypotheses were formulated for tests in null forms as follows:

- (i) Colours of food have no significant effect on customers' experience of food restaurants in Calabar metropolis.
- (ii) Food plating has no significant effect on customers' experience of food restaurants in Calabar metropolis
- (iii) Portion balance has no significant effect on customers' experience of food restaurants in Calabar metropolis.

Literature Review

Theoretical framework

This study is anchored on Stimulus-Organism-Response (S-O-R) theory propounded by Mehradian and Russell in 1974. These theorists explain that stimulus is the external elements that activate reaction from an individual. Organism refers to those internal factors that interplay during reactions such as individuals ego, motivation while response is the outcome of the interaction otherwise the feedback such as individuals performance or satisfaction.

This theory explains that the internal emotional sensitivity of an individual is prompted by the external environment which is the stimulus and the internal stimulus' procedure is likely to be conscious or unconscious that involves the perceptions and environmental translation or conversion of meanings that could influence an individual's emotion and decision. The influence will further stimulate emotion leading to a response.

This theory is an environmental theory that assist in the understanding on why and how people behave. Thus, the import of this theory to the study lies on the fact that attractive appearance of food will attract reactions from consumers while on the other hand unattractive food will not command feelings from the consumers as they may not be motivated. This is why many global managers use this theory as a yardstick or guiding principles and is equally applied in many research disciplines (Parkinson & Tunner, 1990 in Hochreitor et al, 2023).

Food appearance

Food appearance is scientific and professional process of organizing and decorating a meal in a dish which is severed as to increase or improved visual appeal and acceptance. Appearance creates first impression and this is the genesis point in restaurants to think on designing positive customers' experience in every single meeting time or opportunity to meet. Ketaren (2017) reports that food appearance is the first way to design customer's experience in a restaurant.

Food appearance is an essential food attribute that is used in modelling customers' dining satisfaction. Kivela (1999) cited in Jaja (2019) discusses that food that is well presented or appears good, influences the customers to have good feelings and moods to eat food in a particular restaurant. Consequently, this creates a positive impression and builds a lasting relationship as well as emotional attachment between the restaurants and customers. Nankong et al (2013) point out that food appearance is one of the components of food quality and impacts on appetite of the customers and their perception of the food quality.

Food appearance is associated with the manner in which the food is prepared and served to the customers. It is an integral part of a tangible cue and the success of presenting a good looking and decorated meal can stimulate the perception of quality in the customers (Uddin, 2019). Jaja (2019) posits that food appearance has significantly impacted the way customers consume their food. Additionally, the different colours, texture, shape and food layout must work collectively, pleasantly and appropriately in order to create a welcoming atmosphere on the plate. Ray (2015) asserts that food appearance has an effect that can change the perception of taste and subsequent food acceptance. It gives interesting near visual appeal that creates a delightful first impression for the customer to obtain a positive experience that translates to satisfaction when it comes to restaurant transaction. Chow et al (2013) observe that food appearance is physically seen and will be perceived as good quality as it is attractive in packaging with informative labels. Visually good looking food is one of the prime factors of the quality of food served by restaurant. This is visually used to attract and activate customers' appetite at the beginning.

Customer experience

Customer experience is the perception of a customer towards a company's goods and services which is based on their interaction across the entire customer journey from the pre-purchase to the post purchase support (Esu 2025). Customer experience involves emotional, cognitive and sensory responses at every touch point with the objective of creating a positive experience which results in customer satisfaction, loyalty, retention and repeat transaction. It gives rise to relationship with the company's brand.

The imperative of customer experience is that it builds brand loyalty, brand reputation and truth improving the overall brand image. It is a good driver of revenue generation and it is greatly link to business growth and improve increase in revenue (Klouvidaki et al, 2023).

Food colour and customer experience

Colour is light that travels as wavelengths in the atmosphere and is absorbed by sensory cones and rods in the eyes of an individual and converted into an image by the brain (Singh, 2006). Vateral (2018) highlights that individuals perceive colours differently due to their biological and cultural background. Mac-Donald (2016) reports that biologically people have different numbers and types of colours sensitive cones in their eyes ranging from one to four colour sensitive cones. Shah et al (2020) commend that consumers anticipate different colours with different category of food flavor. Colour can change taste perception of an individual and equally overwhelm other flavor communicable sources of knowledge that may involve taste and labelling. Hause and Labenskey (2006) cited in Putra et al (2018) narrate that consumers usually eat a meal with the eyes before the actual eating with the mouth.

Colours influence the incipient of food. Arabi (2017) as cited in Kajang et al (2025) states that colours influence consumers' sensation. Nakauchi et al (2022); Shah et al (2020) in Kajang et al (2025) record that colour schemes have significant impact on human food decision because a visual element can create positive or negative impact on consumers' purchase behavior. Spence (2022) opts that colours have manipulating and controlling influence on customers' expectations regarding freshness and taste of the meals. Bright colours are associated with freshness, quality and taste while dull colours do not stimulate appetite and makes the meal to appear stale and undesirable. Thus, vibrant colours on a dish can favourably motivate customer's perception to be more incline to the recipe and enjoying the meal as well as creating a positive customer's experience. On the other hand dull colours do not make the food attractive and customers may not be inclined to it and will have no experience.

Food plating and customers' experience

Food plating is the thin coating of a meal on top of the main meal. Food plating plays an essential role on how customers perceive the quality and aesthetic value appeal of the dish. Customer experience comprises all the five sense of sight, smell, touch, taste and sound. Food plating is mainly on sight and the appearance of food in a plate is one aspect of experience the customers seek to achieve their target expectation in a restaurant (Ketaren, 2017), the Caribbean Hotel Association (CHA) (2023) documents that the composition of food can be further enhanced by decorating the food in a plate with decoration crumbs, or sauce. This makes the food to be more attractive.

Harris (2013) cited in Ndidi (2025) mentions that since sight is one of the five senses, proper food plating mechanism enhances the visual appeal of the food to attracts detailed attention, demonstrate a sense of care and relationship as well as welcoming signal to restaurant. It is a display or exhibition of professional skills on the part of the chef. Poor plating makes even the best dishes to be unappealing and less appetizing to the consumer. Haris (2013) explains that aesthetically plating of food will motivate customers' interest to elevate perceived the food to be of high value which translate to positive dining experience. Thus, food that is carefully and aesthetically plated will not only enhance visual appeal but suggest a display of standard of service, professionalism and welcoming atmosphere which produce satisfaction of the customer.

Portion balance and customer experience

Portion balance is the combination of the right ingredients; different colours, texture, shape and the layout. This is the proportionate and visual combination and distribution of food quantities on a plate to make the meal appear balanced as acceptably satisfying. Food balancing makes the food to appear attractive and having a good finishing look (CHA, 2023). This has a significant effect on customer expectations or desires and value evaluation.

Rational consumers will feel good when food portions are balanced on a meal not to be neither too much or very little in quantity. These customers will feel good and have a balance impression that they are receiving adequate value for their money. When all the components of a meal are proportionately balanced, customers will be satisfied, make repeat visit for repeat purchase and tell other friends and relations about the restaurant's food.

Conceptual framework

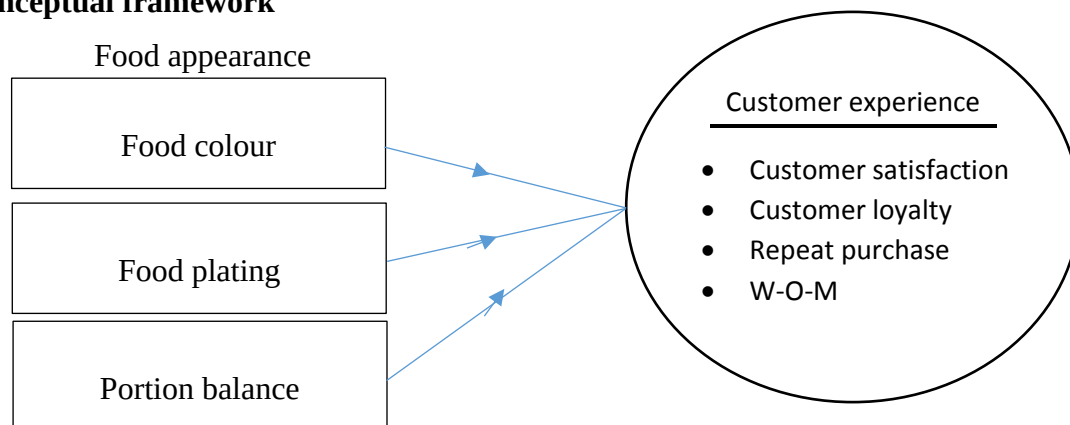


FIG. 1: Conceptual framework

Methodology

The study research design was cross sectional survey research design. This facilitate data collection from respondents. The study area was Calabar metropolis, Nigeria. The choice of Calabar is due to the fact that Calabar is well known for kitchen power with very different types of cuisines. Again as a tourism hub and historical town, there are influx of both foreign and national visitors to the area due to business, tourism, leisure, political and religious activities. The population of the study comprised customers and staff of selected restaurants in the metropolis. The choice of these restaurants was based on their brand visibility, location and size as well as been famous and popular in the metropolis. The sample size was obtained using Taro Yammane formular and was 120. The study adopted purposive sampling technique due to the experience, convenience, accessibility and familiarity with the restaurants. Data were obtained from primary sources through structured questionnaire. Content validity was used and reliability of the variables were obtained through computation using Cronbach Alpha and the coefficients range between 0.7 and 0.8. Multiple regression was used to analyze the data.

Data presentation and result

Data for hypothesis one

Ho1: Colour of food has no significant effect on customers' experience of restaurant food in Calabar metropolis

Table 1: Frequencies on items of colour of food and customer experience

S/n	Items		SA 5	A 4	U 3	DA 2	SD 1	Total $\sum x$	Mean $\bar{x}$
1	Colour of food attracts customers to appreciate the restaurant meal	f	38	45	17	9	5	114	3.89
		%	33.3	39.5	14.9	7.9	4.4	100	
		fx	190	180	51	18	5	444	
2	I associate colour to the freshness, taste and quality of s restaurant food	f	42	41	15	11	5	114	3.91
		%	36.8	36	13.2	9.6	4.4	100	
		fx	210	164	45	22	5	446	
3	Colour of food influences my willingness to eat meals in a restaurant.	f	43	45	12	8	6	114	3.97
		%	37.7	39.5	10.5	7.0	5.3	100	
		fx	215	180	36	16	6	453	
Overall mean ($\bar{x}$)									3.92

Data obtained in Table 1 show that colour of food has pronounced effect on customers' experience of restaurant food in Calabar metropolis with an overall mean ($\bar{x}=3.92$). The item of food colour influence on the willingness to eat meals in a restaurant has the highest mean score ($\bar{x}=3.97$), this is followed by colour of food is associated with the freshness, taste and quality of the meal with mean score ($\bar{x}=3.91$) while colour of food is what attracts food appreciation has a mean score ($\bar{x}=3.89$). All of the mean scores of the questions are greater than 3 and shows that colour has tremendous effect on customer experience of restaurants' food in Calabar metropolis.

Data for hypothesis two

Ho2: Food plating has no significant effect on customers' experience of restaurant in Calabar metropolis.

Table 2: Frequencies on items of colour of food plating and customer experience

S/n	Items		SA 5	A 4	U 3	DA 2	SD 1	Total $\sum x$	Mean $\bar{x}$
1	Decorated food plates excites my dining interest	f	40	49	13	8	4	114	
		%	35.1	43	11.4	7	3.5	100	3.98
		fx	200	196	39	16	4	454	
2	I am excited when well-arranged food is served	f	41	44	13	10	6	114	
		%	36	38.6	11.4	8.8	5.2	100	3.91
		fx	205	176	39	20	6	446	
3	Attractive food plating makes me eager to eat the meal	f	42	53	6	11	2	114	
		%	36.8	46.5	5.3	9.6	1.8	100	4.07
		fx	210	212	18	22	2	464	
Overall mean ($\bar{x}$)									3.99

Data obtained in Table 2 revealed that customers' experience is highly affected by attractive food plating with an overall mean score ($\bar{x} = 3.99$). The items; attractive food plating makes customers eager to eat the meal has the highest mean score ($\bar{x} = 4.07$), decorated food plates excite customers dining interest with a mean score ($\bar{x} = 3.98$) while arranged food excited customers when served has a mean score ($\bar{x} = 3.91$). All the items analyzed and their mean scores are greater than 3 and reveal that attractive food plating has effect on customers' experience of restaurants' food in Calabar.

Data for hypothesis three

H₀₃: Portion balancing of food has significant effect on customers' experience of restaurants in Calabar metropolis

Table 3: Frequencies on items of portion balance and customer experience

S/n	Items		SA 5	A 4	U 3	DA 2	SD 1	Total $\sum x$	Mean $\bar{x}$
1	Combination of food in adequate proportion make me delighted to eat	f	52	43	10	6	3	114	
		%	45.6	37.7	8.8	5.3	2.6	100	4.18
		fx	260	172	30	12	3	477	
2	Adequate portion of food sizes make me justified staff action	f	45	45	13	7	4	114	
		%	39.5	39.5	11.4	6.1	3.5	100	4.05
		fx	225	180	39	14	4	462	
3	Food appropriate portion balance gives the customers good impression of restaurant fairness	f	41	55	11	5	2	114	
		%	36	48.2	9.6	4.4	1.8	100	4.20
		fx	205	220	33	10	2	480	
Overall mean ($\bar{x}$)									4.14

Data obtained in Table 3 show that customers' experience is affected by food portion balance with an overall mean score ($\bar{x} = 4.14$). The item of combination of food in appropriate proportion balance gives a good impression of restaurant fairness has the highest

score with mean score ($\bar{x} = 4.20$). This is followed by combination of food in adequate proportion delights customers with mean score ($\bar{x} = 4.18$) and adequate portion of food sizes makes customer good with the food has a mean score ($\bar{x} = 4.05$). All the items show that food portion balance is associated with customer experience of a restaurants' food in Calabar metropolis.

Table 4

Frequencies on items on food appearance and customers' experience of restaurants food in Calabar.

S/n	Items		SA 5	A 4	U 3	DA 2	SD 1	Total $\sum x$	Mean $\bar{x}$
1	Colour of food motivates you to buy restaurants food	f	52	43	10	6	3	114	
		%	45.6	37.7	8.8	5.3	2.6	100	4.18
		fx	260	172	30	12	3	477	
2	Food plating motivates you to buy restaurant food	f	40	49	10	7	8	114	
		%	35.1	43	8.8	6.1	7.0	100	3.93
		fx	200	196	30	14	8	448	
3	Food portion motivate you to buy restaurant food	f	45	44	8	7	10	114	
		%	39.5	38.6	7.0	6.1	8.8	100	3.94
		fx	225	176	24	14	10	449	
Overall mean ($\bar{x}$)									4.02

Data obtained in Table 4 show that the effect of the independent variables food appearance (colour, plating and portion balance) on the dependent variable (customer experience) with an overall mean score ($\bar{x} = 4.02$), colour of food and customer experience has the highest mean score ($\bar{x} = 4.18$), followed by food portion with means score ($\bar{x} = 3.94$) and food plating with means score ($\bar{x} = 3.93$).

Test of hypotheses

- H0₁: Colours of food have no significant effect on customers' experience of restaurants' food in Calabar metropolis
H1₁: Colours of food have significant effect on customer experience of restaurants' food in Calabar metropolis
H0₂: Food plating has no significant effect on customers' experience of restaurants' food in Calabar metropolis
H1₂: Food plating has significant effect on customers' experience of restaurants' food in Calabar metropolis
H0₃: Portion balance of food has no significant effect on customers' experience of restaurants' in Calabar metropolis
H1₃: Portion balance of food has significant effect on customers' experience of restaurants' food in Calabar metropolis

Table 5**Multiple regression analysis showing the effect of colour of food, plating of food and portion balance of food on customer experience**

Model	R	R-square	Adjusted R-square	Std error of the estimate
1	0.690	0.476	0.450	0.432

(a) Predicators: (Constant) colour of food, plating of food and portion balance

Model	Sum of square	Df	Mean square	F	Sig.
Regression	12.724	3	4.241	18.209	0.000
Residual	13.996	111	0.187		
Total	26.720	114			

(a) Dependent variable: Consumers' experience

(b) Predicators (constant) colour of food, food plating and portion balance.

Coefficients

Model	Unstandardized coefficients B	Standardized coefficient Std error	t	Sig.
(Constant)	1.125	0.294	3.827	0.000
Food colours	0.365	0.092	3.967	0.000
Food plating	0.294	0.078	3.769	0.000
Portion balance	0.198	0.088	2.350	0.0027

Dependent variable: Customer experience

The result of the multiple regression above shows that $R=0.690$ indicating a strong positive effect. The correlation between the independent variables, food colour, food plating and portion balance and the dependent variable customer experience suggests that better food presentation strategies correlate with improved customer experience of restaurants' food. R-square value of 0.476 which is an appropriately 47.6% of the variation in customer's experience can be explained by the three independent variables. This implies that nearly half of the factors that influence customer experience and satisfaction in restaurants arise from the premise on how food is presented and served. The adjusted R-square value of 0.450 indicates that the model remain reliable even when adjusting the member of predicators thus, reinforcing the relevance of the selected variables in explaining the dependent variable. The standard error of the estimate (0.432) indicates a moderate level of predictive accuracy, showing that the model's predictions are relatively close to actual observed results.

The ANOVA table provides information on the overall significance of the regression model. The f-ratio of 17.950 and a significance level p-value of 0.000 clearly indicates that the regression model is statistically significant. This means that the combined impact of food colour, food plating and portion balance significantly affect customer experience level. The high f-value and the significance below 0.05 confirms that the regression equation provides a better fit to the data compared to a model with independent variables. Therefore, this validates that the set of food appearance variables discussed in the study contribute meaningfully to predicating customer experience in restaurants. The co-efficient table reveals further the individual contributions of each predictor variable. Out of the three variables, food colour has a t-value of 3.967 and p-value of 0.000 indicating a positive and statistically significant effect on customers' experience, portion balance have a co-efficient of 0.198 and p-value of 0.0027 and food plating with coefficient 0.294 and p-value of 0.000 showing a moderate positive effect but statistically insignificant effect on customer

experience. The results indicate positive significant effect of food colour, portion balance and food plating on customer experience of restaurants' food even though customer may not consider food plating as a most decisive element in considering the overall experience.

However, all the null hypotheses are therefore rejected and the alternate hypotheses otherwise accepted.

Discussion of findings

Hypothesis one

The result shows that colour of food significantly affects customers' experience of restaurants' food in Calabar metropolis. This findings is in line with the study of Putra et al (2018), Spence (2022), Nakauchi et al (2022) that colour schemes, has a manipulating effect on customers' experience regarding attraction of freshness of the meal. Also, consumers usually eat food with the eyes before actually consumption of the food. Thus, colour attracts consumption of goods and services.

Hypothesis two

Food plating significantly affects customers' experience. This finding is supported by the findings of Carribean Hotel Association (2023), Ketaren (2017), Jaja (2019) and Ndidi (2025) that food plating is one of the major contributors to customers' experience of restaurant food in Calabar. This implies that well decorated plating is very welcoming and display sign of care for the customers and shows the value attach to customers and fulfilled promise to their mission or unique selling proposition.

Hypothesis three

Portion balance of food is accepted as another factors that affect customer experience of restaurant business. Fair potion with coating and balanced ingredients gives customers an appealing experience to eat the meal. Generally, food appearance is an important factor in creating customers' experience. A well-arranged plated, decorated food with colours indicating freshness of the meal as well as coated ingredients on the main meals with proportionate combination of the components will create positive experience in customers.

Conclusion

Food appearance is another important factor that restaurant operators can use to catch attention of new customers and maintaining the existing customers as well. This can be achieved by skillfully presenting food that are well plated to be attractive with different colours to attract attention and activate customers' appetite for positive experience. Thus, results in customers' satisfaction, customers' loyalty and positive word of mouth communication on the restaurant's food.

Recommendations

The study recommends the following strategies for food restaurants in Calabar and Nigeria.

- (1) Restaurants operators should employed professionals who are skillful in the science of food preparation and presentation. The experts or chefs will know the right colours to combine to give the meal a background that will attract customers' attention and eventually patronage of the meal.
- (2) Restaurants operators should be up and doing and making sure that food plates are well decorated and food properly arranged or layout and appearing aesthetically design as sign of warm welcome to the customers. Good and attractive plating will always give a customer good experience and will results in repeat purchase and customer loyalty.

- (3) Restaurant staff should be given opportunity to attend refresher courses to be current and up to date in food appearance. This experience will enable the staff to be current in different styles of food combination as science of food is developing each day. These re-trained staff will have current knowledge at modern food preparation and composition. This will their ability to combine different the food scientifically, proportionately and systematically.

References

- Akinyele, S. T. (2010). Customer satisfaction and service quality: Customers reappraisal of Nigerian restaurants operations. *Global Journal of Management and Business Research*, 10(6), 83-90
- Arabi, A. (2017). Influence of colour on consumer behavior: Conceptual and theoretical approaches. *Annals of the "Constantin Brancus," University of Tiagy, Jiu, Economy Series*, 3163-169.
- Caribbean Hotel Association (2023). Food presentation general guidelines. <http://www.caribbeanhotelandtourism.com/cshae/docs/food-PRESENTATION-MANUAL.pdf>
- Choe, J.Y. & Kim, S. (2018). Effects of food presentation on consumer behavioural intention in restaurant dinning. *Journal of Hospitality and Tourism Management*, 34, 1-9
- Chow, K., Dickson, O. Thom, W. & Wong, Y. (2013). Factors influencing dining experience in consumer satisfaction and revisit intention among undergraduates towards fast food restaurants. University of Tunka Abdu Rahman, Faculty of Accountancy and Management.
- Esu, B. B.(2025) Hospitality-centric philosophy : The spirit and soul of destination product and the piggyback of development University of Calabar Press.
- Frank, L. (2025). There is need to document traditional Nigeria food. *Vanguard*, 41(10586) 25.
- Hochreiter, V., Benedette, C. & Loesch, M. (2021) URL Hochreiter, V., Benedette, C. & Loesch, M. (2021) URL <https://doi.org/10.18775/jebd.2806-8661.2021.31.5001>
- Jaja, H. P. (2019). Food presentation and customer patronage in fast food restaurants. *Journal of Food Science and Quality Control*, 5(1), 25-42.
- Kajang, J.L., Ezekiel, S.M., Mbaze Ebock, V.A., Akpan, J.S. & Njar, A.E. (2025). Colour preference and fabric purchase behavior in Cross River State, Nigeria: The Influence of Media and Culture. *Journal of Management and Business Research*, 19(1), 291-311.
- Ketaren, I. (2017). Apa Itu Gastronomi? <https://gastroinablogspot.co.id/2014/08/apaitu-keahlian-memasak.html>.
- Klouvidaki, M. I., Antonopoulos, N., Styliaras, D. & Kanavos, A. (2023). Information 14(406) <https://doi.org/103390/info14070406>
- MacDonald, F. (2016). Scientists have found a woman whose eyes have a whole new type of colour receptor. Retrieved from <https://www.scienceatert.com/scientist-havefound-a-womanwhose-eyes-have-awhole-new-type-of-colour-receptor>.
- Mehrahan, A. & Russell, J.A. (1974). *An approach to environmental psychology*, MIT Press.
- Nankung, Y. & Joang, S. C. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioural intention. *Journal of Hospitality & Tourism Research*, 31(3), 387-409.
- Putra, N., Wulan, S. & Ingkadijaya, R. (2018). The influence of visualization of food appearance and food quality towards customer satisfaction in Tutup Panci, Bumi Serpong Damai, South Tamgorang. *Tourism Research Journal*, 2(2), 105-116

- Ray, A. (2015). The art of food presentation. <https://www.artinstitutes.edu/about/blog/food-plating-the-art-of-food-presentation>.
- Septiani, T. & Sulistio, T.J. (2018). The influence of accessibility and facilities on visitor satisfaction in mangrove forest pantai Indah Kapuk. *Tourism Research Journal*, 2(1), 50-57.
- Spence, C. (2022). Gastrophysics food presentation and the psychology of taste. *International Journal of Gastronomy and Food Science*, 27, 100-144.
- Vatral, M. (2018). The current role of colour psychology in the practice of gender marketing. Honours thesis 38. <http://digitalcommon.northgeorgia.edu/honour-thesis/38>.
- Yu, W. & Singh, P. (2021). Application of product packaging design based on green concept. *Computer-Aided Design and Application*, 19(52), 124-133.