



The perceived value on consumers' experience when incorporating evidence-based design in a vegan restaurant.

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ABSTRACT

This research report looked at the perceived value on consumers' experience when incorporating evidence-based design in a vegan restaurant. Thus, the research problem would be to envision how to incorporate EBD, focusing on biophilia, colour psychology, indoor environmental quality, biomimicry as well as vegan interior design and vegan materials, into a vegan restaurant that will have a perceived value on consumers' experiences. To solve this problem, research was conducted by looking into the value of EBD mainly focusing on biophilia, colour psychology, indoor environmental quality, and biomimicry, as well as doing interviews with the population identified and researching precedents on vegan restaurants that provide what vegan people like, not only in their food but also in the restaurant design.

Thus, through the theories discussed and researched in this study, as well as the data collected, the research determined that evidence-based design looking at biophilia, colour psychology, and indoor environmental quality plays a critical role in the hospitality industry focusing on vegan restaurants. The perceived value on customer experience is imperative in a vegan restaurant setting. Therefore, by using evidence-based design and vegan materials the experience in the vegan restaurant setting is enhanced. Through the research, other designers will also see the value and positive impact that evidence-based design and vegan materials within a vegan restaurant using vegan interior design have, and that it is important and should be utilized in future designs of vegan restaurants.

The contribution to the body of knowledge, current and future interior designers, as well as vegan restaurant owners; the research of the perceived value on consumers' experience the incorporation of evidence-based design in a vegan restaurant will have, is that it will enable designers and business owners to realise the effectiveness of certain types of evidence based designs, such as the utilisation of specific colour psychology, indoor environmental quality and biophilia, and vegan interior design and materials, as well as the roles that designing vegan restaurants utilising EBD and vegan interior design will play on the profitability of the restaurant.

Key words: evidence-based design, biophilia, colour psychology, indoor environmental quality, vegan interior design, vegan materials, perceived value, consumers experience, vegan restaurant, hospitality.

DECLARATION

I hereby declare that the Research Report submitted for the Bachelor of the Arts Honours in Interior Design to The Independent Institute of Education (The IIE) is my own work and has not previously been submitted to another University or Higher Education Institution for a postgraduate qualification.

Signature



05/12/2022

Date

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LIST OF ABBREVIATIONS

EBD	Evidence-based design
IEQ	Indoor environmental quality

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1 CHAPTER 1: INTRODUCTION

1.1 Contextualization

The research topic is interesting and relates to the discipline of Interior Design as Evidence-based design. According to Beikmann (2019), evidence-based design is used to base the decisions about the architecture and interior design on credible research. The components that make up evidence-based design, according to Kollie (2013), include: different colours in a space and how they make one feel; the size of a room; thermal comfort; acoustical characteristics; artificial and natural light; indoor air quality; biophilia and more.

To design using evidence-based design (EBD) is important in the built environment. It is also important to see the value on the consumers of a space when EBD is incorporated. This researcher also finds vegan restaurants fascinating and would like to focus on these types of spaces.

The purpose of this review is to unpack how evidence-based design plays a role on the interior of a vegan restaurant and how this in turn influences the customers' experiences, emotions, and their perceived value of the design. Thus, through the theories discussed and researched in this review, the research was able to determine that evidence-based design looking at biophilia, colour psychology, and indoor environmental quality plays a critical role in the hospitality industry focusing on vegan restaurants. The perceived value on customer experience is imperative in a vegan restaurant setting and by using evidence-based design and vegan materials, the experience in the vegan restaurant setting is enhanced. Through the research, other designers will be able to see the value and positive impact that evidence-based design, vegan materials, and vegan interior design within a vegan restaurant have, and that it is important and should be utilized in future designs of vegan restaurants.

1.2 Rationale

The practical value of studying the perceived value on customer experience incorporating EBD in a vegan restaurant will add to the design industry and help future interior designers that are designing vegan restaurants.

Both Interior Designers as well as vegan restaurant owners would use this research to understand the perceived value of EBD on customer experience. There are publications on biophilia and colour psychology, however there are no found publications, not excluding that there may be some, on how these aspects of EBD will benefit customer experience focusing on a vegan restaurant. Therefore, this research study will be helpful to future interior designers and vegan restaurant owners looking into the perceived value of EBD on customer experience in a vegan restaurant. The value of the experience

is that future interior designers and vegan restaurant owners looking into the perceived value of EBD on customer experience in a vegan restaurant will have research to study.

1.3 Problem statement

The tradition seen in this research problem is interpretivism using a qualitative approach. Du Plooy-Cilliers, Davis and Bezuidenhout (2014:66) suggest that interpretivists propose that research should help to gain a better understanding of social life and human behaviour.

According to Friedow (2012) EBD is an important consideration for a designer as it adds value to the research aspect as well as giving insight into human experiences and how designers can improve their designs according to human experiences.

The research problem would be to envision how to incorporate EBD, focusing on biophilia, colour psychology, indoor environmental quality, and biomimicry into a vegan restaurant that will have a perceived value on consumers' experiences. EBD will change the perceived value on customer experience depending on how you incorporate it into the vegan restaurant setting.

The problem is that designers don't understand the perceived value of evidence-based design in a vegan restaurant on customers' experience. Traylor (2022) states that this is a problem because how the customer feels in the space is extremely important, this will contribute to their loyalty to the restaurant, how much they order and how long they stay, overall, these aspects contribute to the profits of the vegan restaurant.

1.4 Purpose statement

The purpose of this research study is to gain an in-depth understanding of evidence-based design and its perceived value on customer experience in a vegan restaurant. Research will be conducted by looking into the value of EBD mainly focusing on biophilia, colour psychology, indoor environmental quality, and biomimicry, as well as by doing interviews with the population identified and researching precedents on vegan restaurants that provide something that vegan people like, not only in their food but also in their design.

1.5 Research questions

1. What effect does evidence-based design have on the interior of a vegan restaurant?
2. What do vegan people want to see that is different to other, non-vegan people in a restaurant setting?
3. Is there a difference between what a vegan vs non-vegan person wants to see in a restaurant, and what is the difference?

1.6 Objectives

Du Plooy-Cilliers, Davis and Bezuidenhout (2014:98) suggest that objectives are the goals you want to achieve through your research. In this study I will have three objectives based on the research questions.

1. The first objective to be achieved is to identify what effect evidence-based design has on the interior of a vegan restaurant setting.
2. The second objective is to ascertain what vegan people want to see in a restaurant setting that would differ from a non-vegan person.
3. The third objective is to determine if there is a difference between what a vegan vs non-vegan person wants to see in a restaurant, and what the difference is.

1.7 Outline of the document

This research report document consists of five chapters. The first chapter is the introduction chapter which looks at contextualisation, the rationale, the problem and purpose statement, research questions and objectives. The second chapter is the literature review chapter which consists of conceptualisation, the theoretical foundation, and a review of previous literature. The third chapter is the research design and methodology chapter which looks at the paradigm and tradition, research approach and design, population, and sampling, as well as the data collection and analysis methods. The fourth chapter is the findings and interpretation of findings chapter which includes the presentation and interpretation of findings as well as how the research questions were answered, and the research problem was solved. The fifth chapter is the conclusion chapter which consists of the validity, reliability, and trustworthiness of the findings as well as the implications for future practices. The fifth chapter also includes final conclusions, ethical implications, and limitations. The annexures included are the ethical clearance letter, consent forms, interview schedule, as well as the concept document.

The introduction chapter looked into contextualisation looking specifically at evidence-based design, vegan materials and vegan interior design within a vegan restaurant, the rationale which shows the practical value of studying the perceived value on customer experience incorporating EBD in a vegan restaurant and how this will add to the design industry and help future interior designers that are designing vegan restaurants, the problem statement which states that the problem is that designers don't understand the perceived value of evidence-based design in a vegan restaurant on customers' experience and the purpose statement which shows the purpose of this research is to gain an in-depth understanding of evidence-based design and its perceived value on customer experience in a vegan

restaurant, this chapter also looks at the three research questions and the objectives based on the research questions.

The next chapter is the literature review chapter which consists of conceptualisation looking at hospitality, vegan restaurants, evidence-based design, and vegan interior design. This chapter also looks at the theoretical foundation with the key theories being EBD, Biophilia, Colour psychology, IEQ, biomimicry, and vegan interior design. Once these theories have been addressed a review of previous literature focussing on the perceived value of customer experience, restaurant design, EBD, vegan materials, and vegan interior design.

2 CHAPTER 2: LITERATURE REVIEW

2.1 Conceptualisation

When referring to evidence-based design, it is something that is very important for interior designers to use. If the quality of human experiences is not considered when designing, then the space will unlikely benefit the person in the space, and therefore the person will not want to be in the space (Friedow, 2012).

2.1.1 Hospitality:

According to Cvent (2020), hospitality dates back thousands of years and has the main theme of providing guests with services which in turn provides an income for the owner of the establishment. The goal of hospitality is to provide the customers of the establishment with a service that is enjoyable and therefore the people are more likely to return. Hospitality relates to the research question because the context falls under a restaurant setting which in turn falls under hospitality.

In relation to evidence-based design (EBD), the goal of hospitality is to provide customers with an enjoyable experience, this can be done by the use of EBD incorporating biophilia, colour psychology, and indoor environmental quality. EBD uses the experiences of humans to design a space, this will aid in how the customers of a restaurant experience the space, the more EBD that is used, the more enjoyable the space will be to the customers.

2.1.2 Vegan Restaurants:

According to Bissegger (2022), the term 'vegan' has been around since the 1940's when a group formed a society and decided that they would use no animal products to consume, wear or use in their homes. This means that no meat, dairy, eggs, or even honey is consumed, and no leather clothing or other animal products will be used. Veganism has been increasing steadily over the years and therefore there is a greater need for restaurants to cater for this lifestyle or lose out on a growing culinary opportunity. Vegan restaurants relate to the research question because the context of perceived consumer value falls under the setting of a vegan restaurant. The question to be answered with this concept is what vegan people want to see in a restaurant setting that is different to a non-vegan person and whether it matters to a customer of a vegan restaurant if there is leather or if vegan materials and vegan interior design is used in the space. The other question to be answered with this concept is, if there is a difference between what a vegan vs a non-vegan person wants to see in the interior of a space, how to approach the design of the space.

2.1.3 Vegan Interior Design:

According to Roselt (2019), a space can be designed in a healthy, compassionate way that will have a good effect on people's wellbeing by using vegan interior design. A room that uses vegan interior design has no need for animals. Not only does using vegan products not harm any animals, but the majority of animal-based furniture, such as leather, is treated with harsh chemicals, making vegan textiles and products kinder and healthier for human users. Alternatives that are vegan are healthier for the environment since they generate less waste and contaminants. Aspects of EBD such as biophilia, or a love of nature, which fits with vegan design, which involves not harming any animals and residing in peace with both nature and animals, are related to vegan interior design.

In relation to EBD, the goal of a vegan restaurant and vegan interior design is to provide to the vegan lifestyle what a vegan will not purposely be catered for anywhere else, in both the design and the cuisine. Both vegan and non-vegan people will frequent a vegan restaurant because there will be a different experience to what other restaurants provide. By using biophilia, colour psychology, indoor environmental quality, as well as only vegan materials and finishes within the restaurant design, the experience of the restaurant will be enjoyable and give the customer a feeling that they will want to repeat. Therefore, EBD, vegan materials and vegan interior design are related and should be utilized together to complement one another, help the environment, animals, and people living in a space live happy, healthy lives.

2.2 Theoretical Foundation

In this literature review I will be looking into two suitable theories that are relevant to the research topic and relates to the research problem. The first is **Evidence-Based Design**, and the second is the theory of **vegan interior design**.

The first theory is **evidence-based design** which includes biophilia which is the love of nature and using direct nature in a space, this includes biomimicry which is the mimicry of nature within a space, colour psychology which is the study of how certain colours impact human behaviour, and indoor environmental quality (IEQ) which is the air quality within and around buildings and structures relating to health and comfort.

According to Friedow (2012) evidence-based design (EBD) is an important consideration for a designer as it adds value to the research aspect as well as giving insight into human experiences and how designers can improve their designs according to human experiences. The research problem would be to envision how to incorporate EBD, focusing on biophilia, colour psychology, indoor environmental quality, and biomimicry into a vegan restaurant that will have a perceived value on consumers'

experiences. EBD will change the perceived value on customer experience depending on how you incorporate it into the vegan restaurant setting. The problem is that designers don't understand the perceived value of EBD in a vegan restaurant on customers' experience. Traylor (2022) states that this is a problem because how the customer feels in the space is extremely important, this will contribute to their loyalty to the restaurant, how much they order and how long they stay, overall, these aspects contribute to the profits of the vegan restaurant.

Biophilia according to Browning & Ryan (2020), is the connection between humans and nature. The experiences that one gathers from nature can be placed into groups which in turn can help a designer to incorporate biophilia into a space. Nature in space patterns are direct experiences with nature, these include a view out a window, a terrarium, the smell of potted herbs, a fresh breeze, marble, an aquarium, and natural light. This pattern includes both a visual and non-visual connection with nature, non-rhythmic sensory stimuli, thermal and airflow variability, presence of water, dynamic and diffuse light, and a connection with natural systems. Natural analogues are an indirect sense of nature which includes floral patterns, textured wood on doors or floors, and stone materials. This pattern includes biomorphic forms and patterns, material connection with nature, as well as complexity and order. Nature of the space patterns are four-dimensional characteristics of common spatial experiences in nature which includes windows at the end of corridors, high-backed booths in restaurants, cut-outs in a partition, cantilevered atriums in a room, or high-ceilinged rooms. This pattern includes prospect, refuge, mystery, risk, and awe.

Colour psychology according to Haller (2019), is that colour is a phenomenon that plays a part in our everyday life decisions. Colour is light that travels in different wavelengths from the sun and each colour has its own frequency. Colour impacts our psychological state as colour is light, and light is energy. There are up to 16 million different colours that pass through our brain triggering our emotions. The emotions felt when seeing a colour depend on the situation and circumstance in which the colour is seen, its saturation and how much of the colour is used. The four psychological primaries are red, yellow, blue and green which each have a specific observable behaviour that can be seen with each. Red affects us physically by raising your heart rate and increasing pulse speed, yellow affects emotions and impacts the nervous system, blue affects intelligence and triggers mental responses, and green is the colour of balance and harmony.

Indoor environmental quality (IEQ) according to Mujeebu (2019), is how a person is affected when inside a building. Components of IEQ include indoor air quality, lighting, thermal comfort, acoustics, drinking water, ergonomics, electromagnetic radiation, and other factors. When there is a good IEQ, it can strengthen the quality of life of the people in that space, as well as increase the resale value.

The theory of EBD relates to veganism in a conceptual manner. The aspects that people associate with veganism, such as vegan materials, greenery, health, cruelty free, and plant based, should be

incorporated into the design. These aspects will all contribute to the perceived value that customers experience when in the vegan restaurant.

The second theory is the theory of **vegan interior design** which according to Roselt (2019), is a healthy and humane way to design a space that will provide a positive impact on people's well-being. Vegan interior design means that a space is designed in a cruelty-free manner. Not only is using vegan materials not harming any animals, but most animal product furniture, such as leather, are treated with harsh chemicals, meaning that vegan fabrics and materials are healthier and gentler on the people who use them. Vegan alternatives are better for the environment as they do not produce as many toxins and waste. Some plant-based alternatives include using synthetic leathers such as apple skins and fungi, pineapple skin fabrics, microfibre, hemp fabrics, linen, and sustainably sourced cotton. According to FINSA (2022), vegan interior design is not only about the materials, but also ensuring that no damage or harm is caused to animals in any aspect of the design. With regards to vegan materials, materials that are recyclable, or any material that is sustainable and can be recycled such as plastic or wood is a good alternative. Bio fabrication which means combining nature and chemicals, such as using fungi instead of leather is a good alternative to animal cruelty materials. Materials such as wool, leather, animal hides, silk, feathers, certain glues, wax, and paint pigments such as cochineal all aid in animal exploitation and should not be used in vegan interior design.

According to Barnard (2019), vegan interior design is not only about respecting animals, but also about the lives of people and creating a happy and healthy space. Vegan interior design is on the rise and is becoming more and more popular. Vegan interiors are affiliated with animal rights activism, artistic, sensitive, and compassionate people that want a space where they feel like they can relax and reconnect themselves. The majority of what vegan interior design is, regarding the materials not being animal products or containing anything that would have come from an animal, as well as being non-toxic and safe for the people who inhabit the space. Another way to increase a sustainable and vegan interior design is to introduce aspects of nature such as plants and rocks.

According to McKenna (2021), vegan interior design is about living in harmony with other living creatures, causing no damage to the environment. In 2019 the world's first vegan hotel room was designed in London at the Bankside Hotel in Hilton, designed by Bompas and Parr. The interior design included no animal product materials such as leather, feathers, or wool, they rather used Piñatex which is an innovative leather-like material made from the cellulose fibre in pineapple leaves.

Vegan interior design relates to EBD aspects such as biophilia which is the love of nature which slots into vegan design which is not harming any animals and living in harmony with both nature and animals. Therefore, EBD and vegan materials are connected and should be used in unison to complement each other and help the environment and animals to live long and happy lives and the people who inhabit a space to be happy and healthy.

2.3 Review of previous literature

The purpose of a literature review is to gain an understanding of the research problem (Du Plooy-Cilliers et al, 2014: 287). Once the topic has been identified, then gaps in the knowledge of current literature should be established and unanswered questions should be found as well as to show what research has already been conducted within the topic scope.

The tradition seen in this research problem is interpretivism using a qualitative approach. Du Plooy-Cilliers, Davis and Bezuidenhout (2014:66) suggest that interpretivists propose that research should help to gain a better understanding of social life and human behaviour. According to Friedow (2012) evidence-based design (EBD) is an important consideration for a designer as it adds value to the research aspect as well as giving insight into human experiences and how designers can improve their designs according to human experiences.

The research problem would be to envision how to incorporate EBD, focusing on biophilia, colour psychology, indoor environmental quality, and biomimicry into a vegan restaurant that will have a perceived value on consumers' experiences. EBD will change the perceived value on customer experience depending on how you incorporate it into the vegan restaurant setting.

The problem is that designers don't understand the perceived value of evidence-based design in a vegan restaurant on customers experience. Traylor (2022) states that this is a problem because how the customer feels in the space is extremely important, this will contribute to their loyalty to the restaurant, how much they order and how long they stay, overall, these aspects contribute to the profits and sustainability of the vegan restaurant.

This literature review entails the perceived value on consumers' experience incorporating evidence-based design in a vegan restaurant by looking into consumer experience, restaurant design, EBD, vegan materials, and vegan interior design. Precedent studies will be used to see where using EBD in a vegan restaurant has value on consumer experience as well as how we can achieve or replicate it in another setting of a vegan restaurant.

2.3.1 *Perceived Value of Consumer Experience:*

Both Walls, Okumus, Wang, and Kwun (2011) and Indeed Editorial Team (2021), imply that the **perceived value on consumer experience** is imperative in a restaurant setting. The perceived value a customer feels in a restaurant can influence the experience they have. Meaning that what **emotions** the customer has when they are in the restaurant and how it meets their expectations or preconceived ideas will influence their experience. If a vegan restaurant uses **sustainable, vegan materials, biophilia, colour psychology, IEQ**, and other aspects of design that people associate with veganism, it

will increase their perceived value of the restaurant and in turn they will spend more and be more loyal.

There are many different things that will influence the perceived value of how a customer views a design. Indeed Editorial Team (2021), suggests that the **emotional value** that a customer associates with the brand is very important and will aid in their loyalty to the brand. By improving the design or associating veganism with the design of the restaurant then the customers perceived value will be higher and therefore customers will be more comfortable and want to return. Walls (2013), and Ceribeli, Merlo, Senesi, and Palau (2012), argue that the **physical environment** with human interactions have a positive relationship with perceived value. Consumers can have experiences on rational, emotional, spiritual, physical, and sensorial levels which will affect the level of customer satisfaction. The experiences of the customers can be influenced by many factors, some of which include the **social environment** and their interactions with the staff, the atmosphere which includes the **design, music, aromas, temperature and lighting, and previous experiences** from places that provide a similar service.

2.3.2 Restaurant Design:

When researching restaurant design Nusairat, Hammouri, Al-Ghadir, Ahmad, and Eid (2020), suggest that the **environment** in which the customer is in will impact their emotions which will lead to specific responses in their behaviours. Therefore, the restaurant design directly impacts the customers' emotions and behavioural responses. Design elements that influence people's emotions include the **layout** of the restaurant, the **displays**, and **aesthetic features** such as **colour** and **decoration**, these elements all influence customers experience within the space. The design of a restaurant can be tailored to influence how the customers feel in the space and how their emotions vary depending on the design of the restaurant.

According to Kivela, Inbakaran, and Reece (1999) and The Restaurant Times (2022), the layout of the restaurant can impact the emotions of customers, for instance in any restaurant if it is designed and laid out in such a manner that it creates a good **circulation of movement** for staff and customers, meaning staff can move to and from the kitchen in a straightforward manner without disturbing or getting in the way of customers, it will enable for a better customer experience and it will enable the restaurants' service to be more efficient allowing for a better customer experience.

According to ExecuFlora (2022) and Kim (2006), the **aesthetical appeal** of a restaurant is one of the most critical factors influencing customer experience as it adds to the whole dining experience, thus, the vegan restaurant needs to be aesthetically pleasing for customers. The aesthetics of a restaurant can be influenced by design creating a more positive customer experience in the following manner, such as creating a positive 'vegan-feel' with a variety of colours that are associated with the natural

earth as well as using three of the colour primaries in colour psychology such as yellow which is associated with the earth, green which is associated with water and blue with the air. This will enable customers to feel more grounded and closer to the natural elements of the earth. This is what a vegan restaurant strives to achieve. If consumers are coming to a vegan restaurant, they obviously want to have a natural experience, and these colours will influence their emotions and make them feel like they are in a more natural vegan space. Secondly, the types of **decorations** used in the vegan restaurant will influence the customers behaviour and emotions impacting their experience in the restaurant as well as how much they spend. According to Brown (2018), decorations such as feature walls that could be made from stone or plants could be utilized, these types of features will draw the customers eye and make them feel like they are closer to the earth. Other decorations such as plants and images of plants and natural landscapes, as well as animals can also have an impact on the customers emotions. The decorations can influence how many customers are attracted to the restaurant, and it can influence their appetites which in turn can increase the profits of the restaurant.

2.3.3 Evidence-based design:

Evidence-based design (EBD) according to Hamilton and Watkins (2009), is using knowledge and evidence gathered to make an informed decision about the design of a space. EBD has no rigid rules or standards, it can still utilise creativity and arts when designing and EBD can help the vegan restaurant to gain a competitive advantage over other restaurants. EBD can be focused on biophilia, colour psychology, lighting, and indoor environmental quality (IEQ).

According to Rogers (2022), **biophilia** was coined in 1973 by a German man called Erich Fromm who characterises it by the love of nature and all that is alive. Human beings are attracted to nature as it is so diverse and beneficial to spend time in nature. Spending time in nature can increase the mental and spiritual health in adults therefore leading to better experiences for people within nature. Browning, Ryan, and Clancy (2014), state that biophilic design can reduce stress, enhance creativity and clarity of thought, improve well-being, and expedite healing. Biophilia can be used in representations of animals and plants in decoration and ornaments. It can also be used literally by having plant life such as potted plants and flower beds, green walls, and vegetated roofs; water and animals such as bird feeders, water features, fountains, and aquariums; breezes, sounds, scents, and other natural elements in the space. Other ways to incorporate biophilia into the space include indirect applications of nature such as objects, materials, colours, shapes, patterns found in nature, artwork, ornaments, furniture, décor, and using organic shapes.

According to Brown (2018), **colours** influence people substantially. To choose a colour for the interior of a vegan restaurant you have to look into what each colour means and represents and how they will influence the customers' emotions. Different colours set different moods and can make the customer

feel comfortable and attract more customers. Yellow is a strong stimulant that will help increase appetite. Blue suppresses the appetite but creates a calm and relaxing atmosphere. Green is associated with nature and makes the customers want to spend more time at the restaurant, it also encourages people to eat healthier well-balanced food.

According to NIOSH (2013), **indoor environmental quality** (IEQ) is the quality of the interior of a building and how it affects the customers within. Factors that affect IEQ include lighting, air quality, and damp conditions. When it comes to lighting, different types and amounts of light can affect your customers' emotions. Bright lighting can make the customers feel uncomfortable and make them want to leave, but ambient lighting can help the customer to feel relaxed. Task lighting is also important as it lights up certain areas such as a bar or the pathways from one area to the other within the restaurant, these can also be used to highlight a certain decorative item. The air quality can be affected within the building by contaminants in the forms of gases, including but not limited to office machines, cleaning products, water-damaged building material, microbial growth including fungus, mould, or bacteria, insects, carpets and furnishings, and perfumes. When in a damp building the occupants can face respiratory symptoms and illnesses.

2.3.4 Vegan Materials:

Vegan materials according to Dimare (2022), are materials used in **vegan design** that ensure no animal products were used and no animals were hurt or injured in the process of making the material. Vegan materials are "cruelty free" and an emphasis is placed on how to rather live in harmony with nature and animals than destroy the environment. Materials that are not vegan include but are not limited to wool, leathers, animal hides, silk, feathers, certain glues, wax, and paint pigments that use cochineal.

According to Akshay (2021), **vegan flooring** should be eco-friendly in the production process and should not harm the environment in any way and be sustainable. The sustainable, reclaimed, and non-toxic flooring currently in the market includes cork, linoleum, bamboo, reclaimed hardwood, and glass tiles.

According to Imm Cologne (2022), vegan furniture is something that is growing every day, more and more people are looking for alternative furniture to have in their home that does not contribute to the suffering of animals. Vegan materials are either artificially produced or come from sustainable natural sources. An example of a vegan material is faux leather that is manufactured from a woven textile with a PVC coating, or Ahimsa silk which is a cruelty-free alternative to silk made from eucalyptus, agave, or soy fibres. Vegan materials to be used for **furniture** include natural wood, cork, metal, bamboo, and plastic. Vegan materials to be used for **coverings** include cotton, linen, and vegan leather made from polyester and polyurethane, or from natural materials such as cork, pineapple leaves, or mushroom fibres. Vegan materials to be used for **upholstery and fillings** include kapok,

rubber, foam, or spun bond fabric. Vegan materials to be used for **textiles** such as carpets and curtains include vegan silk, jute, sisal, viscose, and polyester.

2.3.5 Vegan Interior Design:

According to Barnard (2019), vegan interior design aims to create a joyful and healthy environment that respects both human and animal lives. Despite its enduring appeal, there is no denying that mainstream interest in vegan interior design is growing. While there has always been a need for vegan interior design, the supply has just recently kept up. Vegan homeowners used to have to compromise their values in order to have a beautiful home, but that is no longer the case due to the increase in technology, now people who are passionate about veganism can also enjoy this from outside their homes, such as going to vegan restaurants and experiencing vegan interior design and veganism from a different and commercial point of view. Aside from animal rights action, creative, sensitive, and compassionate people require restful time and environs in their homes and studios that reflect their healthy beliefs. For many of them, a vegan-friendly area using vegan interior design is the answer. One easy approach to incorporate sustainable, vegan practices into a vegan restaurant is by bringing in plants, rocks, and other natural treasures, but working with a designer from the ground up is one of the only ways to ensure that a space is properly tailored for vegan sensibilities. Opportunities to work within the vegan paradigm grow concurrently as more homes commit to environmental responsibility. Vegan interior design may have become popular because of big names and flashy lights, but the flame will be carried forward by committed designers and ardent vegans.

This chapter was the literature review chapter which consisted of conceptualisation looking at hospitality, vegan restaurants, evidence-based design, and vegan interior design. This chapter also looked at the theoretical foundation with the key theories being EBD, Biophilia, Colour psychology, IEQ, biomimicry, and vegan interior design. Once these theories had been addressed a review of previous literature focussing on the perceived value of customer experience, restaurant design, EBD, vegan materials, and vegan interior design.

The next chapter is the research design and methodology chapter which looks at the paradigm and tradition being interpretivism focusing on a constructivist approach using an inductive methodology in a qualitative method, the research approach is interpretivist on qualitative data using an inductive approach and the design uses an exploratory cross-sectional survey design, the population is the 2 vegan's and 2 non-vegan people who agreed to partake in the research within Gauteng between the ages of 40-60 that enjoy eating out, the sampling will use a non-probability non-random way sampling method in exploratory and qualitative research using purposive sampling, as well as the qualitative data collection method through in-depth interviews directed towards the accessible population using

8 open-ended questions in a 20 minute interview, as well as using Kaylees Healthy Eatery as a precedent, the analysis of the collected data will be done using a qualitative content data analysis using the 8 steps detailed in the chapter below, a semiotic textual analysis will also be used to analyse the precedent of Kaylees Healthy Eatery which is an existing vegan restaurant.

3 CHAPTER 3: METHODOLOGY

3.1 Research Paradigm

The paradigm chosen was interpretivism. This is appropriate as the study is subjective focusing on a constructivist approach using an inductive methodology in a qualitative method.

According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:28), epistemology refers to your belief about knowledge and the study of knowledge, this is specific to context and never generalized. Therefore, the epistemological position focuses on an interpretivist approach.

According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:29), ontology refers to the reality of what is. The study of being, existence, or reality, including assumptions made about certain phenomena. Therefore, the ontological approach focuses on a constructivist and subjective approach.

According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:31), axiology refers to our values, whether we believe inquiry is value free or value bound which can be seen as either objective or subjective as it is the study of values and value judgements, and what values are within interpretivism. Therefore, the axiological position is the value of the experience in hospitality.

3.2 Research Design/ Approach

This research is using an interpretivist approach on qualitative data. Du Plooy-Cilliers, Davis and Bezuidenhout (2014:14) suggest that qualitative methods are observing and understanding people's behaviour through participant observation and in-depth interviews. According to The Institute of Work and Health (2015) a cross-sectional survey design is used to create an overall picture collecting data from the participants only once without repeats. The benefit of this survey design is that many different variables within the study can be compared at the same time.

An Inductive approach was also used. Du Plooy-Cilliers, Davis and Bezuidenhout (2014:49) and Thomas (2003) argue that inductive theorizing allows for the building of an existing or new theory. This approach uses a smaller sample size analysing the specific approaches and progressing to the general approaches by creating your own framework. According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:75) and Elman, Gerring, and Mahoney (2020:5) exploratory research was conducted. Exploratory research is flexible and its purpose is to identify new insights, key concepts, consequences of research problems, confirm assumptions and become familiar with unknown behaviours and situations. Qualitative methods such as personal focus group interviews, surveys and case studies are normally used for this research.

This research approach answers the qualitative research questions as in-depth interviews were done with the target population to ascertain if there is a difference between what vegan vs non-vegan

people want to see in a restaurant and what the difference is, as well as what the effect of EBD has on the interior of a vegan restaurant. Using a cross-sectional survey design will mean that the variables of what vegan people vs non-vegan people want to see in a restaurant can be compared at the same time and the researcher can then conclude on whether there is a difference and what the difference is. Using an inductive approach means that a smaller sample size can be analysed, the same size as this research by interviewing two vegan people and two non-vegan people. Exploratory research was conducted as the differences in what vegan vs non-vegan people want to see is unfamiliar territory and through this research new insights and key concepts will become familiar.

This research approach will solve the research problem optimally as it will ensure that designers gain a better understanding of the perceived value of EBD in a vegan restaurant on customers' experience.

3.3 Population

According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:132) the population is seen as the entire group that you want to draw conclusions about. For this research the data collected was about how vegan vs non-vegans feel, and their experiences in vegan restaurants. The **target** is vegans and non-vegans in Gauteng. The **unit of analysis** is the vegan and non-vegan people who agree to partake in this research, focusing on vegans and non-vegans in Gauteng. The **accessible population** consists of the two vegan and two non-vegan people, between the ages of 40-60, that enjoy eating out, and agree to be interviewed. The **population parameters and characteristics** include that the participants must live in Gauteng, be between the ages of 40-60, and either be vegan or an omnivore. The reason for this population is to ascertain whether there is a difference between what vegan vs non-vegans want to see in a vegan restaurant setting, using Kaylees Healthy Eatery as a precedent.

3.4 Sampling

According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:134) sampling is referred to as the smaller group of individuals' data is collected from. For this research **non-probability** sampling will be used. This is when a sample is selected in a non-random way and used in qualitative research. This sampling is easier to achieve, but there is more risk of bias. Non-probability sampling was used because according to McCombes (2022), this sampling method is used in exploratory and qualitative research. The goal of this kind of research is to gain a preliminary understanding of a small or understudied population, rather than to test a theory about a large population.

The sampling method used was **purposive sampling**. Du Plooy-Cilliers et al (2014:142), suggested that non-probability purposive sampling is when specific elements chosen and included in the sample are based on the characteristics of the population parameters, and which elements would be relevant and more important for the purpose of the research. Therefore, selecting participants from the population

with specific characteristics. According to McCombes (2022), with this kind of sampling, also known as judgement sampling, the researcher uses their knowledge to choose a sample that will be most helpful to their research goals.

It is frequently employed in qualitative research when the researcher prefers to learn in-depth information on a particular occurrence versus drawing general conclusions from statistics or when the population is relatively tiny and focused. A successful purposive sample must have precise inclusion requirements and justifications.

The **sampling size** was 4 participants. Two vegan people, and two non-vegan people who were asked the same questions and then the researcher was able to ascertain whether there are differences in the data received, as well as if there is a thematic approach.

Purposive sampling was used, only participants who meet the following **screening criteria** were invited to participate:

1. They must live in Gauteng.
2. They must be between the ages of 40-60 years old.
3. They must be either vegan or omnivorous.

This method of non-probability sampling was used because this research paper is based on the perceived value on consumers' experience when incorporating evidence-based design in a vegan restaurant. This means that the study is qualitative and makes use of non-probability sampling to ensure that people are chosen for inclusion in a non-probability sample using non-random criteria, therefore not everyone has the same chance of doing so. Although it is simpler and less expensive to obtain this kind of sample, there is a greater chance of sampling bias. As a result, your conclusions may be more constrained and the inferences you can draw about the population are weaker than with random samples. Even if you choose a non-probability sample, you should still try to reflect the population as accurately as you can. Purpose sampling will be used in order to learn more about the opinions and experiences of vegan vs non-vegan people in a vegan restaurant, so the researcher can purposely select a number of vegan and non-vegan people to gather a varied range of data on their experiences with vegan restaurants.

3.5 Data-collection method

A **qualitative data collection** method was used. This was done through in-depth interviews directed towards the 4 accessible population people who are between the ages of 40-60 years old.

This was also done through **content analysis** based on prior research conducted.

Du Plooy-Cilliers, Davis and Bezuidenhout (2014:188) suggest that **in-depth interviews** are a very good

way to learn about the accessible population's views, opinions, and beliefs. This enables one to gain an understanding of the perceived value on consumers experience when evidence-based design is incorporated into a vegan restaurant.

Through in-depth interviews using the **general interview approach**, the researcher was able to obtain information by asking open-ended questions in conversation. These questions were checked and signed off by the supervisor. Predetermined questions were asked so that the conversation answered the necessary questions. These interviews were recorded, with the participants' permission, and transcribed.

Questions that were asked included broad questions that helped the participant to understand the topic, they were simple and clear questions so that the participants would understand them. The open-ended questions allowed the participants to express how they felt, and the participants' feelings were taken into consideration when being asked questions about their personal lives and experiences. Within the interviews there were 8 open-ended questions asked. Each interview was 20 minutes, taking 2 hours to transcribe.

The other data collection method that was used was to look at one precedent study of vegan restaurant designs and study what embodies veganism through their design. This precedent study looked at one vegan restaurant where EBD is incorporated into the design and how this changes the way that customers feel within this vegan restaurant. The restaurant chosen for this precedent is Kaylees Healthy Eatery, which is situated at 147 N Reef Rd, Bedfordview, Johannesburg, 2008. The reason that Kaylees Healthy Eatery was used for the precedent is because this restaurant is an award winning 100% vegan restaurant. It also has a vegan market attached to the restaurant so that you can make your own vegan dishes at home.

The Interview Schedule is included as Annexure A at the end of the research proposal.

According to Bhandari (2022), in order to comprehend words, thoughts, and experiences; qualitative analysis is used. It can be applied to analyse gathered data, because qualitative analysis depends on the researcher's discretion and tends to be quite flexible; you must carefully consider your decisions and assumptions. Content analysis can be used for either Qualitative or Quantitative research and is used to evaluate significant amounts of textual or visual information gathered from surveys, book reviews, and other sources.

According to Luo (2022), in order to learn more about the goals, messages, and outcomes of communication content, researchers employ content analysis. They can also draw conclusions about the authors and readers of the texts they are analysing. Quantifying the frequency of specific words, phrases, topics, or concepts in a collection of historical or modern writings can be done using content analysis. Advantages of content analysis include discreet data collecting, without the direct engagement of participants, it is possible to examine communication and social interaction; therefore, your presence as a researcher has no bearing on the outcomes. Another advantage is that it is clear

and reproducible, when carried out correctly, content analysis follows a methodical process that is simple for other researchers to duplicate and produces highly reliable results. Another advantage is that it is highly adaptable, if you have access to the right sources, you may undertake content analysis at anytime, anywhere, and at a minimal cost. Disadvantages include being reductive, subjective and time intensive. To conduct a content analysis the researcher needs to select the content to be analysed, define the units and categories of analysis, develop a set of rules for coding, code the text according to the rules, and analyse the results and draw conclusions.

The interviews were conducted on the 22nd and 23rd of July at Kaylees Healthy Eatery. Two vegans and two non-vegans were interviewed taking 15-20 minutes for each interview. The researcher met with each participant separately and asked all the open-ended questions seen on Annexure A. The participants each signed a consent form, as well as an audio recording consent form which allowed the researcher to record the interviews to transcribe at a later stage. Each participants' answers varied, with some similarities. Once the consent forms were signed by each participant, the researcher started asking the questions on Annexure A, allowing the participants to think about the questions and design of Kaylees Healthy Eatery that they may not have thought of before. Through observation and note taking, the researcher was able to understand how each participant was feeling in the space and what their likes and dislikes were.

3.6 Data-analysis method

The data was analyzed using a **qualitative data analysis**.

Du Plooy-Cilliers, Davis and Bezuidenhout (2014:229) suggest that qualitative research holds unique concepts including that it is textual, iterative, hermeneutic, subjective, constructed, and symbolic.

The **qualitative content analysis method** was used to analyze the in-depth interviews conducted with the accessible population. This method was used to transcribe data taken from verbal responses from participants' interviews. According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:233) when you transcribe data, you are taking the verbal recording and conversation from a digital recorder and retyping the entire interview word for word so that text can be analyzed.

A qualitative content analysis method was used to explore patterns within a text. An **inductive approach** was used as research was done from the specific to the general, this means that themes and categories would emerge from the specific social setting into a general theory.

Data was grouped into categories, which is called **coding**, this means that the interviews were transcribed into text which was then broken down into codes and concepts in order to sort through the data to find what was applicable to the topic and discipline.

According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:235) there are eight steps in the process of a **qualitative content analysis method**. These steps include transcribing the interview into written

text, the next step is to define the coding unit to be analyzed, in this case the coding unit is paragraphs using the questions asked in the interview as guidelines. The next step is to develop categories and codes according to the text, the codes should be exhaustive, mutually exclusive, and specific. The next step is to test the coding scheme on a sample of text which can then lead to the next step of coding all the text transcribed where axial coding to identify connections across categories was used, then all the coding will be checked for consistency. The next step was to draw conclusions from the coded data and interpret the data gathered. In this step relationships should be explained, looking for the broader meaning of the findings, and one should be able to formulate new ideas, theories, or concepts for future research. The last step is to report the methods and findings. This data collected through in-depth interviews and analyzed through a qualitative content analysis method was used to identify whether there was a difference between what vegan vs non-vegan people want to see in a restaurant and what the difference is, as well as the effect that EBD has on the interior of a vegan restaurant.

The qualitative **semiotic textual analysis** was used to analyse the precedent study of an existing vegan restaurant. According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:248) a semiotic textual analysis is used when there is a text, which includes images, and these images need to be analysed to divulge what symbols there are within the image and how these can be used to convey meaning within a text. Therefore, the precedent of Kaylees Heathy Eatery will be used to look for what vegan interior design aspects are used and how these amplify the differences between what a vegan vs a non-vegan person wants to see in a restaurant and whether or not there are differences. This data analysis method was also used to ascertain the effect of EBD on the interior of a vegan restaurant.

The transcriptions were coded once transcribed. According to Luo (2022), the process of coding entails classifying the units of meaning into the predetermined categories. To ensure that all texts are classified consistently, especially with more conceptual categories, it is crucial to provide the guidelines for what will and will not be included. One browses over each sentence and notes all pertinent information, categorizing it. The process of counting and categorising words and phrases can be faster using computer tools. However, this can also be done manually. After the data had been coded, it was analysed to look for trends and judgments made about the issue of study. One may apply statistical analysis to identify patterns or trends, talk about how to interpret the findings, and draw conclusions about the texts' authors, settings, and target audiences.

Before the interviews could be conducted, the research proposal had to go through ethical clearance to ensure that the confidentiality and emotional states of the participants would be protected. Once the interviews had been conducted, the researcher could re-listen to them, because they were recorded, and transcribe them. This means that the researcher could write down the interview word for word, which took the researcher just over 1 hour for each interview. The interviews were transcribed into a dialogue format in a word document. These transcriptions were later used to analyse the data collected and formulate findings which could be used to present the results of the

content data analysis through the use of coding. The findings were interpreted in context and used to relate to the literature and ensure an understanding of the evidence collected. In the findings the researcher was able to ascertain many similarities and differences within the answers from both the vegans and non-vegans which was then tabulated to compare. The table was used to interpret the findings and draw conclusions.

The researcher also took many pictures of the interior and design of Kaylees Healthy Eatery to be able to conduct a qualitative semiotic textual analysis and could compare this to what the interview participants thought about the design.

This chapter was the research design and methodology chapter which looked at the paradigm and tradition being interpretivism focusing on a constructivist approach using an inductive methodology in a qualitative method, the research approach was interpretivist on qualitative data using an inductive approach and the design used an exploratory cross-sectional survey design, the population was the 2 vegan and 2 non-vegan people who agreed to partake in the research within Gauteng between the ages of 40-60, that enjoy eating out. The sampling used a non-probability non-random way sampling method in exploratory and qualitative research using purposive sampling, as well as the qualitative data collection method through in-depth interviews directed towards the accessible population using 8 open-ended questions in a 20-minute interview, as well as using Kaylees Healthy Eatery as a precedent. The analysis of the collected data was done using a qualitative content data analysis using the 8 steps detailed in the chapter below, a semiotic textual analysis was also used to analyse the precedent of Kaylees Healthy Eatery which is an existing vegan restaurant.

The next chapter is the findings and interpretation of findings chapter which includes the presentation and interpretation of findings as well as how the research questions were answered, and the research problem was solved. The findings will be presented in a table format using the codes created when the data was transcribed. The codes in the table are then analysed and interpreted and similarities and differences can be grouped together. After conducting the interviews, the researcher can now see whether the research questions and aims were answered and achieved and whether the research problem was solved or not.

4 CHAPTER 4: RESULTS/FINDINGS AND INTERPRETATION

4.1 Presentation of findings

The purpose of this research study is to gain an in-depth understanding of evidence-based design and its perceived value on customer experience in a vegan restaurant. Research was conducted by looking into the value of EBD mainly focusing on biophilia, colour psychology, indoor environmental quality, biomimicry, and vegan materials; as well as by doing interviews with the population identified which is 2 vegan and 2 non-vegan people between the ages of 40-60 that enjoy eating out. In addition, researching a precedent on vegan restaurants that provide something that vegan people like, not only in their food but also in their design, the precedent chosen is Kaylees Healthy Eatery in Bedfordview, this is a 100% vegan restaurant. The interviews were also conducted at Kaylees Healthy Eatery to bring a visual to assist the participants to identify design aspects that they enjoy or dislike.

Once the interviews were conducted, they were transcribed and coded to help understand the themes. The codes from the transcribed interviews were then put into a table, which is shown below, to show similarities or differences within what the participants said. Once the codes were recorded in one table, the researcher could then present and interpret the findings of the data and conclusions could be made.

The interview schedule is attached as Annexure A at the end of this paper.

The questions that relate to each other include question 1 and 2 because they are both finding out what the participant likes about their own favourite restaurant and then if they enjoy the atmosphere of Kaylees Healthy Eatery, which is the vegan restaurant precedent where the interviews were conducted. Question 4 and 5 both relate to vegan materials and questions 6, 7 and 8 relate to aspects of EBD and where the participants noticed and enjoyed these aspects.

In the table below the relationship between the questions asked and the answers that the participants gave is shown.

Answers

	Vegan 1	Vegan 2	Non-vegan 1	Non-vegan 2
1. Do you have a favourite restaurant, if so, why do you like it?	Kaylees Healthy Eatery Healthy and vegan	Lexis On the lake, close to nature Connected outside with inside Connected to nature, sit outside	Doppio Zero Like the food, not noticed the design	The shawarma company Nice atmosphere Variety of choices, fresh food

Questions

		Young and fresh Always something new, challenge society Feel happy		
2. When sitting in Kaylees Healthy Eatery, how would you describe the atmosphere ? How does this atmosphere make you feel?	Chilled Classy Upmarket Pretty Cosy-heaters	Good atmosphere Different Not like area it is in Love the dog area Variety Fresh, modern & rustic Like the copper bar and couches Exciting Not just food, a whole experience Would come back again	Good atmosphere Different Good vibe Nice setting	Beautiful Full of character Separated from rest of space Private Want real plants Feeling relaxed, calm, excited to see what the experience will be
3. What do you consider to be designed in this space? (Kaylees Healthy Eatery). Are there aspects of this design that catch your attention,	Flowers Lamps Copper bar	Heaters Lights Pots Like mix of modern and rustic	Raised floor Not closed off, but a separate space to the comic section Privacy	Private space Variety of materials Furniture not in specific areas, just placed anywhere Like the raised floor and bulkhead

what are they?				
4. What comes to mind when I say 'vegan materials' in interior design?	Was it all vegan, natural, vegan leather, recycled materials, no animal products	Friendly towards nature, animals and the planet Materials good for the planet No varnish Want to feel like in nature No harm to animals and earth	Fresh and raw Wood and metal	No animals Recyclable and good for the environment Sustainable
5. How important is it to you that vegan restaurants use vegan materials? Eg. Vegan flooring, design, furniture, etc. Why do you say so?	Very important Ensure follow through with concept. Would ask	Important Stick to concept of veganism	Not important to me, but a vegan restaurant should keep to their concept, would assume they should have	Hypocritical not to Must stick with concept Would have to do a lot of research into sustainability before choosing materials Green
6. How important is it to you that vegan restaurants have plant life and nature? Please explain	Important. Cozy feeling Don't like the plastic plants, should be recycled. Should have spekboom to give oxygen into the air.	Important. Could have veg and herb beds that they use in their kitchen to prep the food, farm to table	Not important, but nice It definitely needs some plants.	Important. No fake nature

your answer.				
7. Which colours make you feel good? Do you notice these colours when you go into a vegan restaurant? Elaborate.	Green. Grounding Plant wall and hanging plants.	Colours that connect to nature and the earth More yellow flowers Needs different areas of seating in colours	Pastel and nature colours Earthy tones	Neutral colours in furniture Wood, topes, linen, light Brighter colours brought in through greenery Like the wood contrasting with the black
8. Do you notice the air quality, lighting, and or acoustics when in a vegan restaurant? Elaborate.	Not notice air quality at first. High ceilings & good ventilation. Lighting is cosy Like basket lights No echoes	Too closed off, no open windows Put air purifiers with different smells for different experiences Too dark, cosy Bring in skylights for more natural light Like basket lights Acoustics are fine	Feels clean Lighting gives nice mood Like more private seating area Likes bright orange couch Modern, good parking and facilities	Good air quality Not stuffy, should open up the sides to connect the outside and inside for more air circulation Not like basket lights- right place to put a light, wrong light Good acoustics, no echo Experience= pleasant, surprising

Table 1: Synthesis of interview questions (Gardner, 2022).

These interviews have both similarities and differences from each participant.

4.2 Interpretation of findings

In question 2 Vegan 2 and non-vegan 1 said that there is a good atmosphere in Kaylees Healthy Eatery, and they liked that it was different to other restaurants that they had been to. In question 4 vegan 1 and vegan 2 said that vegan materials refer to no harm to animals or the environment and non-vegan 2 agreed that the materials should be sustainable. In question 5 & 6 all participants agreed that in a vegan restaurant setting there should be vegan materials, nature, and greenery. In question 7 vegan 2 and non-vegan 1 stated that nature colours and earthy tones should be used.

Even though the participants have different ideologies, they still believed that a vegan restaurant should always keep to their theme and concept.

After conducting the interviews, the researcher can now see whether the research questions and aims were answered and achieved.

The effect that EBD has on the interior of a vegan restaurant is important. All four participants noticed the IEQ, lighting and acoustics. They felt like the air quality was good, however they could have more natural air coming in through windows etc. All the participants noticed the basket lights and three of them liked them. All the participants felt like the acoustics were good with no echoes. According to Mujeebu (2019), IEQ is how a person is affected when inside a building. Components of IEQ include indoor air quality, lighting, thermal comfort, acoustics, drinking water, ergonomics, electromagnetic radiation, and other factors. When there is a good IEQ, it can strengthen the quality of life of the people in that space, as well as increase the resale value.

Vegan people want to see a healthy, plant-based, sustainable design that protects and enhances the lives of the animals and the environment. Non-vegan people think more about what materials are being used and if it looks like nature instead of whether it is helping to protect and enhance nature and the lives of animals. Vegan interior design which according to Roselt (2019), is a healthy and humane way to design a space that will provide a positive impact on people's well-being. Vegan interior design means that a space is designed in a cruelty-free manner. According to FINSA (2022), vegan interior design is not only about the materials, but also ensuring that no damage or harm is caused to animals in any aspect of the design. With regards to vegan materials, materials that are recyclable, or any material that is sustainable and can be recycled such as plastic or wood is a good alternative.

There are differences in what a vegan person vs a non-vegan person wants to see in a restaurant, however they all agree that in the setting of a vegan restaurant there should be a continuous theme and concept throughout the restaurant in the design, and it should radiate veganism.

The theory of EBD relates to veganism in a conceptual manner. The aspects that people associate with veganism, such as vegan materials, greenery, health, cruelty free, and plant based, should be incorporated into the design, according to the participants. These aspects all contribute to the

perceived value that customers experience when in the vegan restaurant. Vegan interior design relates to EBD aspects such as biophilia which is the love of nature which slots into vegan design of not harming any animals and living in harmony with both nature and animals. Therefore, EBD and vegan materials are connected and should be used in unison to complement each other.

The strengths of this study are that this topic and research is contributing to the network of research papers, as there is a lack of research on this particular topic. Another strength is that a lot of research was done before the interviews were conducted and this made the researcher widely read and could answer any question that the participants may have had.

The limitations of this study included finding the people who are vegans as well as two non-vegans that would want to participate in the interviews in the given time period, as well as being able to travel to Kaylees Healthy Eatery to conduct the interviews. The topic is very subjective and therefore may be a limitation to the research, as well as there being a lack of prior research on this topic. Another limitation would be that the researcher is vegan and could therefore be biased.

The unexpected findings included that even though both the vegans and non-vegans have different ideologies, they still believed that in a vegan restaurant setting it is important to keep the concept and theme of veganism throughout both the design and the food, even if it did not bother the non-vegans in a non-vegan restaurant setting.

The purpose of this study is to unpack how evidence-based design plays a role on the interior of a vegan restaurant and how this in turn influences the customers' experiences, emotions, and their perceived value of the design. Thus, through the theories discussed and researched in this study, as well as the data collected, the research was able to determine that evidence-based design looking at biophilia, colour psychology, and indoor environmental quality plays a critical role in the hospitality industry focusing on vegan restaurants. The perceived value on customer experience is imperative in a vegan restaurant setting and by using evidence-based design and vegan materials, the experience in the vegan restaurant setting is enhanced. Through the research, other designers will be able to see the value and positive impact that evidence-based design and vegan materials within a vegan restaurant using vegan interior design have, and that it is important and should be utilized in future designs of vegan restaurants.

This data collection and analysis, answered the research questions as well as reaching the objectives set out at the beginning of the study.

The contribution to current and future interior designers, as well as vegan restaurant owners; that the research of the perceived value on consumers experience when incorporation evidence-based design in a vegan restaurant will have, is that it will enable designers and business owners to realise the effectiveness of certain types of evidence based designs, such as the utilisation of specific colour psychology, indoor environmental quality and biophilia, and vegan interior design and materials, as well as the roles that designing vegan restaurants utilising EBD and vegan interior design will play on

the profitability of the restaurant. This research has also ascertained the differences and similarities between what a vegan vs a non-vegan wants to see in a vegan restaurant setting. This may also be used by future interior designers, as when the difference is established, it can be used as a design aspect in future vegan restaurant designs. This research will enable future designers and vegan restaurant owners to see the practical value in studying and understanding this topic of the perceived value of EBD on customer experience.

4.2.1 Precedent study of Kaylees Healthy Eatery:

Kaylees Healthy Eatery is a 100% vegan restaurant situated in Bedfordview. There is also a 100% vegan market next to it where they sell all different kinds of vegan everyday items.

Kaylees Healthy Eatery is situated in a big warehouse and shares a space with The Comic Warehouse, Cookie Co, and their own market and eatery. The exterior is seen in figure 1 and how Kaylees Healthy Eatery has separated itself from the bigger warehouse though clever design is seen in figure 2. They also have a dog area on the outside where you can come for your dog's birthday or just a breakfast with your dog. As seen in figure 3 the eatery is raised with brass balustrades all around the raised area, there is a ramp leading into the eatery as seen in figure 4. There is a wooden slated bulkhead over the raised floor area of the eatery. The floor is a wooden laminate on the raised area and a poured concrete look on the level area.

There are three different types of seating namely four-seater tables and chairs, a big table with bench seating, and a couch area. The couch seating can be seen in figure 5, and the tables and chairs can be seen in figure 6. Restaurants normally have different types of seating so that the customers can choose wherever they would like to sit and be more comfortable.

In figure 7 one sees the bar counter with all the different metals and concrete as well as the black painted wall and the community table and bench seat. Figure 8 shows the plant wall; however these are fake plants. The participants of the interviews all highlighted the basket lights as seen in figure 7 as well as the hanging fake plants.

Figure 1: The exterior of Kaylees Healthy Eatery



Figure 2: Private area from the bigger warehouse (Gardner, 2022).

Figure 3: Raised and designed flooring (Gardner, 2022).

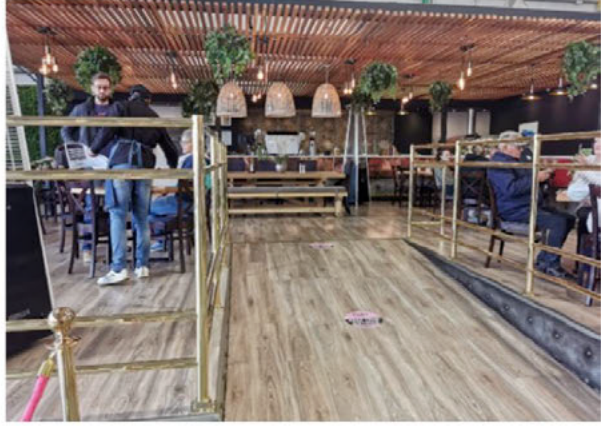
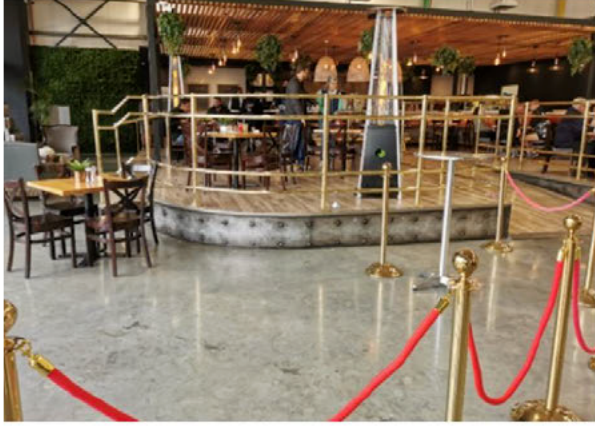


Figure 4: Ramp leading into the eatery

Figure 5: Couch seating (Gardner, 2022).



Figure 6: Table seating (Gardner, 2022).

Figure 7: Bar counter, lighting, nature, and bulkhead (Gardner, 2022).



Figure 8: Plant wall (Gardner, 2022).

4.3 How the research questions, problem, and objectives were addressed

The research questions were answered, and the objectives achieved by doing the data collection and analysis.

The effect that EBD has on the interior of a vegan restaurant is important. All four participants noticed the IEQ, lighting and acoustics. They felt like the air quality was good, however they could have more natural air coming in through windows etc. All the participants noticed the basket lights and three of them liked them. All the participants felt like the acoustics were good with no echoes.

Vegan people want to see a healthy, plant-based, sustainable design that protects and enhances the lives of the animals and the environment. Non-vegan people thought more about what materials were being used and if it looked like nature, instead of whether it is helping to protect and enhance nature and the animals.

There are differences in what a vegan person vs a non-vegan person wants to see in a restaurant, however they all agree that in the setting of a vegan restaurant there should be a continuous theme and concept throughout the restaurant in the design, and it should radiate veganism.

The data collected clearly shows a correlation between EBD and vegan interior design on how the participants felt and this would lead to whether they would come back to Kaylees Healthy Eatery and bring other people, as well as how long they stay and how much they spend.

This chapter is the findings and interpretation of findings chapter which includes the presentation and interpretation of findings as well as how the research questions were answered, and whether the research problem was solved. The findings were presented in a table format using the codes created when the data was transcribed. The codes in the table were then analysed and interpreted and similarities and differences were grouped together. After conducting the interviews, the researcher could then see that the research questions and aims were answered and achieved and that the research problem was solved.

The next chapter is the conclusion chapter which consists of how the researcher will ensure validity, reliability, and trustworthiness of the findings and research as well as the implications for future practices. The fifth chapter also includes final conclusions based on the research, the ethical implications, and limitations.

The annexures included are the ethical clearance letter, consent forms, interview schedule, as well as the concept document.

5 CHAPTER 5: CONCLUSION

5.1 Summary of Chapters

This research report document consists of five chapters. The first chapter is the introduction chapter which looks at contextualisation, the rationale, the problem and purpose statement, research questions and objectives. The second chapter is the literature review chapter which consists of conceptualisation, the theoretical foundation, and a review of previous literature. The third chapter is the research design and methodology chapter which looks at the paradigm and tradition, research approach and design, population, and sampling, as well as the data collection and analysis methods. The fourth chapter is the findings and interpretation of findings chapter which includes the presentation and interpretation of findings as well as how the research questions were answered, and how the research problem was solved. The fifth chapter is the conclusion chapter which consists of the validity, reliability, and trustworthiness of the findings as well as the implications for future practices. The fifth chapter also includes final conclusions, ethical implications, and limitations. The annexures included are the ethical clearance letter, consent forms, interview schedule, as well as the concept document.

This chapter was the conclusion chapter which consisted of how the researcher ensured validity, reliability, and trustworthiness of the findings and research as well as the implications for future practices. The fifth chapter also included final conclusions based on the research, the ethical implications, and limitations.

5.2 Relevance of the study

The findings of this research study are relevant because this may be used by future interior designers when the difference is established, as it can be used as a design aspect in future vegan restaurant designs. This research will enable future designers and vegan restaurant owners to see the practical value in studying and understanding this topic of the perceived value of EBD on customer experience. The researcher was able to find and interview the participants within the given time period and at Kaylees Healthy Eatery. The researcher was also able to do a lot of research into the aspects that make up this study, even though there was a lack of research on the study itself.

The significance of this study is that current and future interior designers, as well as vegan restaurant owners, will be able to see the perceived value on consumers' experience when incorporating EBD in a vegan restaurant will have, is that it will enable designers and business owners to realise the effectiveness of certain types of EBD, such as the utilisation of specific colour psychology, indoor

environmental quality and biophilia as well as the roles that designing vegan restaurants utilising EBD will play on the profitability of the restaurant.

5.3 Ethical Implications

Du Plooy-Cilliers, Davis and Bezuidenhout (2014:263) state that ethics is important in research as it is a set of standards ensuring that people can trust you.

5.3.1 Researcher:

The researcher will not be biased, falsify information, distort results, misuse information, or use inappropriate research methods.

Permission from all parties to conduct the research, including the IIE, will be obtained. An ethical clearance letter was granted before any data was collected by the participants of the research.

Be conscious and mindful of the impact of the research process and findings as well as treating the participants with respect and courtesy.

Ensure that the participants will reap the benefits of the research conducted.

Avoid unethical questions. For example, no questions that will provoke bad emotions, no questions that will harm the emotional wellbeing of the participants.

5.3.2 Participants:

The participants of the research will not be harmed, and their informed consent will be obtained, this requires informing the participants that they are taking part in a research study if agreed. For example, a recording can be made where the participant states their name, the data and time, and their consent. Each participant signed a consent form for the researcher to ask the interview questions, as well as a consent form to be recorded so that the researcher could use the recordings to transcribe after the interviews were conducted.

The participants' identities should be protected. For the research confidentiality will be assured, therefore the identities of the participants will not be shared. Only the researcher will know the participants' identities.

Avoiding deception by telling the participants' what the research entails.

The participants will be given the right to withdraw at any time before, during or after the interview has been conducted.

5.3.3 Ensuring ethical research:

To remain an ethical researcher, a personal code of ethics will be drawn up. The researcher should learn from other researchers' ethical mistakes, continue to be educated on the topic of ethics, get another researcher to read the research, consider any harm that would be done to the participants and/or the community.

The questions for the interview will first be shown to the supervisor to gain an alternate perspective.

Avoiding plagiarism.

5.3.4 How this researcher and study will ensure ethical principles other than what is specified above:

This study poses no ethical risk to the participants and is not a high-risk study.

A written informed consent will be signed, the participants will have anonymity and confidentiality ensured. This study ensured voluntary participation, and the participants can leave at any stage of the research.

Copies of the consent form as well as the audio and video recording consent form will be attached as annexures. A Copy of the signed ethical clearance letter is also attached as an annexure.

5.4 Validity, Reliability and Trustworthiness

Du Plooy-Cilliers, Davis and Bezuidenhout (2014:253) express that being able to trust a researcher and the research conducted by someone is important. Validity and reliability are used for quantitative research as it is a measurable result and is normally generalised. However, because this research study is a **qualitative study**, trustworthiness is used as a measure of reliability and validity.

Du Plooy-Cilliers, Davis and Bezuidenhout (2014:258) state that the objective of qualitative research is to ensure that one understands the research study within a specific context with a specific population, not to generalise the findings. Each person's experience will be entirely different from one another and therefore cannot be measured. There are four aspects of **trustworthiness** which include credibility, transferability, dependability, and confirmability.

According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:258), **credibility** is how accurately the researcher analyses and interprets the data that is gathered from the participants of the interviews. The credibility of this study will increase if the researcher spends a longer amount of time with each participant, for this research study 20 minutes were taken to interview each participant. Credibility is also important when transcribing the interviews as they should be transcribed word for word so that the participants feelings can be intertwined with how to answer the research questions and objectives. According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:258), **transferability** is how to take the data analysed and be able to compare it to a similar situation and yield similar results. The data collected from this research study could be used for future interior designers as well as vegan restaurant owners that are looking to understand the perceived value of EBD on customer experience as well as the differences that vegan vs non-vegan people look for when in a vegan restaurant and how to apply these to all vegan restaurants.

According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:259), **dependability** is how well the data collection, data analysis and the theory of the research are unified.

According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:259), **confirmability** is how the data

collection is interpreted by the researcher and whether the conclusions drawn by the researcher assist the findings. This will be ensured by being unbiased, not falsifying information or distorting results, using the information collected correctly, as well as using the appropriate research methods.

5.5 Limitations and recommendations for further research

5.5.1 Limitations:

Limitations in the research study include what is beyond control, such as time, financial resources, and access to information.

Incentives should not be given out to participants as this will influence who participates in the interview and how they participate.

Limitations within this study include finding the people who are vegans as well as the two non-vegan participants to interview within the time period given and being able to travel to them in order to conduct the interview.

This topic is very subjective and therefore may be a limitation to the research.

The lack of prior research is a limitation.

A limitation would also be that I, the researcher could be bias due to being vegan myself.

5.5.2 Anticipated Contribution:

The contribution to current and future interior designers, as well as vegan restaurant owners, that the research of the perceived value on consumers' experience when incorporation evidence-based design in a vegan restaurant will have, is that it will enable designers and business owners to realise the effectiveness of certain types of evidence based, such as the utilisation of specific colour psychology, indoor environmental quality and biophilia as well as the roles that designing vegan restaurants utilising EBD will play on the profitability of the restaurant. This research will also be able to ascertain whether there is a difference between what a vegan vs a non-vegan person wants to see in a restaurant and what the difference is, this may also be used by future interior designers as when the difference is established, it can be used as a design aspect in future vegan restaurant designs. This research will enable future designers and vegan restaurant owners to see the practical value in studying and understanding this topic of the perceived value of EBD on customer experience.

5.6 Concluding Remarks

The theory of EBD relates to veganism in a conceptual manner. The aspects that people associate with veganism, such as vegan materials, greenery, health, cruelty free, and plant based, should be incorporated into the design. These aspects will all contribute to the perceived value that customers experience when in the vegan restaurant. Vegan interior design relates to EBD aspects such as

biophilia which is the love of nature, this slots into vegan design which is not harming any animals and living in harmony with both nature and animals. Therefore, EBD, vegan materials and vegan interior design are connected and should be used in unison to complement each other.

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ANNEXURE A: INTERVIEW SCHEDULE:

According to Creswell, Ebersöhn, Ferreira, Ivankova, Jansen, Nieuwenhuis, Piteresen and Clark (2019:199-208) assert that the design of a questionnaire or interview schedule is important as it is how the data is collected and analysed that the researcher can answer the research questions and ensure that the objectives of the study are achieved.

The questions should not confuse the participants and an introduction of the study should first be given to the participant for a better understanding of the study. The wording of the questions is important as they should be easy to understand, no leading questions should be asked, do not assume anything of the participants, and avoid bias questions.

The types of questions asked should be open and unstructured such as 'how' and 'why' questions, as well as closed and structures questions such as ranking questions to see how the participants rank a certain experience.

Purposive sampling is to be used, only participants who meet the following screening criteria will be invited to participate:

1. They must live in Gauteng.
2. They must be between the ages of 40-60 years old.
3. They must be either vegan or an omnivore.

There will be 8 questions asked of each of the four participants, after the 20–30-minute interview the recorded data will be transcribed and interpreted to arrive at results.

I would like to take the participants, separately, to Kaylees Healthy Eatery, which is the 100% vegan restaurant precedent, and ask them questions about the space and how they feel within it.

The interview schedule questions for the research title: **The perceived value on consumers experience when incorporating evidence-based design in a vegan restaurant**, are as follows below:

1. Do you have a favourite restaurant, if so, why do you like it?
2. When sitting in Kaylees, how would you describe the atmosphere? How does this atmosphere make you feel?
3. What do you consider to be designed in this space? (Kaylees). Are there aspects of this design that catch your attention, what are they?
4. What comes to mind when I say 'vegan materials' in interior design?

5. How important is it to you that vegan restaurants use vegan materials? Eg. Vegan flooring, design, furniture, etc. Why do you say so?
6. How important is it to you that vegan restaurants have plant life and nature? Please explain your answer.
7. Which colours make you feel good? Do you notice these colours when you go into a vegan restaurant? Elaborate.
8. Do you notice the air quality, lighting, and or acoustics when in a vegan restaurant? Elaborate.

CONSENT FORM

Explanatory information sheet and consent form for participants
To whom it may concern, My name is Lara Vivian Anne Gardner and I am a student at IIE Vega Pretoria. I am currently conducting research under the supervision of JD Eksteen. The purpose of this research is to gain an in-depth understanding of evidence-based design and its perceived value on customer experience in a vegan restaurant. Research will be conducted by looking into the value of evidence-based design mainly focusing on biophilia, colour psychology, indoor environmental quality, and biomimicry. I hope that this research will enhance our understanding of the practical value of studying the perceived value on customer experience incorporating EBD in a vegan restaurant which will add to the design industry and help future interior designers that are designing vegan restaurants. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study?
I would like to invite you to participate in this research because (insert reason). If you decide to participate in this research, I would like to (explain exactly what participation will involve). You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study?
Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your (insert what you are examining). If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study?
• Your inclusion in this study is completely voluntary; • If you do not wish to participate in this study, you have every right not to do so; • Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected?
I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at IIE Vega Pretoria, will have access

to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete **Honours in Interior Design**. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Lara Gardner

[REDACTED]

[REDACTED]

The contact details of my supervisor are as follows:

JD Eksteen

[REDACTED]

[REDACTED]

Participant or respondent consent

I, _____, agree to participate in the research conducted by **Lara Vivian Anne Gardner** about **evidence-based design and its perceived value on customer experience in a vegan restaurant**. Research will be conducted by looking into the value of evidence-based design mainly focusing on biophilia, colour psychology, indoor environmental quality, and biomimicry.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

- I agree to be interviewed for this research.
- My confidentiality will be ensured. My name and personal details will be kept private.
- My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
- I may choose not to answer any of the questions that are asked during the research interview.
- I may be quoted directly when the research is published, but my identity will be protected.

Signature	Date

CONSENT FORM FOR AUDIO OR VIDEO RECORDING

Consent form for participants	
I, _____, agree to allow Lara Vivian Anne Gardner to audio record my interviews as part of the research about evidence-based design and its perceived value on customer experience in a vegan restaurant. Research will be conducted by looking into the value of evidence-based design mainly focusing on biophilia, colour psychology, indoor environmental quality, and biomimicry. This research has been explained to me and I understand what participation in this research will involve. I understand that: • My confidentiality will be ensured. My name and personal details will be kept private; • The recordings will be stored in a password-protected file on the researcher's computer; and • Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.	
Signature	Date

SafeAssign Originality Report

Research • Research Project

Lara Gardner

Submission UUID 7408b7ad ef43 536a e0ee 52a5949acd81

Total Score  High risk 93 %

Total Number of Reports	Highest Match	Average Match	Submitted on	Average Word Count
1	93 %	93 %	21/11/22	18,052
	Research Report for originality .pdf		15:26 GMT+2	Highest: Research Report for originality ...

 Attachment 1 93 %

Word Count: 18,052
Research Report for originality .pdf

Institutional database (20)

92 %

- 3

My paper

1

My paper

18

Student paper

12

Student paper

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My paper

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Student paper

Internet (4)

1 %

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wikipedia
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lie
- 14

wikipedia

Scholarly journals & publications (1)

0 %

- 22

ProQuest document

Top sources (3)

- 3

My paper

4

My paper

5

My paper

Excluded sources (0)

1

 The perceived value on consumers' experience when incorporating evidence- based design in a vegan restaurant.

By

Lara Gardner

Student Number: ST10111385

A research project submitted in fulfilment of the requirements for the

Bachelor of the Arts Honours in Interior Design

at the

Date: 13 June 2022

Student name: Lara Gardner

Student number [REDACTED]

Campus: Pretoria

Re: Approval of RESE8419/RMET8429 Proposal and Ethics Clearance

HONOURS/PGDip ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.

4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

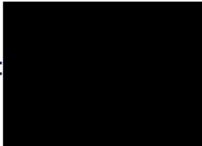
Supervisor name: ***John Eksteen***

Signature:

A black rectangular box redacting the signature of John Eksteen.

Campus Postgraduate Coordinator (CPC) name: ***Courtney Jade de Villiers***

Signature:

A black rectangular box redacting the signature of Courtney Jade de Villiers.

RESEARCH 8419

HID Vega Pretoria

ANNEXURE
Concept Document
Lara Gardner



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<u>Project details</u>		
Your Name: Lara Gardner	Student Number: [REDACTED]	
Supervisor: JD Eksteen	Date: 05 December 2022	Version: 5

<u>Proposed Title</u>	
Title	The perceived value on consumers' experience when incorporating evidence-based design in a vegan restaurant.

<u>Research details</u>	
Problem statement	The tradition seen in this research problem is interpretivism using a qualitative approach. Du Plooy-Cilliers, Davis and Bezuidenhout (2014:66) suggest that interpretivists propose that research should help to gain a better understanding of social life and human behaviour. According to Friedow (2012) evidence-based design (EBD) is an important consideration for a designer as it adds value to the research aspect as well as giving insight into human experiences and how designers can improve their designs according to human experiences. The research problem would be to envision how to incorporate EBD, focusing on biophilia, colour psychology, indoor environmental quality, and biomimicry into a vegan restaurant that will have a perceived value on consumers experiences. EBD will change the perceived value on customer experience depending on how you incorporate it into the vegan restaurant setting. The problem is that designers don't understand the perceived value of evidence-based design in a vegan restaurant on customers experience. Traylor (2022) states that this is a problem because how the customer feels in the space is extremely important, this will contribute to their loyalty to the restaurant, how much they order and how long they stay, overall, these aspects contribute to the profits of the vegan restaurant. Be very specific on explaining the problem, explain what people are doing there, why are they there. Mention sources are relevant, and if can find/ not find something.
Purpose statement	The purpose of this research study is to gain an in-depth understanding of evidence-based design and its perceived value on customer experience in a vegan restaurant. Research will be conducted by looking into the value of EBD mainly focusing on biophilia, colour psychology, indoor environmental quality, and biomimicry, as well as by doing interviews with the population identified and researching precedents on vegan restaurants that provide something that vegan people like, not only in their food but also in their design.
Research question/s	1. What effect does evidence-based design have on the interior of a vegan restaurant? 2. What do vegan people want to see that is different to other, non-vegan people in a restaurant setting? 3. Is there a difference between what a vegan vs non-vegan person wants to see in a restaurant, and what is the difference?
Hypotheses/ Objectives	Du Plooy-Cilliers, Davis and Bezuidenhout (2014:98) suggest that objectives are the goals you want to achieve through your research. In this study, I will have three objectives based on the research questions. 1. The first objective to be achieved is to identify what effect evidence-based design has on the interior of a vegan restaurant setting. 2. The second objective is to ascertain what vegan people want to see in a restaurant setting that would differ from a non-vegan person. 3. The third objective is to determine if there is a difference between what a vegan vs non-vegan person wants to see in a restaurant, and what the difference is.
Research rationale	The practical value of studying the perceived value on customer experience incorporating EBD in a vegan restaurant will add to the design industry and help future interior designers that are designing vegan restaurants. Both Interior Designers as well as vegan restaurant owners would use this research to understand

	the perceived value of EBD on customer experience. There are publications on biophilia and colour psychology, however there are no found publications, not that there aren't any, on how these aspects of EBD will benefit customer experience focusing on a vegan restaurant. Therefore, this research study will be helpful to future interior designers and vegan restaurant owners looking into the perceived value of EBD on customer experience in a vegan restaurant. The value of the experience is that future interior designers and vegan restaurant owners looking into the perceived value of EBD on customer experience in a vegan restaurant will have research to study.
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Literature overview

Key theories	Evidence-based design which is an important consideration for a designer as it adds value to the research aspect as well as giving insight into human experiences and how designers can improve their designs according to human experiences. Biophilia which is the love of nature and using direct nature in a space. Colour psychology which is the study of how certain colours impact human behaviour. Indoor environmental quality (IEQ) which is the air quality within and around buildings and structures relating to health and comfort. Biomimicry which is the mimicry of nature within a space. The theory of Vegan Interior Design. Mention vegan interior design. How will vegan interior design affect your ebd.				
Seminal authors/ sources	Benyus, J.M. 2009. Biomimicry: Innovation inspired by nature. Harper perennial. [eBook]. Available on Google Scholar at: https://books.google.co.za/books?id=mDHKVQyJ94gC&printsec=frontcover&dq=biomimicry&hl=en&sa=X&ved=2ahUKEwixm-KZkc_2AhWFUMAKHVpVA70Q6AF6BAgJEA#v=onepage&q=biomimicry&f=false [Accessed 18 March 2022]. Browning, W.D. and Ryan, C.O. 2020. Nature Inside: a biophilia design guide. RIBA Publishing. [eBook]. Available on Google Scholar at: https://books.google.co.za/books?id=7QcCEAAQBAJ&printsec=frontcover&dq=biophilia+start&hl=en&sa=X&redir_esc=y#v=onepage&q=biophilia%20start&f=false [Accessed 18 March 2022]. Haller, K. 2019. The little book of colour: How to use the psychology of colour to transform your life. Penguin. [eBook]. Available on Google Scholar at: https://books.google.co.za/books?id=cnxqDwAAQBAJ&printsec=frontcover&dq=colour+psychology+interior+design&hl=en&sa=X&ved=2ahUKEwi9pfy2hs_2AhXIQkEAHfxLCSMQ6AF6BAgKEAI#v=onepage&q=colour%20psychology%20interior%20design&f=false [Accessed 18 March 2022]. Hamilton, D.K. and Watkins, D.H. 2009. Evidence-based design: for multiple building types. [eBook]. Available on Google Scholar at: https://books.google.co.za/books?hl=en&lr=&id=h9DcaOuFw5cC&oi=fnd&pg=PA1&dq=evidence+based+design+restaurant&ots=i80S6qUCR4&sig=6RqFXTKig4Vvzzh4koW1Xe2J5DM&redir_esc=y#v=onepage&q=evidence%20based%20design%20restaurant&f=false [Accessed 18 March 2022]. Kellert, S.R., Heerwagen, J.H. and Mador, M.L. 2008. Biophilic Design: The theory, science, and practice of bringing buildings to life. John Wiley & Sons. [eBook]. Available on Google Scholar at: https://books.google.co.za/books?id=FyNer_nQrW4C&printsec=frontcover&dq=biophilia+start&hl=en&sa=X&redir_esc=y#v=onepage&q=biophilia%20start&f=false [Accessed 18 March 2022]. Sarabu, I. and Sebarchievici, C. 2013. Aspects of indoor environmental quality assessment in buildings. Science Direct, 60 (1): 410-419.				
Literature review themes	Theme 1 Hospitality specifically restaurant design. This is appropriate because I am looking into vegan restaurants.	Theme 2 Biophilia in a restaurant. This is appropriate to understand the perceived value of biophilia.	Theme 3 Colour psychology on people. This is appropriate to understand the perceived value of colour psychology.	Theme 4 IEQ in a space. This is appropriate to understand the perceived value of IEQ.	Theme 5 EBD in a restaurant. This is appropriate to understand the perceived value of evidence-based design on

					consumer experience in a vegan restaurant. Vegan interior design.
Sources	Abdelaal, M. and Soebarto, V. 2018. History matters: the origins of biophilic design of innovative learning spaces in traditional architecture. Archnet, MIT, 12(3): 108-127. Baraban, R.S. and Durocher, J.F. 2010. Successful restaurant design. John Wiley & Sons. [eBook]. Available on Google Scholar at: https://books.google.co.za/books?id=w1HT3EDrXWoC&pg=PA81&dq=colour+psychology+interior+design+restaurant&hl=en&sa=X&ved=2ahUKewid8uDiM_2AhWRQUEAHXvVBvwQ6AF6BAGEEAI#v=onepage&q=colour%20psychology%20interior%20design%20restaurant&f=false [Accessed 18 March 2022]. Bluyssen, P.M. 2014. The healthy indoor environment: how to assess occupants' wellbeing in buildings. Routledge. [eBook]. Available on Google Scholar at: https://books.google.co.za/books?id=4TzhAQAAQBAJ&printsec=frontcover&dq=indoor+environmental+quality&hl=en&sa=X&ved=2ahUKewibolTbiM_2AhWQY8AKHXqHDicQ6AF6BAGLEAI#v=onepage&q=indoor%20environmental%20quality&f=false [Accessed 18 March 2022]. Friedow, B. 2012. An Evidence Based Design Guide for Interior Designers. Interior Design Program. University of Nebraska- Lincoln. MacDonald, L.W., Biggam, C.P., and Paramei, G.V. 2016. Progress in colour studies: cognition, language and beyond. John Benjamins Publishing Company. [eBook]. Available on Google Scholar at: https://books.google.co.za/books?hl=en&lr=&id=ToV0DwAAQBAJ&oi=fnd&pg=PA209&dq=colour+psychology+in+a+restaurant&ots=J3U7AViBq6&sig=eQY2RuUdXNTKVMuW9KFuLBi-pQ&redir_esc=y#v=onepage&q=colour%20psychology%20in%20a%20restaurant&f=false [Accessed 18 March 2022]. Mujeebu, M.A. 2019. Indoor environmental quality. IntechOpen. [eBook]. Available on Google Scholar at: https://books.google.co.za/books?id=3Rf8DwAAQBAJ&printsec=frontcover&dq=indoor+environmental+quality&hl=en&sa=X&ved=2ahUKewibolTbiM_2AhWQY8AKHXqHDicQ6AF6BAGLEAI#v=onepage&q=indoor%20environmental%20quality&f=false [Accessed 18 March 2022]. Nusairat, N.M., Hammouri, Q., Al-Ghadir, H., Ahmad, A.M.K., and Eid, M.A.H. 2020. The effect of design of restaurant on customer behavioral intentions. Management science letters, 10(1): 1-10.				
Key concepts	Hospitality. Vegan restaurant. Evidence-based design. Vegan Interior design.				

Provisional Research Approach

Paradigm	<u>Paradigm</u>	<u>Epistemology</u>	<u>Ontology</u>	<u>Axiology</u>
	The paradigm chosen is Interpretivism this is appropriate because it is subjective. Focusing on a constructivist approach. Using an Inductive methodology in a qualitative method.	According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:28) epistemology refers to your belief about knowledge. The study of knowledge. Specific to context and never generalized.	According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:29) ontology refers to the reality of what is. The study of being, existence, or reality, including assumptions made about certain phenomena.	According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:31) axiology refers to our values, whether we believe inquiry is value free or value bound. Objective/subjective. The study of values and value judgements. What are values within
		Epistemological position:	Ontological position:	

		focusing on an interpretivist approach.	focusing on constructivist and subjective approach.	interpretivism. Axiological position: the value of the experience in hospitality.
Approach/ design	Interpretivist approach on qualitative data. Du Plooy-Cilliers, Davis and Bezuidenhout (2014:14) suggest that qualitative methods are observing and understanding people's behaviour through participant observation and in-depth interviews. According to The Institute of Work and Health (2015) a cross-sectional survey design will be used to create an overall picture collecting data from the participants only once without repeats. The benefit of this survey design is that many different variables within the study can be compared at the same time. An Inductive approach will be used. Du Plooy-Cilliers, Davis and Bezuidenhout (2014:49) and Thomas (2003) argue that inductive theorizing allows for the building of an existing or new theory. This approach uses a smaller sample size analyzing the specific approaches and progressing to the general approaches by creating your own framework. According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:75) and Elman, Gerring and Mahoney (2020) exploratory research will be conducted. Exploratory research is flexible, and its purpose is to identify new insights, key concepts, consequences of research problems, confirm assumptions and become familiar with unknown behaviours and situations. Qualitative methods such as personal focus group interviews, surveys and case studies are normally used for this research. This research approach answers the qualitative research questions as in-depth interviews will be done with the target population to ascertain if there is a difference between what vegan vs non-vegan people want to see in a restaurant and what the difference is, as well as what the effect of EBD on the interior of a vegan restaurant. Using a cross-sectional survey design will mean that the variables of what vegan people vs non-vegan people want to see in a restaurant can be compared at the same time and the researcher can then conclude on whether there is a difference and what the difference is. Using an inductive approach means that a smaller sample size can be analysed, the same size of this research is interviewing two vegan people and two non-vegan people. Exploratory research will be conducted as the differences in what vegan vs non-vegan people want to see is unfamiliar territory and through this research new insights and key concepts will become familiar. This research approach will solve the research problem optimally as it will ensure that designers gain a better understanding of the perceived value of EBD in a vegan restaurant on customers' experience. Ensure purposive approach.			

Provisional Research Plan

Population	The entire group that you want to draw conclusions about. Who/what will be the source of data you collect for your research: How vegans vs non-vegans feel and their experiences in vegan restaurants. Unit of analysis: The vegans and non-vegan people who agreed to partake in the research. Target: Vegans and non-vegans in Gauteng. Accessible population: The 2 vegans and 2 non-vegans that agree to be interviewed. Characteristics: The population consists of 2 vegans and 2 non-vegans from Gauteng, between the ages of 40-60 that enjoy eating out. The reason for this population is to ascertain whether there is a difference between what vegan's vs non-vegans want to see in a vegan restaurant setting, using Kaylees as a precedent.
Sampling	The smaller group of individuals data is collected from. Non-probability sampling will be used. This is when a sample is selected in a non-random way and used in qualitative research. This sampling is easier to achieve, but there is more risk of bias. Non-probability sampling was used because according to McCombes (2022), this sampling method is used in exploratory and qualitative research. The goal of this kind of research is to gain a preliminary understanding of a small or understudied population rather than to test a theory about a large population. Sampling method: Purposive sampling. Du Plooy-Cilliers et al (2014), suggested that non-probability purposive sampling, when specific elements chosen and included in the sample are based on the characteristics of the population parameters, and which elements would be relevant and more important for the purpose of the research. Therefore, selecting participants from the population with specific characteristics. According to McCombes (2022), with this kind of sampling, also known as judgement sampling, the researcher uses their knowledge to choose a

	sample that will be most helpful to their research goals. It is frequently employed in qualitative research when the researcher prefers to learn in-depth information on a particular occurrence versus drawing general conclusions from statistics or when the population is relatively tiny and focused. An successful purposive sample must have precise inclusion requirements and justifications. The sampling size will be 4 participants. Two vegan people, and two non-vegan people who will be asked the same questions and then the researcher will be able to ascertain whether there are differences in the data received as well as if there is a thematic approach. This method of non-probability sampling was used because this research paper is based on the perceived value on consumers' experience when incorporating evidence-based design in a vegan restaurant. This means that the study is qualitative and makes use of non-probability sampling to ensure that people are chosen for inclusion in a non-probability sample using non-random criteria, therefore not everyone has the same chance of doing so. Although it is simpler and less expensive to obtain this kind of sample, there is a greater chance of sampling bias. As a result, your conclusions may be more constrained and the inferences you can draw about the population are weaker than with random samples. Even if you choose a non-probability sample, you should still try to reflect the population as accurately as you can. Purpose sampling will be used in order to learn more about the opinions and experiences of vegan vs non-vegan people in a vegan restaurant, so the researcher can purposely select a number of vegan and non-vegan people to gather a varied range of data on their experiences with vegan restaurants.
Data collection method(s)	A qualitative data collection method will be used. This will be done through in-depth interviews directed towards the 4 accessible population people who are between the ages of 40-60 years old. This will also be done through content analysis based on prior research conducted. Du Plooy-Cilliers, Davis and Bezuidenhout (2014:188) suggest that in-depth interviews are a very good way to learn about the accessible population's views, opinions, and beliefs. This will gain an understanding of the perceived value on consumers experience when evidence-based design is incorporated into a vegan restaurant. Through in-depth interviews using the general interview approach, I will obtain information by asking open-ended questions in conversation. Predetermined questions will be asked so that the conversation will answer the necessary questions. I will record these interviews, with the participants permission, and transcribe them. Questions asked will include broad questions that will help the participant to understand the topic, there will be simple and clear questions so that the participants will understand them. The open-ended questions will allow the participants to express how they feel. The participants' feelings will be taken into consideration when being asked questions about their personal lives and experiences. Within the interviews there will be between 5-8 open-ended questions asked. Each interview will be between 20-30mins, taking 2 hours to transcribe. The questions in the interview will be checked and signed off by the supervisor. The other data collection method that will be used is to look at one precedent study of vegan restaurant designs and study what embodies veganism through their design. This precedent study will look at one vegan restaurant where EBD is incorporated into the design and how this changes the way that customers feel within this vegan restaurant. The restaurant chosen for this precedent is Kaylees Healthy Eatery, which is situated at 147 N Reef Rd, Bedfordview, Johannesburg, 2008. The reason that Kaylees will be used for the precedent is because this restaurant is an award winning 100% vegan restaurant, it also has a vegan market attached to the restaurant so that you can make your own vegan dishes at home. Mention in research design using Kaylees.
Data analysis method(s)	The data will be analyzed using a qualitative data analysis. Du Plooy-Cilliers, Davis and Bezuidenhout (2014:229) suggest that qualitative research holds unique concepts including that it is textual, iterative, hermeneutic, subjective, constructed, and symbolic. The qualitative content analysis method will be used to analyze the in-depth interview conducted with the accessible population. This method is used to transcribe data taken from verbal responses from participants' interviews. According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:233) when you transcribe data, you are taking the verbal recording and conversation from a digital recorder and retyping the entire interview word for word so that text can be analyzed. A qualitative content analysis method is used to explore patterns within a text. An inductive approach will be used as research is done from the specific to the general, this means that themes and categories will emerge from the specific social setting into a general theory. Data will be grouped into categories, which is called coding, this means that the interviews will be transcribed into text which will be broken down into codes and concepts in order to sort through

the data to find what is applicable to the topic and discipline. According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:235) there are eight steps in the process of a qualitative content analysis method. These steps include transcribing the interview into written text, the next step is to define the coding unit to be analyzed, in this case the coding unit is paragraphs using the questions asked in the interview as guidelines. The next step is to develop categories and codes according to the text, the codes should be exhaustive, mutually exclusive, and specific. The next step is to test the coding scheme on a sample of text which can then lead to the next step of coding all the text transcribed where axial coding to identify connections across categories will be used, then all the coding will be checked for consistency. The next step is to draw conclusions from the coded data and interpret the data gathered, in this step relationships should be explained, looking for the broader meaning of the findings, and one should be able to formulate new ideas, theories, or concepts for future research. The last step is to report the methods and findings. This data collected through in-depth interviews and analysed through a qualitative content analysis method will be used to identify whether there is a difference between what vegan vs non-vegan people want to see in a restaurant and what the difference is, as well as the effect that EBD has on the interior of a vegan restaurant.

The semiotic textual analysis will be used to analyse the precedent study of an existing vegan restaurant. According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014:248) a semiotic textual analysis is used when there is a text, which includes images, and these images need to be analysed to divulge what symbols there are within the image and how these can be used to convey meaning within a text. Therefore, the precedent of Kaylees Heathy Eatery will be used to look for what vegan interior design aspects are used and how these amplify the differences between what a vegan vs a non-vegan person wants to see in a restaurant and whether or not there are differences. This data analysis method can also be used to ascertain the effect of EBD in a vegan restaurant.

Ethical considerations and limitations

Ethics

Du Plooy-Cilliers, Davis and Bezuidenhout (2014:263) state that ethics is important in research as it is a set of standards ensuring that people can trust you.

Researcher:

The researcher will not be biased, falsify information, distort results, misuse information, or use inappropriate research methods.

Permission from all parties to conduct my research, including the IIE, will be obtained.

Be conscious and mindful of the impact of the research process and findings.

Treat the participants with respect and courtesy.

Ensure that the participants will reap the benefits of the research conducted.

Avoid unethical questions. For example, no questions that will provoke bad emotions, no questions that will harm the emotional wellbeing of the participants.

Participants:

The participants of the research will not be harmed, and their informed consent will be obtained, this requires informing the participants that they are taking part in a research study if agreed. For example, a recording can be made where the participant states their name, the date and time, and their consent.

The participants' identities should be protected. For my research confidentiality will be assured, therefore the identities of the participants will not be shared. Only the researcher will know the participants' identities.

Avoiding deception by telling the participants' what the research entails.

The participants will be given the right to withdraw at any time before, during or after the interview has been conducted.

Ensuring ethical research:

To remain an ethical researcher, a personal code of ethics will be drawn up. The researcher should learn from other researchers' ethical mistakes, continue to be educated on the topic of ethics, get another researcher to read the research, consider any harm that would be done to the participants and/or the community.

The questions for the interview will first be shown to the supervisor to gain an alternate perspective.

Avoiding plagiarism.

How this researcher and study will ensure ethical principles other than what is specified above:

	This study poses no ethical risk to the participants and is not a high-risk study. A written informed consent will be signed, the participants will have anonymity and confidentiality ensured. This study is voluntary participation, and the participants can leave at any stage of the research. Copies of the consent form as well as the audio and video recording consent form will be attached as annexures.
Limitations	Limitations in the research study include what is beyond control, such as time, financial resources, and access to information. Incentives should not be given out to participants as this will influence who participates in the interview and how they participate. Limitations within this study include finding the people who are vegans as well as the two non-vegan participants, to interview within the time period given and being able to travel to them in order to conduct the interview. This topic is very subjective and therefore may be a limitation to the research. The lack of prior research is a limitation. Make sure to make it relevant to research. Say exactly how it relates. Explain about limitations as well as own bias being vegan myself.

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Vega Ethics checklist: RESE8419/p/w

Student Details												
Title	Prof	☐	Dr	☐	Ms	☒	Mrs	☐	Mr	☐	Mx	☐
First name(s)	Lara Vivian Anne											
Last name(s)	Gardner											
Title of study	The perceived value on consumers experience incorporating evidence-based design in a vegan restaurant.											
Qualification	Honours in Interior Design											

Supervisor Details												
Title	Prof	☐	Dr	☐	Ms	☐	Mrs	☐	Mr	☒	Mx	☐
First and last names	JD Eksteen											
Co-supervisor Details (if applicable)												
Title	Prof	☐	Dr	☐	Ms	☐	Mrs	☐	Mr	☐	Mx	☐
First and last names	Click or tap here to enter text.											

Explaining your research process						
Philosophical paradigm	Positivism	☐	Interpretivism	☒	Constructivism	☐
	Realism	☐	Objectivism	☐	Pragmatism	☐
	Functionalism	☐	Subjectivism	☐	Humanist	☐
	Other:					
Research design:	Interview	☒	Questionnaire (self administered)	☐	Focus group	☐
	Ethnography/ Observation	☐	Artefact analysis/website/ social media analysis	☐	Action Research	☐
	Case Study	☐	Design Research (Practice based)	☐		☐
	Other (if so, state)	☐	Click or tap here to enter text.			
Brief explanation of the population and number of participants/items	The population consists of 2 vegans and 2 non-vegans from Gauteng, between the ages of 40-60 that enjoy eating out.					
Target group sampling methods/artefact (No under 18's or vulnerable groups allowed)	Purposive	☒	Random	☐	Snowball	☐
	Convenient	☐	Stratified	☐	Census	...
	Explain selection process		Two vegan people and two non-vegan people between the ages of 40-60years old were chosen to be interviewed for this research as it is relevant for the purpose of the research. The participants have specific characteristics that ensure a non-probability purposive sampling method can be used.			

Ethics		
Documentation submitted with proposal	Gatekeeper's letter (institutional consent)	☐
	Completed Annexure E if you conduct research on IIE sites/students/staff	☐
	Instrument(s) (interview schedule or questionnaire)	☒
	Participant or respondent consent form	☒
	Audio-visual consent form (if applicable)	☒

Campus ethics committee recommendation	
Proposal has been reviewed by the supervisor and necessary ethics considerations have been included.	
☐ Accepted as is and provide letter ☐ Accepted with provisions: Nature of provision: e.g. Instrument is not sufficient / included and need to be signed off by the supervisor ☐ Major issues: Student should not continue with fieldwork. Actions to be taken: Click or tap here to enter text.	
Supervisor signature	
	Click or tap to enter a date.
Co-supervisor/Campus ethics panel member signature	

	Click or tap to enter a date.
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