A study of Users' Emotional Preference on Spatial Characteristics
- focused on Western-Style Pubs

Patricia Quarin
First Author. Interior Architecture Design, Hanyang University
Nam, Kyoung Sook
Corresponding Author. Professor, Interior Architecture Design Dept., Hanyang University

(Background and Purpose) Korea is a country in constant development and in search of improvement. In a society like this, people tend to work too much and are unable to enjoy properly their spare time. But how people end up spending that little time they have? In the past, people used to have a lot of free time and spend it with family or do open-door activities, but in recent years the spare time got reduced a lot and also these habits changed. Nowadays one of the most common activities, especially among young people, is the consumption of alcohol. On the same line, if the habits changed, also the places where people go to have a drink changed in the years according to the trends. In the past, people went to traditional Korean-style stores and drink soju. Recently, however, a lot of western-style pubs popped up in Korea, and people started to follow the wave and go to these kinds of places to discover new trends and enjoy their time. The question is, therefore, when it comes to choosing a foreigner pub, which is the reason that leads people to chose one place over another one? The reasons can be various, but above all, there are emotions. The purpose of this research is, therefore, to focus on consumers' emotional preferences in order to understand what drives them to spend their time in certain places rather than others. **(Method)** Three pubs located in the international area of Seoul have been chosen and analyzed in order to identify what drives people's choice. Space analysis and Surveys on customers have been conducted in order to identify the influence factors and the conclusions are as follows. **(Results)** People prefer a place where lights create the atmosphere and colors are in harmony. In addition, the service is very important as people are looking for a good, fast and efficient service and a friendly staff ready to welcome customers of any nationality. Finally, the level of cleanliness and appearance also play an important role as they are the first factors that catch someone's eye when entering a room. **(Conclusion)** No matter how the stores look like, if it doesn't make the user feel accepted and safe, the user is not inclined to enter and spend time there. The choice is also dictated by an unconscious search for comfort, both physical and emotional. Therefore, designers have to keep this in mind when planning a space, in order to create a unique space that people are willing to enjoy their time in, create good memories and then come back.

실내공간특성에 대한 사용자의 감성적 선호도에 관한 연구

- 서양식 펍에 중심으로 -

파트리샤쿠아린
제1저자. 한양대학교, 실내건축디자인학과 석사과정
남경숙
교신저자. 교수, 한양대학교 실내건축디자인학과

(연구배경 및 목적) 한국은 끊임없는 발전과 발전을 추구하는 나라다. 이런 사회에서 사람들은 일을 너무 많이 하는 경향이 있고 여가 시간을 제대로 즐길 수 없다. 하지만 어떻게 사람들이 그렇게 적은 시간을 보내게 되는가? 과거에는 여가시간이 많아 가족과 함께 보내거나 야외활동을 하곤 했지만, 최근에는 여가시간이 많이 줄고 이런 습관도 바뀌었다. 요즘 젊은이들 사이에서 가장 흔한 활동 중 하나는 술 소비다. 같은 맥락에서, 만약 습관이 바뀌면, 사람들이 술을 마시러 가는 장소도 유행에 따라 몇 년 동안 바뀌었다. 예전에는 한국 전통의 상점에 가서 소주를 마셨다. 하지만 최근 한국에서는 서양식 펍이 많이 생겨났고, 사람들은 파도를 따라 이런 곳에 가서 새로운 트렌드를 발견하고 그들의 시간을 즐기기 시작했다. 그러므로 문제는 외국인 펍을 선택할 때, 이것이 사람들이 다른 곳보다 한 곳을 선택하도록 이끄는 이유일까? 이유는 다양할 수 있지만 무엇보다도 감정이 있다. 따라서 이 연구의 목적은 무엇이 소비자들을 다른 곳보다 특정 장소에서 시간을 보내도록 유도하는지를 이해하기 위해 소비자의 정서적 선호에 초점을 맞추는 것이다. **(연구방법)** 무엇이 사람들의 선택을 움직이는지 알아보기 위해 서울 국제 지역에 위치한 세 곳의 펍이 선정되고 분석되었다. 고객에 대한 공간 분석 및 조사는 영향요인을 파악하기 위해 실시되었으며 그 결론은 다음과 같다. **(결과)** 사람들은 빛이 분위기를 만들고 색깔이 조화를 이루는 장소를 선호한다. 게다가, 사람들은 좋고, 빠르고, 효율적인 서비스와 어떤 국적의 고객들을 환영할 준비가 된 친절한 직원들을 찾고 있기 때문에, 이 서비스는 매우 중요하다. 마지막으로 청결도와 외관의 수준도 중요한 역할을 한다. 왜냐하면 그것들은 방에 들어갈 때 누군가의 시선을 사로잡는 첫 번째 요인이기 때문이다. **(결론)** 가게들이 어떻게 생겼든지 간에, 사용자를 수용하고 안전하게 하지 않으면 사용자는 그곳에 들어가 시간을 보내려고 하지 않는다. 선택은 또한 신체적 그리고 감정적으로 편안함을 찾는 무의식적인 탐색에 의해 좌우된다. 따라서, 디자이너들은 공간을 계획할 때, 사람들이 기꺼이 시간을 즐길 수 있는 독특한 공간을 만들고, 좋은 추억을 만들고 나서 다시 돌아오기 위해 이것을 명심해야 한다.

1. Introduction

1.1 Background and Purpose

In Korea, the culture of drinking has been well established for hundreds of years. In the past, the reason for drinking was to show respect to ancestors and, therefore, quite different from what it is now, but alcohol has always been important to Koreans to the point that also statistically Korea is pointed out as the country with the highest rate of alcohol consumption in all of Asia.

With the change of times, however, the places where alcohol is consumed have evolved and new places have popped up, bringing with them the culture where they came from. When we talk about western-style pubs we talk about pubs where you don't drink soju or eat traditional Korean snacks, but where you can find uncommon products in Korea, such as typical dishes or foreign beers.

Thanks to the internet and blogs, the attention for these types of places are increasing dramatically and people, to keep up with the times, are willing to try new things and make new experiences. To immerse yourself in this international environment the best place is Itaewon, where the main foreign pubs of the city are concentrated.

But which are the motivations that lead these people to chose a place rather than another one? The aim of this paper is, therefore, to focus on western-style pubs and individuate the emotional elements that influence user choice.

1.2 Study Method

For this paper 3 pubs in Itaewon have been selected as a research target, in order to identify the emotional elements that influence user choice. By crossing the spatial analysis and the user's interviews, an analysis of these places have been conducted to understand better the connection between spatial design and emotional preferences. To analyze the spaces, however, the attention has been focused on the interior of the places, and not on the external appearance.

This study was conducted as follows:

① Through literature and prior research, information about Emotional Design and Pubs' history was collected.

② 3 Pubs located in Seoul have been selected and interviews were conducted on users to better understand the emotional influence that the space features can exert when it comes to choosing a place.

③ Following the survey's results, the 3 Pubs selected as case studies have been analyzed on the base of the analysis framework (through field observation).

④ By joining the results of the observation on-site and the survey outcome, the final conclusions were drawn. Analysis of the conditions of street trees and green road margins

2. Theoretical Background

2.1 Pub's History

A Pub is not just a place to have a drink but it is also a unique social center, very often the focus of community life in villages, towns, and cities throughout the length and breadth of the country. The British pub takes origins from the Italian wine bars of 2,000 years ago. At the time, these places were known as tabernae (shops that sold wine) and were built alongside Roman roads and in towns to help quench the thirst of the legionary troops. Throughout history, these taverns adapted to an ever-changing clientele and expanded also outside Italy becoming what we now call pub, where everyone is welcome to drink, eat and socialize.
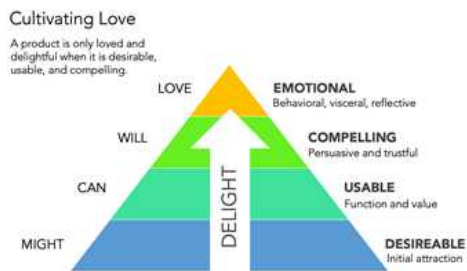
2.2 Emotional Design

The term Emotional Design refers to the crucial role of emotions in the human ability to un-

derstand the world, and how they learn new things. Humans form emotional connections with objects on three levels: the visceral (the first impression), behavioral (the reaction to the product interactions), and reflective (the feeling post-experience) level.

<Image 1> Emotional Levels

Donald Arthur Norman, an American re-searcher, professor, and au`thor, wrote a book about Emotional Design where he explores the three different levels(Norman. 2004). The process behind Emotional Design is divided into different steps. The process starts with how an experience or a product is presented and how a user desires it. Starting from there, people must be able to use the product and to derive its value and, if afterward, the experience is overall positive, also to love it.

<Image 2> Emotional Design Process

Delight is the intersection of the three levels and, in order to provide a positive experience to every user, designers have to understand clearly and completely this delicate relationship.

2.3 Previous Papers Analysis

To figure out better how to run the space analysis correctly, different previous papers that analyzed the space characteristics of *Hospitality* structures, such as Cafes and Restaurants, according to the Emotional Design concept have been reviewed and analyzed in detail. The final five papers selected as guideline are listed in the <Table 1> below, followed by description and key elements.

<Table 1> Previous Papers Overview

	Author	Title	Description
A	Seo, Hyung-Soo Kim, Hyo-Nam (2005)	A Study of Emotional Preference in Café Interior Design	The study quantitatively analyzed and applied the factors of human sensibility to the cafe atmosphere's analysis and suggested a design guideline.
		Keywords: Emotional Design, Space Analysis, Preference Anlaysis	
B	Chae, Hojin Lee, Junggyo (2019)	A Study on the Expression of Five-Sense and Affective Design in Cafe Space	The study analyzed cafe spaces, to provide a new concept of service that all cafe should have, with a differentiated effective design applied to a positive function and the five senses.
		Keywords: Emotional Design, Space Analysis, Five-Senses	
C	Demet Tuzunkan Asli Albayrak (2016)	The Importance of Restaurant Physical Environment For Turkish Customers	The study analyzed the degree of importance of a restaurant's physical environmental elements for its customers and examined the relationship between restaurant physical environmental elements and customer characteristics.
		Keywords: Emotional Design, Space Analysis, Preferences Anlaysis	

D	Seo, Hyng-Soo (2006)	Analysis of Caf□ Interior Design Factors using Human Sensibility Ergonomics for Different Sex	The study focused on the influence that sexes can exercise on the space evaluation and analyzed the interior space of cafes according to Emotional Design by running a space preference evaluation according to both sides.
		Keywords: Emotional Design, Space Analysis, Preference Anlaysis, Sex Difference	
E	Choi, Jin-Kyung Kim, Juyeon (2019)	The Characteristics of Spatial Emotion through Analyzing Survey Questionnaires according to the Visual Stimuli of Finishing Materials	The study investigates whether the differences of spatial color in the cafe space with floor finishing differences affect the emotions perceived by people through the Evaluation of Sensitivity Keywords Survey.
		Keywords: Emotional Design, Space Analysis, Spatial Emotion Characteristics, Material Finishing	

These papers above are all based on the same aim of this research, with a similar analysis method. To better understand where to focus when it comes to run a survey according to the Emotional Design principles, each paper's analy-sis method has been analyzed in order to iden-tify the key elements used, and then isolate the useful elements for this paper to run the analy-sis according to the Emotional Design principles. The summary is shown in the <Table 2> below.

<Table 2> Previous Papers' Contents

Analysis Elements		Previous Papers					
		A	B	C	D	E	Tot.
Emotional Design Principles		●	●	●	●	●	5
Preference Analysis	Terms related to Emotions	●			●	●	3
	Space Design Elements			●	●		2
Five-Senses				●			1
Space Analysis	Environment/ Space	●	●	●	●	●	5
	Service	●		●	●	●	4
	Food	●		●	●	●	4
Sex Differences					●		1
Material Finishing						●	1

Between the key elements listed above only the elements that scored 4 or 5 points have been selected in order to extrapolate and re-organize the information necessary to develop the the analysis framework. To develop the survey questionnaire however, also the part of the papers that focused on terms related to emotions has been taken into account.

2.4 Analysis Framework

After identifying the method of analysis of each individual paper and comparing them, the information have been reorganized in order to develop the analysis framework. To analyze the spaces the elements that totaled 4 or 5 points in <Table 2> were taken as a basis and, as the first step, 3 macro-areas commons in the spaces belonging to hospitality field have been identified. After identifying these areas and their elements, the factors that affect our emotions have been individuated, and then, connected to each area's elements. In <Table 3> below is shown the final space's subdivision, its ele-ments, and their description. This table has been used as analysis framework during the analysis on-site of each pub.

<Table 3> Space Analysis Framework

Area	Space Element		Characteristics
ENVIRONMENT	Light	① Brightness	Bright Environment, not too bright not too dark
		② Light Comfort	Emotional comfort given by the right amount of lights and colors
	Color	① Liveliness	Bright but not excessive colors
		② Harmony	Right combination of colors
	Furniture	① Comfort	Comfortable seats and table wide enough to fit every drinks and food
		② Furniture Arrangement	Convenient layout that allows users to move around freely within the room, without hitting anything or anyone
	Cleanliness	① Cleanliness	Clean and tidy appearance

		① Extent	Space wide enough to accommodate all customers without seeming overly full, and therefore uncomfortable, from the outside
		② Atmosphere	Creation of the atmosphere and the image of the pub through furnishings and decorations
	Space	③ Recency	New furnitures and good maintenance of the space
		④ Familiar Environment	A space were you can feel somehow at home, where staff members treat you friendly and not too detached
		⑤ Dynamicity	Dynamism given by the variety of customers, events and special offers
		⑥ Foreign Friendly	English menus, English speaking staff, English information
	Temperature	① Comfort	Thermal comfort
S E R V I C E	Customer Service	① Promptness	Fast and efficient staff
		② Hasty Consumption	obligation to consume quickly to leave the place free
		③ Reliability	Feel safe and free to rely on the pub's staff in case of emergencies or problems
		④ Open-mindedness	Staff open to communication and willing to host customers regardless of ethnicity or sexual orientation
F O O D	Taste	① Good Taste	Generous portions, good taste
	Price	② Good Value	Good value for money

3. Preference Survey

3.1 Target

In line with the continuous growth of the city, even the trends are constantly changing. When it comes to being updated about trendy places young people are the best to talk with. However, nobody is excluded from being able to give an opinion about the change of traditions and the introduction of new trends. Therefore for this paper 60 users of all ages without exception, from users between 20 and 30 years old and to users in their sixties, have been chosen as the target of the survey.

3.2 Users Preference Survey Questions

In order to understand what exactly lead people to choose a place over another one, 3 Pubs have been selected and interviews have been run between the customers of these pubs in order to figure out the reason why they entered in there. The customers selected are not only Koreans but people from all around the world, in order to collect various opinions and understand better how our choices can be influenced also from the environment where we grow up and our culture. The analysis framework previously developed has been used as a base for the survey questions and run the questionnaire among 60 subjects in total, 20 per each pub.

The survey is divided into two parts. The first one is about respondents' personal information, such as age, sex, and nationality, and the second one is about their emotional preference for the features of physical space. Starting from the previous paper analyzed, the terms related to the Emotional Design have been identified and then combined with the spatial characteristics of the space analysis framework in order to create the questionnaire for the second part of the survey. The table below shows this combination.

⟨Table 4⟩ Survey contents

	Space Element	Emotional Preference	
		❶	❷
1	Brightness	Dark	Bright
		Preference for a dark or well-lit place	
2	Light Comfort	Cold Light	Warm Light
		Preference for cold lights or warm lights	
3	Color Liveliness	Dark Color	Bright Color

		Preference for a space with dark and dull colors or strong and vivid colors	
4	Color Harmony	Contrast	Harmony
		Preference for colors in sharp contrast or chromatic harmony	
5	Furniture	Uncomfortable	Comfortable
		Preference for avant-garde but uncomfortable furniture or comfortable furniture	
6	Furniture Arrangement	Casual	Well thought
		Preference for a random layout or a well thought out layout	
7	Cleanliness Level	Dirty	Clean
		Preference for a well cleaned place	
8	Space Extent	Small	Large
		Preference for a small but pretty place or a wide space	
9	Atmosphere	Cold	Warm
		Preference for a cold or a warm atmosphere (given by the mix color-lights-furnitures)	
10	Recency	Old	New
		Preference for vintage or brand-new furniture	
11	Familiar Environment	Cold	Familiar
		Preference for an impersonal space or a warm and familiar space	
12	Dynamicity	Static	Dynamic
		Preference for a space where everything is the same or a dynamic space (but still maintaining its tradition)	
13	Foreign Friendly	Unfriendly	Friendly
		Preference for a place only for locals or open to foreigners	
14	Temperature	Cold	Warm
		Preference for a cold space or a warm and cozy space	
15	Promptness	Slow	Fast
		Preference for a fast service	
16	Hasty Consumption	Fast	Comfortable
		Preference for a place where you have to hurry or where you can take your time	
17	Reliability	Cold	Friendly
		Preference for a space where staff is detached or friendly to guests	
18	Open-mindedness	Close-minded	Open-minded
		Preference for a space where staff is open to welcome everyone	
19	Taste	Tasteless	Tasteful
		Preference for a place where food is awful but look good for SNS or a place where food also taste good	
20	Value	Pricy	Cheap
		Preference for a good and pricy place or a place with a fair value for money	

3.3 Users Preference Survey Questions

3.3.1 Part 1: Personal Information

The first part of the interview regards the general personal information of the interviewees. A total of 60 people were interviewed, of both sexes, different ages, with jobs of various kinds. People have been asked to share these information in order to better understand the customers who frequent the Itaewon area.

<Table 5> Respondents' Personal Information
(N=60)   (Frequencies Analysis)

Personal Characteristics		Respondents (N=60)
Sex	Male	30 (50%)
	Female	30 (50%)
Age	20s	24 (40%)
	30s ~ 40s	26 (43,33%)
	More than 50s	10 (16,67%)
Nationality	Europe	27 (45%)
	Asia	4 (6,67%)
	United States of America	19 (31,67%)
	Australia	5 (8,33%)
	Other	5 (8,33%)
Job	Student	8 (13,33%)
	Employee	4 (6,67%)
	Professional Job	12 (20%)
	Private Business	7 (11,67%)
	Other	29 (48,33%)
With who they Hang Out	Alone	6 (10%)
	Family	5 (8,33%)
	Partner	21 (35%)
	Friend	20 (33,33%)
	Co-worker	8 (13,33%)
Reason Why they Hang Out	Hanging out with Friends/Family	39 (65%)
	Language Exchange	5 (8,33%)
	Meeting new Friends	7 (11,67%)
	Job Meeting	9 (15%)

Exactly 30 females and 30 males have been interviewed. From the table above it can be seen that more than 40% of the respondents are in their 30s and the majority is from Europe or the United States of America. All the people interviewed works, except for the 8 students, and most of them tend to hang out with friends or their partner. Only a small percentage (around 15%) hang out with coworkers or for reasons related to work.

3.3.2 Part 2: Preference Survey

Respondents were subsequently asked to express their preference regarding the spatial elements. On a scale of 1 to 5, where 3 points mean "Neutral Position", they were asked to

reply if they prefer more option 1 (1 point) or option 2 (5 points). The table below shows the summary of the interview results.

<Table 6> Preference Survey Answers Summary　　(N=60)

Space Element	Option 1	Preference					Option 2
		❶	❷	❸	❹	❺	
1	Dark	4	8	12	24	12	Bright
2	Cold Light	3	4	20	19	14	Warm Light
3	Dark Color	4	8	15	25	8	Bright Color
4	Contrast	−	10	24	18	8	Harmony
5	Uncomfortable	−	20	16	20	4	Comfortable
6	Casual	6	5	22	14	13	Well thought
7	Dirty	−	−	12	16	32	Clean
8	Small	2	15	14	14	15	Large
9	Cold	−	3	23	24	10	Warm
10	Old	5	14	17	13	11	New
11	Cold	4	12	22	6	16	Familiar
12	Static	4	13	28	8	7	Dynamic
13	Unfriendly	−	2	20	21	17	Friendly
14	Cold	−	4	9	19	28	Warm
15	Slow	−	−	4	20	36	Fast
16	Fast	−	6	10	19	25	Comfortable
17	Cold	3	13	18	11	15	Friendly
18	Close-minded	−	−	11	20	29	Open-minded
19	Tasteless	−	7	9	13	31	Tasteful
20	Pricy	−	11	19	13	17	Cheap

From the results, it can be seen that in general people prefer a bright environment, with warm lights that give a warm atmosphere to the whole place. Moreover, bright colors that create a harmonious environment are preferred to dark and gloomy atmospheres. About the furniture, preference goes to well-thought layout, but comfort doesn't have priority since people think that if the furniture are pretty it is ok if they are not extremely comfortable. About the environment, people don't mind if the place is old as long as it is clean. Huge importance, however, is given to the service and freedom during the meal. People, in fact, want to be served nicely from friendly staff and want to have time to eat and not hurry. Moreover, they look for open-minded places since they don't want to experience any unpleasant situations and therefore, focus on places where there are foreigners

working or where the menu is written also in English. Lastly, talking about the food, people don't really mind about the price as long as the quality is good and the food is tasty.

After running the survey, the results were elaborated through the SPSS Statistic Data Program and the outcome is as follows. <Table 7> shows the average value of preference of each Space Element. From 1 to 5, the value shown indicates how much people consider the important element for their final decision.

<Table 7> Reliability Analysis and Item Statistics

(N=60)

	Space Element	N	Average Value	Standard deviation
1	Brightness	60	3.53	1.16
2	Light Comfort	60	3.62	1.08
3	Color Liveliness	60	3.42	1.09
4	Color Harmony	60	3.40	0.92
5	Furniture	60	3.13	0.96
6	Furniture Arrangement	60	3.38	1.21
7	Cleanliness Level	60	4.33	0.80
8	Space Extent	60	3.42	1.21
9	Atmosphere	60	3.68	0.81
10	Recency	60	3.18	1.23
11	Familiar Environment	60	3.30	1.25
12	Dynamicity	60	3.02	1.05
13	Foreign Friendly	60	3.88	0.87
14	Temperature	60	4.18	0.93
15	Promptness	60	4.53	0.62
16	Hasty Consumption	60	4.05	1.00
17	Reliability	60	3.37	1.22
18	Open-mindedness	60	4.30	0.77
19	Taste	60	4.13	1.07
20	Value	60	3.60	1.09
Cronbach's α				
,837				

From the table, it can be seen that the most important elements are cleanliness, thermal comfort, service promptness, freedom during consumption, staff's open-mindedness and food taste. Moreover, looking at the Reliability Analysis, it can be seen that the Cronbach's α value is 0,837, and so it can be said that the questionnaire is reliable. <Table 8> shows the average value of preference of each Space Element according to gender and age.

<Table 8> Preference Average Value　　　　　　　(N=60)

Space Element		Sex	Average Value (Standard deviation)	Age	Average Value (Standard deviation)
1	Brightness	M	3.75 (0.86)	20~29	3.67 (0.87)
		F	3.36 (1.29)	30~50	3.58 (1.08)
				More than 50	3.50 (1.38)
2	Light Comfort	M	3.31 (0.60)	20~29	3.00 (0.00)
		F	3.18 (0.98)	30~50	3.33 (1.07)
				More than 50	3.50 (0.55)
3	Color Liveliness	M	3.56 (0.81)	20~29	3.56 (0.88)
		F	3.45 (1.21)	30~50	3.50 (0.90)
				More than 50	3.50 (1.38)
4	Color Harmony	M	3.56 (0.81)	20~29	3.22 (0.44)
		F	2.91 (0.70)	30~50	3.08 (1.00)
				More than 50	3.83 (0.75)
5	Furniture	M	3.13 (0.81)	20~29	3.11 (0.78)
		F	2.82 (0.87)	30~50	3.00 (0.85)
				More than 50	2.83 (0.98)
6	Furniture Arrangement	M	2.81 (0.91)	20~29	2.44 (0.88)
		F	3.64 (1.21)	30~50	3.50 (0.90)
				More than 50	3.50 (1.38)
7	Cleanliness Level	M	4.75 (0.45)	20~29	5.00 (0.00)
		F	4.27 (0.90)	30~50	4.42 (0.79)
				More than 50	4.17 (0.75)
8	Space Extent	M	3.13 (1.09)	20~29	2.44 (1.01)
		F	2.91 (1.22)	30~50	3.42 (1.08)
				More than 50	3.17 (1.17)
9	Atmosphere	M	3.56 (0.89)	20~29	3.67 (1.00)
		F	3.55 (0.82)	30~50	3.92 (0.51)
				More than 50	2.67 (0.51)
10	Recency	M	3.25 (1.34)	20~29	2.78 (1.39)
		F	2.73 (1.10)	30~50	3.42 (1.08)
				More than 50	2.67 (1.37)
11	Familiar Environment	M	3.44 (0.96)	20~29	3.56 (0.88)
		F	2.45 (0.69)	30~50	2.83 (0.72)
				More than 50	2.67 (1.37)
12	Dynamicity	M	2.88 (1.15)	20~29	2.56 (1.13)
		F	3.00 (1.00)	30~50	3.17 (0.83)
				More than 50	3.00 (1.41)
13	Foreign Friendly	M	4.13 (0.81)	20~29	4.22 (0.83)
		F	3.82 (0.87)	30~50	3.92 (0.79)
				More than 50	3.83 (0.98)
14	Temperature	M	4.19 (0.91)	20~29	3.67 (0.87)
		F	3.73 (1.01)	30~50	4.17 (1.03)
				More than 50	4.17 (0.98)
15	Promptness	M	4.50 (0.73)	20~29	4.44 (0.88)
		F	4.27 (0.65)	30~50	4.33 (0.65)
				More than 50	4.50 (0.55)
16	Hasty Consumption	M	3.94 (1.00)	20~29	3.67 (1.12)
		F	3.91 (1.14)	30~50	4.00 (1.21)
				More than 50	4.17 (0.41)
17	Reliability	M	3.06 (1.12)	20~29	2.67 (1.22)
		F	3.00 (1.26)	30~50	3.25 (1.14)
				More than 50	3.17 (1.17)
18	Open-mindedness	M	4.56 (0.51)	20~29	4.44 (0.73)
		F	4.18 (0.87)	30~50	4.42 (0.67)
				More than 50	4.33 (0.82)
19	Taste	M	4.56 (0.81)	20~29	4.44 (1.01)
		F	4.00 (1.26)	30~50	4.33 (0.98)
				More than 50	4.17 (1.33)
20	Value	M	3.94 (1.06)	20~29	3.56 (1.24)
		F	3.64 (1.36)	30~50	4.08 (1.00)
				More than 50	3.67 (1.51)

From the table, it can be seen that in general females get more influence from aesthetic elements like colors and furniture arrangement, while males are more influenced by logistic aspects, as service and food price.

4. Case Study and Analysis

After running the survey, the customers were also asked to evaluate the space. The evaluation was made on a scale from 1 to 5 and, according to this evaluation, the three Pubs have been analyzed in order to individuate general pros and cons, and then being able to say in which of the three places people are more inclined to enter only by giving a quick glance inside.

4.1 Location

The three case studies are localized in Itaewon[1], Seoul area renowned for its ethnic variety. It is known for serving cuisines that are not widely available in Korea and, along with neighborhoods like Hongdae, it is one of the most popular places in Seoul for tourists. In this area, you can find many foreign restaurants and also many bars and pubs that get theme interiors and foreign-style management. Itaewon is, therefore, the best place when it comes to experiencing this type of vibes.

4.2 Overview of the Case Study

The three case studies are all western-style pubs located in Itaewon's area. Since the focus of this paper is on the reasons that lead a person to chose a particular place, it was decided to focus on the main road of Itaewon where western-style pubs are mostly concentrated. The chosen pubs are three between the more popular places in Itaewon, of three different aesthetic, but with a similar concept. The description of each place is shown in the table below.

⟨Table 9⟩ Pubs Overview

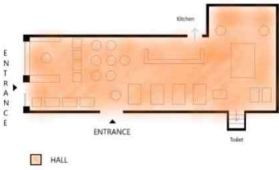| Fat albert		
(1)		North-Europe/America Style Pub. Familiar and cozy atmosphere. International environment, with foreign staff.
The Rose & Crown Ale House		
(2)		English Style Pub. Cozy atmosphere and attracting interiors.
Craft Hans Itaewon		
(3)		Gastropub. Wide variety of craft beers and a cozy athmosphere that attract people from all around the world.

4.3 Case Analysis

Each Pub has been analyzed through the observation on-site and the outcome of the evaluation given during the survey. In each pub, 20 people have been asked to evaluate the space on a scale from 1 to 5, where 1 means that space's element is completely absent, 2 means slightly present, 3 means neutral, 4 means present and 5 means that the element is fully present in the analyzed space. The results of the analysis are as follows.

(1) Fat Albert

⟨Table 10⟩ Fat Albert Analysis

(N=20)

FAT ALBERT		
Type	North-Europe/America Style Pub	
Location	50 Itaewon-ro 27ga-gil, Yongsan-gu, Seoul, Korea	
Plan	Hall area	≅150m2
	Tables	~ 34
	Average Price	Drink: ~ 7000 ₩ Food: ~ 12000 ₩
	Age Range	25 ~ 70 years old
Space Element		Evaluation (N=20)

1	Light	① Brightness	4,00	●
		② Light Comfort	4,00	
2	Color	① Liveliness	3,00	◐
		② Harmony	3,95	
3	Furniture	① Comfort	3,05	◐
		② Furniture Arrangement	4,05	
4	Cleanliness	① Cleanliness Level	4,80	●
5	Space	① Extent	4,10	◐
		② Atmosphere	3,75	
		③ Recency	3,95	
		④ Familiar Environment	3,90	
		⑤ Dynamicity	4,10	
		⑥ Foreign Friendly	4,00	
6	Temperature	① Comfort	3,75	◐
7	Customer Service	① Promptness	4,35	◐
		② Hasty Consumption	1,25	
		③ Reliability	3,65	
		④ Open-mindedness	4,30	
8	Food	① Good Taste	4,15	◐
		② Good Value	3,60	
Total Evaluation			3,78	

○ = 1~2,50 ◐ = 2,50~4 ● = 4~5

From the evaluation outcome, it can be seen that the elements with the higher scores are Light, Cleanliness, Space Extend, and Service. Space indeed is bright and cozy, even if the colors tend to concentrate in the brown spectrum. Drinks are various and food is tasty, and the service offered is friendly but still of quality. Types of Furniture are various and comfortable and the layout is clear and not messy. The interiors are clean and wide, with the possibility of playing pool and darts with no extra charges. It is moreover a foreigner-friendly environment where both staff and customers come from all over the world.

(2) The Rose & Crown Ale House

⟨Table 11⟩ The Rose & Crown Ale House Analysis

(N=20)

THE ROSE & CROWN ALE HOUSE		
Type	English Style Pub	
Location	6 Itaewon-ro 19-gil, Itaewon 1(il)-dong, Yongsan-gu, Seoul	

Plan		Hall area	≅40m2, 2 Floors
		Tables	~ 20
		Average Price	Drink: ~ 9000 ₩ Food: ~ 10000 ₩
		Age Range	25 ~ 50 years old

Space Element			Evaluation (N=20)	
1	Light	① Brightness	3,70	◑
		② Light Comfort	3,20	
2	Color	① Liveliness	3,35	◑
		② Harmony	4,00	
3	Furniture	① Comfort	3,50	◑
		② Furniture Arrangement	3,90	
4	Cleanliness	① Cleanliness Level	4,45	●
5	Space	① Extent	3,95	◑
		② Atmosphere	4,35	
		③ Recency	4,00	
		④ Familiar Environment	3,70	
		⑤ Dynamicity	3,35	
		⑥ Foreign Friendly	3,60	
6	Temperature	① Comfort	4,35	●
7	Customer Service	① Promptness	4,70	◑
		② Hasty Consumption	1,15	
		③ Reliability	3,75	
		④ Open-mindedness	4,50	
8	Food	① Good Taste	3,40	◑
		② Good Value	3,60	
Total Evaluation			3,72	

○ = 1~2,50 ◑ = 2,50~4 ● = 4~5

From the table, it can be seen that the ele-ments with the higher scores are Color, Cleanliness, Space, Temperature, and Service. Space itself sticks very well to the pub concept by reminding a lot of a British pub, the interiors are all wooden, warmed up by the lights who create a really cozy atmosphere. Furniture as well are comfortable and, even if the space is not wide, it is well arranged. Staff members are friendly but they don't speak English fluently, but despite this, they try to help as much as they can. Food quality, however, together with the portions size, is a little disappointing com-pared to the price.
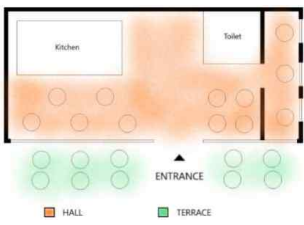
(3) Craft Hans Itaewon

<Table 12> Craft Hans Itaewon Analysis

(N=20)

CRAFT HANS ITAEWON

Type	GastroPub
Location	6-5 Itaewon-ro 19-gil, Itaewon 1(il)-dong, Yongsan-gu, Seoul

Plan		Hall area	≅40m2
		Tables	~ 20
		Average Price	Drink: ~ 7000 ₩ Food: ~ 15000 ₩
		Age Range	25 ~ 70 years old

Space Element			Evaluation (N=20)	
1	Light	① Brightness	3,50	◑
		② Light Comfort	3,40	
2	Color	① Liveliness	3,40	◑
		② Harmony	3,95	
3	Furniture	① Comfort	3,00	◑
		② Furniture Arrangement	3,35	
4	Cleanliness	① Cleanliness Level	4,05	●
5	Space	① Extent	2,90	◑
		② Atmosphere	3,75	
		③ Recency	3,80	
		④ Familiar Environment	3,20	
		⑤ Dynamicity	4,05	
		⑥ Foreign Friendly	4,30	
6	Temperature	① Comfort	3,45	◑
7	Customer Service	① Promptness	3,35	◑
		② Hasty Consumption	1,20	
		③ Reliability	3,45	
		④ Open-mindedness	4,10	
8	Food	① Good Taste	2,85	◑
		② Good Value	3,60	
Total Evaluation			3,43	

○ = 1~2,50 ◑ = 2,50~4 ● = 4~5

The evaluation outcome shows that the high-lights of this pub are Cleanliness, Space and Customer Service. About the interior, the envi-ronment is in general pretty dark, the space is really small and there are just a few tables. However, the furniture is well maintained and space is clean. The price compared to the qual-ity is good, but portions are a little small. The pub, however, is known for its variety between

both Koreans and foreigners, and the atmosphere breathable inside is the main reason why customers keep coming back or are willing to try this pub.
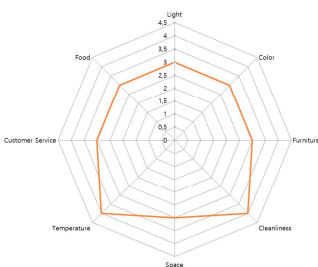
4.4 Analysis Results
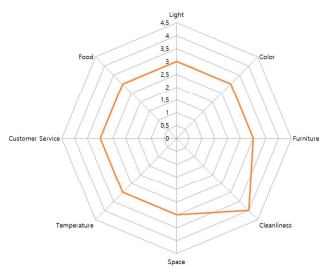

<Image 3> Fat Albert Chart

From the image, it can be seen that the elements that received the highest score are the lights and cleanliness. The restaurant is, in fact, bright and welcoming, but above all clean, thanks to the attention and diligent work of the staff in keeping the space clean and tidy. The other elements instead received a similar score, but still quite high.

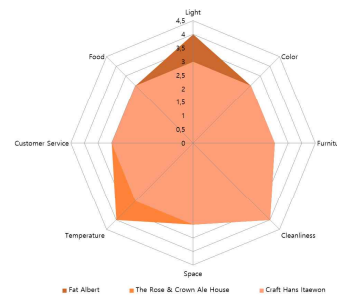<Image 4> The Rose & Crown Ale House Chart

The Rose & Crown Ale House, like Fat Albert, scored high on cleanliness. cleaning aside, the highest values are those belonging to thermal comfort and space. The space in the complex indeed presents interesting interiors and a familiar and relaxing environment.

<Image 5> Craft Hans Chart

Craft Hans has similar values for all elements except cleanliness, which is the only value that stands out. In general, it can be said that the interiors are not

planned to have many tables and that therefore the strong point of the store is the terrace, which remains open all year, guaranteeing more seats.

<Image 6> Summary Chart

In general, all the stores are clean in the eyes of the customers but the place where probably the customers prefer to spend their time is The Rose & Crown Ale House, thanks to

its interiors and reasonable prices. Fat Albert sells good quality food but often the internal temperature makes guests feel uncomfortable. Craft Hans, on the other hand, does not have many seats, forcing customers to stand or sit outside, which can be really annoying in cold weather.

4. Conclusion

After performing the space analysis on-site, according to the results, the place where users are more likely to enter is The Rose & Crown Ale House, thanks to its welcoming environment, the pretty interiors and the good value of money. In general, however, when talking about these kinds of stores and why choosing a place rather than another, the conclusions are the following.

First, if the place shows that it can deliver both good service and products of good quality at a good value in a clean environment, people

are willing to try it and, if they feel satisfied, to come back.

Second, having catchy interiors and showing an interesting choice of furniture, colors, and materials according to their concept style at-tracts people's eye and makes them willing to experience it.

Third, No matter if the staff is fluent or not in English, if the place provides English menus and adapts their service to everyone, people feel confident and willing to stop by.

In conclusion, no matter how the stores look like from outside, if it doesn't deliver a clean image that makes feel users comfortable and safe, people are not willing to stop by and spend time there. The choice is dictated by an uncon-scious search for comfort, both physical and emotional. and by the need of freedom while enjoying their time, without feeling observed or judged, and therefore, when it comes to planning these kinds of places, designers have to keep in mind and give huge importance to users' per-sonal space and their emotional comfort.

Reference

Amic G. Ho, Kin Wai Michael G. Situ (2012). Emotion Design, Emotional Design, Emotionalize Design: A Review on Their Relationships from a New Perspective, The Design Journal, Vol.15(1): pp.9-32.

Chae, Hojin, Lee, Junggyo (2019). A Study on the Expression of Five-Sense and Affective Design in Cafe Space, Journal of the Korean Institute of Spatial Design, Vol.14(2), pp.21-33.

Choi, Jin-Kyung, & Kim, Juyeon, (2019). The Characteristics of Spatial Emotion through Analyzing Survey Questionnaires according to the Visual Stimuli of Finishing Materials, Journal of the Korean Institute of Interior Design, Vol.28(1), pp.95-106.

Donald A. Norman, (2004). Emotional design: why we love (or hate) everyday things. Basic Books.

Donald A. Norman, (2002). Emotion and design: Attractive things work better. Interactions Magazine, Vol.9(4), pp.36-42.Jordan, Patrick (2004). Pleasure With Products: Beyond Usability. London: Taylor & Francis.

Jordan, Patrick (2004). Pleasure With Products: Beyond Usability. London: Taylor & Francis.

Kim, Chan-hee (2011). The Cultural Identity of Itaewon, Yonsei University, Situations, Vol.5.

Kraus, Michal, (2019), Color as a Psychological Agent to Perceived Indoor Environmental Quality, IOP Conference Series Materials Science and Engineering, Vol. 603(5), pp.52-97.

Lai, Ah Eng, Collins, Francis Leo, Yeoh, Brenda S. A. (2013). Migration and Diversity in Asian Contexts, Institute of Southest Asian Studies, pp.234-236.

Lee, Sanghee (2009). Drinking: drinking culture of Korea #1. Seon.

Richardson, A. E. (1934). The Old Inns of England. London: B. T. Batsford.

Seo, Hyng-Soo, (2006). Analysis of Cafe Interior Design Factors using Human Sensibility Ergonomics for Different Sex, Journal of the Korean Institute of Interior Design, Vol.15(1), pp.175-183.

Seo, Hyung-Soo, & Kim, Hyo-Nam, (2005). A Study of Emotional Preference in Cafē Interior Design, Journal of the Korean Institute of Interior Design, Vol.14(1), pp.151-159.

Tantanatewin, Warakul, Inkarojrit, Vorapat, (2018), The influence of emotional response to interior color on restaurant entry decision, International Journal of Hospitality Management, Vol.69, pp.124-131.

Tuzunkan, Demet, Albayrak, Asli, (2016). The Importance of Restaurant Physical Environment For Turkish Customers, Journal of Tourism Research & Hospitality.

Endnotes

1) Image source: https://medium.muz.li/the-art-of-emotion-normans-3-levels-of-emotional-design-88a1fb495b1d (2019).

2) Image source: https://www.buildinghistory.org/buildings/inns.shtml, Historic Buildings in the British Isles.

3) Image source:http: //english.visitkorea.or.kr/enu/SH/SH_EN_7_2_6_1.jsp, Korea Tourism Organization

4) Image source: https://www.historic-uk.com/CultureUK/The-Great-British-, The History and Heritage Accomodation Guide.

5) Image source: https://www.interaction-design.org/literature/topics/emotional-design, Emotional Design, Interaction Design Foundation.

6) Image source: https://jnd.org/, Donald Norman Web site.

7) Image source: https://medium.muz.li/the-art-of-emotion-normans-3-levels-of-emotional-design-88a1fb495b1d, The Art of Emotion,

8) Image source: https://ourworldindata.org/alcohol-consumption, Our World in Data, Alcohol Consumption.

9) Image source: https://www.thehistorypress.co.uk/articles/a-history-of-british-pub-names/, Origins of Pub names, The Hhistory Press.

10) Image source: https://www.90daykorean.com/drinkin
g-culture-in-korea/Pub/, 90DayKorea.