

RESEARCH PROPOSAL FOR FOOD & CULTURE

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The impact of different layout on the scenography of sensuous meal experiences in a theatrical manner to encourage consumer's purchasing intent.

In the hearts of Kuala Lumpur's original Chinatown, there lays a street, also a famous landmark that is well known for its traditional atmosphere, particularly the two perpendicular streets that intersects with various local merchandise and food along the streets. The street is more crowded during the day, with the visits of local and tourist both. People also known this place as a place selling imitation graded goods. As cities evolves, the identity of local Chinese in the making of Chinatown as been displaced by immigrants that those you see more frequent handling the goods and stalls. Modern eateries are also introduced to the street's context as demanded in trends of development, such as café's and restaurants. However, there are still some strong cultural values preserving and holding up the definition of Petaling Street as the main center of Chinatown. These values, particularly in food aspects, can be seen scattered along the streets (i.e Food stalls), the sidelanes and also backlanes (i.e Madras Lane). This situation where both contemporary and traditional eateries exist sparks my interest to study the relationship between the difference in layout and the scenography of sensuous meal experiences in a theatrical manner that encourage consumer's purchasing intent.

In my findings, I was not aware that such relationship could impact in different consumer behaviors as this topic was not specifically studied in any online material, neither it was mentioned anywhere in the reviews. However during my site visit, I've come to realize that food experiences vary in different location of the site. Each food vendors planned their layout differently to lure customers not just by nose and mouth, but also addressing the body, eyes, ears and even emotional centers of the brain via involvement of diners as part of the cast of the performing set-up. As for such, Madras lane uses it's advantage of the linearity of the backlane to capture the attention of people passing by that passageway. Food stalls such as those selling muachi and soya drink utilizes its location at the junction to collect the crowd, similarly in a concentric manner. Modern cafes such as Vintage 1988 have their dining experiences sheltered in the interior, but their seeling products such as breads and ice cream are displayed at the frontage of the shop to capture pass byers of the shaded

walkway. It can be seen that different vendors use different tactics strategized by its location as a performance or display element to capture the consumers' senses.

To further develop my understanding of this research topic, objectives are identified as such to assist and guide me along understanding the relationship between the difference in layout and the scenography of sensuous meal experiences in a theatrical manner that encourage consumer's purchasing intent. Firstly to identify how different food vendors capture the circulation of consumers in different layout as they pass by. Secondly is to identify the spectacular experiences or product display that have been utilized to encourage diners to visit or stop by. Lastly is to study in a whole set in a theatrical manner on how the layout forms a sequence of scenography that generates interest of passers by to consumers.

Various sources are potential methodologies in obtaining information to this research question. These sources can be from interviews, reviewing online materials such as videos, documentaries, travel reviews, food blog, journals, and even research papers that specifically pin out the interest of food and architecture both to help me further understand more in depth and reinforce the data I have collected. Through personal experiences and participation in different eateries on site, the experience and location is observed and recorded through photographic documentation and also in a video. The sensory experience when exploring food eateries along the backlane, sidelane, and food stalls along the street is interpreted based upon personal experience of myself and my groupmates during the site visit.

The expected outcome of this research allows me to develop an in depth analysis and understanding of the relationship between the difference in layout and the scenography of sensuous meal experiences in a theatrical manner that encourage consumer's purchasing intent. The results can be further translated in the form of a photobook or an illustrated booklet showcasing the food-space relationship and also the content of how food store owners strategize their business based on different layout through a sequence of planned experience, and thus becomes appealing to customers looking towards the eateries.

References:

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