

**DIMENSIONS OF A BRUNCH EXPERIENCE**  
**A STUDY ABOUT THE CONSUMER BEHAVIOR, THE DRIVERS, AND THE POST-  
CONSUMPTION PHASE OF BRUNCHES IN LISBON**

**Ricardo Alexandre Ferreira Martins**

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Supervisor:

Professor Ana Oliveira-Brochado, Ph.D., Professor at ISCTE Business School,  
Department of Marketing, Operations and General Management

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## Abstract

The world of restauration is full of different concepts and services, with the strategic objective of places to stand out and offer different experiences to consumers. Brunch is one of those concepts that, in the middle of the 21st century, is gaining a huge popularity among different types of consumers with different needs and standards. The main objective of this study is to understand and identify what is most valued during the Brunch experience, what are their drivers and what conclusions can be drawn based on the reviews shared in the post-consumer phase of the process. In addition, this dissertation also intends to understand if the dimensions of the experience vary according to the "gender" segment, from Brunch to Brunch and according to the evaluations given in the 734 comments online. The tools used to analyze the main themes of the comments were Wordle and Leximancer. After this process, the themes were displayed graphically on a conceptual map from which results data from 4 distinct Brunch restaurants: Nicolau Lisboa, Heim Café, Fauna & Flora and Zenith Brunch & Cocktail. From this analysis, 13 themes that depict the experience in a Brunch were discovered: Brunch space pancakes place waiting delicious time juice try people best recommend experience. It was also possible to conclude that there are several variables that impact the experience during brunch, that the reviews are a very useful tool to remove points to improve for the restaurant itself and that there is a gender divergence in what is valued at a brunch. In this dissertation it is revealed that the different ratings given in the Zomato platform represent different themes of the experience.

**Keywords:** Brunch; Experience; Leximancer; Online Comments;

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## Resumo

O mundo da restauração está repleto de conceitos e serviços diferentes, com o objectivo estratégico dos espaços se destacarem e oferecerem experiências distintas aos consumidores. O Brunch é um desses conceitos que, em pleno século XXI, está a ganhar uma popularidade imensa junto de diferentes tipos de consumidor que apresentam necessidades e padrões distintos. O principal objectivo deste estudo é entender e identificar o que é mais valorizado durante a experiência de Brunch, quais os seus drivers e que conclusões se podem retirar com base nas reviews partilhadas na fase pós-consumo do processo. Complementarmente, esta dissertação pretende também perceber se as dimensões da experiência variam de acordo com o segmento “genero”, de Brunch para Brunch e de acordo com as avaliações dadas nos 734 comentários online. As ferramentas utilizadas para a análise dos principais temas dos comentários são o Wordle e o Leximancer. Após esse processo, os temas são expostos graficamente num mapa conceptual do qual derivam resultados de 4 restaurantes de Brunch distintos: Nicolau Lisboa, Heim Café, Fauna & Flora e Zenith Brunch & Cocktail. Desta análise retiraram-se 13 temas que retratam a experiência num Brunch: Brunch, espaço, panquecas, lugar, espera, delicioso, tempo, sumo, experimentar, pessoas, melhor, recomendação, experiencia. Foi também possível concluir que existem várias variáveis que impactam a experiencia durante o brunch, que as reviews são uma ferramenta muito útil para retirar pontos a melhorar para o próprio restaurante e que existe uma divergência de genero no que toca ao que é valorizado num brunch. Nesta dissertação revela-se que os diferentes ratings dados na plataforma Zomato representam diferentes temas da experiência.

**Palavras-chave:** Brunch; Experiência; Leximancer; Comentários online;

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## 1. Introduction

The restaurant industry is a sector that, throughout the world, has been growing substantially. The city of Lisbon, capital of Portugal, will be the target of this study since it is one of the main cities to contribute to the increase of the hospitality in the country and also one of the cities that best allows to verify the impact of the quality of the service and the web reviews in the study due to its technological advance.

The world of restaurant sector in Portugal, since the end of the economic crisis suffered until 2014, has been growing significantly and has also been observing the opening of several new spaces over the last years. According to Ernst & Young (2013), the hospitality industry is one of the largest in almost all countries, with restaurant sector being the main industry. According to Namkung & Jang (2007), the consumer has much more gastronomic options than before, which means that levels of competitiveness among restaurants have increased. In order to differentiate themselves, Lekstutyté (2016) explains that establishments try to attract customers by offering personalized and different services in terms of quality, concept, price and convenience. Choosing a restaurant has started to be a difficult decision, since the improvement of the way they communicate with customers, they also have a huge range of options that offer memorable, different and quality experiences (Kotler 1973).

There are many reasons why a consumer may choose a particular restaurant which, according to Auty (1992), goes through: the meal (if they are celebrating a special occasion, a business meal, a quick meal or a meal for socializing for example), the type restaurant (if it's a fine/casual/fast-food restaurant or even the type of food they offer) and the customer's monetary possessions.

One of the great themes that has been growing in recent years are the Brunch experiences. It began as an American and British concept, but has been developing all over the world, from Lisbon to Sydney. The brunch is a combination of the breakfast "br" with the lunch "unch" and it appeared because at weekends people usually wake up later and do not have time to do the two main meals in the morning so usually make a mix of the two (Rhodes 2011). As mentioned previously by Kotler (1973) the range of restaurants nowadays is very large, and as the concept Brunch is considered trendy nowadays, it is necessary to provide different experiences and a quality of service that makes the customer feel that the money that is spending is rewarding.

Based on these concepts, the purpose of this dissertation is to understand the behavior of Brunch consumers, to realize their expectations, the drivers, what they give importance during the experience and to understand their behavior in the after experience. The research questions are:

- (i) What are the main dimensions of the experience in a brunch restaurant shared online by the costumers?
- (ii) What are the specific dimensions to each restaurant?
- (iii) What are the main dimensions of the experience shared online by gender?
- (iv) What are the main dimensions liked with satisfaction and dissatisfaction

For this, will be analyzed reviews left by consumers on a platform called Zomato in the post-consumption phase.

Online platforms are a very useful tool for any establishment, as they can draw conclusions about the quality of service and consumer experiences (Rousseau 2012). In this case, it is through them that it's going to be possible to have important information about the main dimensions of consumer brunch narratives (Brochado 2018).

This dissertation will consist of 5 main parts. The first one, of which this narrative is part, is called Introduction and presents in a subtle way the topic of research, where the concepts of restoration and brunch are explained. It is also here that the importance of quality of service, consumer experience is introduced and the main objectives of the study are presented. The second chapter gives rise to the literature review that has as its main themes the marketing strategy, consumer behavior, restaurants sector and social media. These topics will provide theoretical support for the analysis of the objectives of the study. The third part gives rise to the methodology and in this part it is presented the whole method of investigation and analysis of the research sample. Leximancer and Wordle will be the tools of analysis and it will be in this chapter that is going to be explained the whole procedure. The fourth part is the chapter that will reveal all the results of the analyzes carried out in the programs. It is a very descriptive and graphic chapter. To conclude, chapter five will be the space where the conclusions of the study are presented, where the limitations of the research will be suggested and identified and also where recommendations will be given for future research.



## 2. Literature Review

Over the years, the consumer has captured the majority of the attention of the big brands. The evolution of technology has made it possible to communicate with consumers much more quickly and effectively. This is how companies realize that it makes no sense to be separated from consumers, but to develop a relationship with them. In this way, one of the objectives of companies is to adapt their strategies to the standards of their consumers. This chapter will be divided into 4 major themes. The first will address the theme of strategic marketing and its components, which in the conclusions part will be used to draw conclusions for the brand managers. The consumer behavior theme will focus on showing how today's consumers are. The third theme will be the chapter that will make known the reality of the restaurant industry and explain the concept of the whole Brunch experience. The last theme focuses on Social Media, mainly on the power of the word between consumers (WOM) and web reviews, since the analysis of this study will be based on the opinions of consumers.

### 2.1 Marketing Strategy & Marketing MIX

As Fifield (2007: 9) states, the word strategy nowadays appears everywhere, from "business strategy, corporate strategy, marketing strategy, strategic marketing, product strategy, pricing strategy, advertising strategy, Internet/online strategy and even discount strategy ". The word strategy, according to Fox (2010), is dominating all areas of organizations. As it is a super trendy subject, sometimes companies forget the true meaning of the word, and as Fifield (2007) mentions, sometimes the word strategy is only associated with the synonym of something important and not with its simple meaning of that a strategy is how an organization will achieve its purpose.

There are several opinions from various authors on the definition of marketing strategy. Dibb and Simkin (2001) believe that marketing strategy indicates the markets to which the activities should be directed and what types of competitive advantages should be used and exploited, on the other hand, Doyle & Stern (1994) refers that the strategies are a set of decisions that must be taken into account by management of how resources will be allocated to gain competitive advantage.

Still on marketing strategies, Fox (2009) states that these should be practiced taking into account their client groups and adapting the product/service, price, distribution and promotion offer to the relevant market segments. In this way the organization will seek to satisfy the needs of its customers better than its competitors.

For the adoption of these strategies, the marketing mix method is usually used, which, according to Ivy (2008: 289), “The marketing mix is a set of controllable marketing tools that an institution uses to produce the response it wants from its various target markets”.

These tools, as Constantinides (2006) refers, are divided into four variables: product, price, place and promotion. In the case of a service, Balmer, Powell, & Greyser (2011) state that it is essential to include the three “P’s” created by Booms & Bitner in 1981, which added the variables people, processes and physical evidence to the method.

All seven variables will help the product/service, according to Baker (1987), stand out in the eyes of potential customers, preferring them to all substitutes that exist. The first of the variables is the Product, which as Gordon (2012: 123) quote is “the behavioural offer made to target adopters and often involves intangibles such as adoption of an idea or behavior”.

Gordon (2012) also explain that the price policy refers to the price definition of a product/service and the associated conditions (discounts, for example). The place is referred by him the local where the company sells its products and services and how it takes them to consumers/customers.

The promotion variable was described by Lam (2016) as the methods used to communicate characteristics and benefits of products and services to target consumers/customers.

Human Resources is one of the most important components of a company (People variable). And Ivy (2008) mention that without the people who are part of the company or who collaborate with it, the company certainly did not exist. He also said that it is possible to define the six variable (process) as the manner to achieve the highest degree of efficiency and effectiveness possible, looking for the best result in the shortest possible time.

Constantinides (2006) remarks the last “P” - physical evidence, as everything a customer sees and perceives of the company when it comes in contact with it.

### 2.1.1. Market segmentation

The concept of market segmentation, in the marketing area, has always been a relevant topic and raises a lot of research (Dutta & Bhattacharya, 2015). Smith (1956: 7) described this topic as "the process of differentiating a large market into some groups within groups, a similar type of customer behavior being predicted." Later, Bennett (1995: 165-6) updated the definition for a "process of subdividing a market into distinct subsets of customers that behave the same way or have similar needs." Market segmentation enables the assessment of varied consumer needs by a more detailed analysis that will, according to Lu (2003), expose the benefits to the client.

Simkin (2007: 464) states that there are several ways to create market segments such as "survey-based quantitative studies of customer behaviour, more ad hoc qualitative approaches such as intuitively interpreting sentiments expressed during customer focus groups, to the macro-micro evolution to newly defined segments based on assessing existing customer groupings or classifications".

The segmentation can be done in three different moments, which as Kotler and Keller (2006) refers are: market segmentation, market targeting, and market positioning, and they should be chosen by the one that can give advantage for the company. Kotler (2000) also said that it is possible to analyse the segmentation on four types bases. The first one, geographic, Kotler (2000) gave the examples of gender, age, education, income and occupation, but in the case of the second type, he mention the country and the city. In the case of behavioral segment, Pesonen (2011) reference the benefits sought, activities sought and expenditure (in the tourism context). The last one, psychographic, also in the tourism set, Cha (1995) referred the motivation, trip purpose, personality emotion and perceptions as criteria's.

## 2.2. Consumer Behavior

Marketing managers and researchers concentrate much of their time on research and understanding the consumer behavior (Lamb, 2010). The market is always changing, and according to Kasapi & Koc (2012) it is necessary to pay special attention to the thoughts and behaviors of the public. Schiffman & Kanuk (2009) define consumer behavior as the characteristics that can be removed when observing a person in their purchase, research, evaluation and discarding products and services to satisfy their needs. In this way,

Swarbrooke & Horner (2007) explained that taking into account all the factors it is possible to observe which of them affect the decision to buy the consumed ones.

Barmola & Srivastava (2010) also showed the importance of the study of this theme to recognize trends and changes in consumer requirements as well as the development of new technologies and if these are well accepted in the market.

Consumers, according to Lamb (2010), follow a particular decision-making process. First, they go through the recognition phase, then they look for information, then evaluate the existing alternatives, after, they buy and finally it is possible to observe the post-purchase behavior.

### 2.2.1. Evolution of consumer (XXI century)

The current reality of any business faces different challenges due to the new type of consumer, the consumer of the 21st century. Bilan (2013) affirms that the consumer nowadays is exposed to: information availability, high level of education, globalization, political and social variations, and that have resulted in some changes in consumer behavior.

These fluctuations lead to higher expectations from consumers and even the business itself. Today consumers pay special attention to product confection, origins, sustainable standards and safety (Costa & Picchi, 2017).

Samara & Morsch (2005) explain that if a consumer does not feel comfortable or feels cheated by companies, he quickly arranges a replacement for their need. The relationship that consumers establish with companies in the 21st century is a relationship of responsibility, responsibility, clarity and trust.

It is then pivotal to perceive the needs and behavior of consumers so that brands can establish relationships of engagement and loyalty (Bilan, 2013).

### 2.2.2. Engagement

Over the years, the consumer has captured the majority of the attention of the big brands. The evolution of technology has made it possible to communicate with consumers much more quickly and effectively. This is how companies realize that it makes no sense to be separated from consumers, but to develop a relationship with them. In this way one of the objectives of the brands is to create engagement with the customers.

Customer Engagement (CE) has been defined by Mollen et al. (2010: 919) based on Roberts (2005) as an "umbrella term for online mechanisms that deliver competitive advantage to those employing them and contribute to the creation of “loyalty beyond reason””, this loyalty stems from the participation and connection between consumers and the activities of the organization (Vivek, 2012). According with Heimers & Rueger-Much (2016) there's a lot of activities that a company can do to develop customer engagement like: events and brand communities (offline tools), newsletters and mobile tools (mixed tools - online and offline), and online with videos and follow-up emails. Rappaport (2007: 138) said that engagement have “two key ideas: high relevance of brands to consumers and the development of an emotional connection between consumers and brands”. When hat connection appears, there is a percentage of customers that ponder that love the brand (Carroll & Ahuvia, 2006).

### 2.2.3. Love Brands

That's what is called a Love Brand. Maia (2014) said that love brands are brands that have risen to a higher level, brands that from being ordinary and becoming extraordinary, loved by loyal consumers and who can maintain a relationship with them.

According to Ahuvia (2005) love can be proof if the following points are fulfilled: if there is passion for the brand, if it is attachment to the brand, if there's positive evaluation of the brand, positive emotions about the brand and declarations of love for the brand. There are several important differences between brand and love brand, according to Roberts (2005). While a brand gives its customer information, a love brand has a personal relationship with its customers while a brand is recognized by its consumers, a love brand is loved by people, a brand is generic whereas a love brand is personal, a brand presents a narrative and a love brand creates a love story, a brand promises quality, a love brand has a touch of sensuality, brand is symbolic and love iconic brand, brand is defined and

love brand infused, the brand makes a statement and a love brand tells a story, a brand has defined attributes and a love brand is shrouded in mystery, the brand has values, love brand has spirit, brand is professional, love brand passionately creative and finally the brand uses an advertising agency while passing love brand uses a company of ideas.

Maia (2014) defends that being a love brand is something that all brands yearn to be, have a relationship especially with customers, to give people the feeling that they are part of a group, that there is a brand that tells them something, that they listen to them and with which they identify at various levels.

#### 2.2.4. Loyalty

Customer commitment to a company / organization is directly linked to the concept of loyalty because, as Evanschitzky (2012) mentions, consumers begin to demonstrate a valuable relationship with the company when they exhibit a continued and long-term desire for products/services because they are less likely to be influenced by competitive offers. Dick & Basu (1994) further claim that loyalty is "a serious concern to marketers" because clients who remain loyal to the company will represent a much cheaper value than winning a new customer (Seybold 2001). Many of the consumers who consider themselves loyal to the brand, as mentioned by Wolter, Bock, Smith, Cronin & Joseph (2017), do not take into account releases of competing brand products, their marketing and marketing campaigns or even price discounts, as they have already established a loyalty relationship with the chosen company. Lewis (2004), Oliver (1999) & Sharp and Sharp (1997) also point out that they are less sensitive to competitors' offers, to spread to those who know by word of mouth positive comments, and even repeat the buying process.

Li (2006), based on the theories of Jacoby and Chestnut (1978), Morais (2000) & Rundle-Thiele (2005), explains that the concept of loyalty today can be seen in three different ways: wrapping, "loyalty may refer to customers' behavioral consistency, attitudinal predisposition toward purchase a brand, or a combination of the two approaches". In combination with this, if clients meet or join a loyalty program (which can be elaborated through a membership card for example) it gives them a sense of privilege or advantage over others (Liu, 2007) which are transformed into valuation and importance to the

company. In this way, Muniz & O'Guinn (2001) explain that consumers feel closer to the company.

Based on a reference by Edelman (2010), Xiong et al. (2014) point out in their study that the consumer "goes through a loop of "consider", "evaluate", "buy", "enjoy", "advocate" and "bond" as a result of making a purchase decision. Within this cycle, consumers in the consideration and evaluation phases tend to have a wide range of brands with which they can make a decision. If they are already loyal to the brand Xiong et al. (2014) they clarify that these phases are left out, causing the cycle to become much smaller and more favorable to the brand chosen.

Finally, Oliver (1999) added a rather interesting theory to the study of brand loyalty: the existence of three mechanisms of loyalty. These are: habit, dependency and relationship. In Henderson's (2013) dissertation, we can see that these three factors help keep loyal customers. The habit, according to Verplanken (2006) is based on behaviors realized by subconscious of the memory that make choose one particular product over another. Dependency also comes from the client's subconscious and is based on a continuous cost-benefit assessment act (Kumar & Shah, 2004). Finally, the relationship is correlated with "satisfying emotional desires for attachment and they provide the conative basis for loyalty as they grow over time to establish trust and commitment through mutual learning, adaptation, and norm convergence", referred by Henderson (2013) based on Palmatier (2006).

### 2.3. Restaurants

In its early days, according to Spang (2001), restaurants were locally used as food layoffs rather than as lunch and dinner rooms. Rebecca claims that the term restaurant before, was known as a broth that was given to those who did not have the economic capacities to eat the food of inns or shops. Spang (2001) mentions that the first restaurant was opened in 1782, on Rue de Richelieu in Paris, and since that the French capital has seen an enormous number of these establishments opening.

### 2.3.1. Definition

The word "restaurant" is described by Kotler (1973) as an organization of complex services that require contact between providers and consumers, in their physical location or during the provision of their service, and who deliver their products/services. Jang and Namkung (2010) add that restaurants provide services, meals and environments and that their quality depends on those attributes. The restaurants are always divided into two large spaces: the main dining area and the kitchen. Silva (2012) compares these divisions with a theater, where the dining area is the scene and the kitchen is considered as the backstage (in which usually the total size of 30% of the space).

Ryan & Chrisler (2003) defend that restoration is a sensory experience, not only for the dishes served, but for the entire experience of the client, which includes decoration, menu, location, music, service, technology, lighting and size. The story about why it was created or even the name of the restaurant are also tools to extol the concept of the restaurant and the whole experience.

Restoration is a sector that meets diverse needs. Cestur (2005) explains that working days are more related to the main need of the sector: food. While weekend days are more connected to leisure. In addition, the dinner-time meals are geared towards business and leisure, while the lunch hours (with breakfast included) demand is more oriented towards the food supply of the resident population or those who work in that geographical area.

Ha & Jang (2012) state that restaurants can be divided into 3 different categories: fastfood restaurants, casual dining restaurants and high-end restaurants. However Silva (2012) does a different segmentation and characterizes them as: franchise, fast service, fast traditional, traditional, classic, gourmet or themed.

As can be seen, there are many theories and groupings of types of restaurants, but the most general is the division made by Sarlas (2015) in which divides the group of the restaurant industry into 4 types.

The description of the four types was mentioned in Lekstutytė's thesis (2016) and is based on the theory of Sarlas (2015) that divides the restaurant industry into three initially, but actually four, since one of them has two subsets: Fast casual, quick service and full service (divided into fine dining and casual dining).



The full service is usually the most common and traditional in the restaurant, where meals are served at the time of the day, usually lunches and dinners, with customers seated at the tables where they are served by the employees. The team is usually big because they have as workers the cooks, servers, hosts, bartenders and managers (Lekstutytė 2016 & Sarlas 2015).

The fine dining restaurants are considered the most expensive in the industry. They present a service of enormous quality, refinement and complete. Usually restaurants where the starters exceed the value of 20 euros. They are restaurants that many of them are renowned, received awards or even Michelin stars. They are concerned about offering a refined decoration, a pleasant experience with calm music or adapted to the theme of the restaurant and an illumination that exalts the characteristics of the theme and the concept of the space. The menu is prepared by expert chefs and knowledgeable in the areas of food and wine (Lekstutytė 2016 & Sarlas 2015). Within the full service restaurants there are also casual dining restaurants that provide a kind of service similar to fine dining but not so exquisite, more cheaper and the experience is simpler (but pleasant). They are restaurants that are frequented by families and by the millennials since they offer friendly and affordable prices to each one's pockets. Usually they are spaces that specialize in a type of kitchen or concept, such as sushi, Chinese, Mexican, brunch or buffet. Just like fine dining, casual dining is also about creating a welcoming ambience, whether it be in the concept of the restaurant (its name, its history or ideas) or even in the decor. They are much simpler than fine restaurants but are more family-friendly (Lekstutytė 2016 & Sarlas 2015).

Fast Casual restaurants are another type of establishment that makes a link between the full service (explained earlier) and the fast service. This type of restaurant offers cheaper prices (around 10€) and usually establish menus that include a full meal, such as: Breakfast menu - croissant, natural juice and coffee; Lunch menu: dish, soup, drink and dessert. The purpose of these restaurants is to practice fast and convenient service, so orders are normally made at the space counter (Lekstutytė 2016 & Sarlas 2015). Finally there are also quick service restaurants. These are spaces where the service is done at the counter, where the meals available are represented in mupis hanging on the walls or ceiling behind the counter, the diversity is immense and the food is super cheap (usually not exceeding 7€). The decor is usually minimalist, simple and with a clear lighting. Fast

food chains and restaurants are all considered quick service (Lekstutyte 2016 & Sarlas 2015).

In a study described in Silva's dissertation, it is possible to see that 40 to 50% of consumers who go to full service restaurants go in dates, 30% alone or in groups of 3 people and 20% with four or more people. In this way restaurants should be prepared for the accommodation of their clients. Most of these spaces have removable tables so that they can dynamize the space in order to accommodate groups. This is a feature of the full service restaurants, in the quick service restaurants this does not happen and customers are conditioned to the existing space (Silva 2012).

### 2.3.2. How the market is growing

Hospitality is a theme that has been growing immensely in Portugal. Ernst & Young (2013) show that beverages and meals represent more than three quarters of this market and according to the results of the National Institute of Statistics (2015), restaurants are the segment that most contribute to the turnover of the hotel sector. Between 2008 and 2010, catering numbers in Portugal, according to Ernst & Young (2013), were less than 30,000, with 57% being bars and 35% restaurants (and restaurants are considered all establishments from luxury to local restaurants of fastfood). The economic crisis suffered before 2013 in Portugal caused consumers to limit their salaries and spend less on experiences and restoration. However, the year 2014 was a turning point, and the economic recuperation began to be felt. Euromonitor (2015) shows in its statistics that the old habits of dining out, going out for a glass of wine or snacking with friends were coming back with the economic structure. The market had to learn to grow according to the new trends and rules, and faced with the limitations it suffered, it was necessary to adjust prices, re-establish menus, or even to make promotions to attract new consumers (Lekstutyte 2016).

Nowadays, customers value more experiences and not only the food. Restaurants must take this aspect into account and should seek to associate with a concept (Muthiah 2013; Schmitt 1999).

### 2.3.3. Food & tourism

Tourism and food were a criteria that helped immensely the Portuguese economy and, thanks to this, it began to become popular and give due importance to this theme (Brochado 2018). According to the thesis defended by Gonçalves (2016) and based on the theories of Henriques & Custódio (2010), the gastronomy of a country is an asset for the attractive tourist-cultural point of view.

Brochado (2018) adds that this is an issue that has increased exponentially in the last decade, being a niche that triggered immense interest in literature (Ab Karim & Chi, 2010 & Chen & Huang, 2016). The studies elaborated in this theme vary between the connection of food and culture, agriculture, economy, branding, local development and marketing (Brochado 2018). Studies such as those by Frochot (2003) and Henderson (2009) show that food often motivates the choice of a destination.

Henriques & Custódio (2010) based on the studies of Mitchell & Hall (2003) and mentioned in the thesis defended by Gonçalves (2016) indicate that "gastronomic tourism is associated with a trip away from the habitual place of residence, motivated in the whole or in part, for the interest in food and drink". These trips can be either inside or outside the country and are often impelled by gastronomic festivals, tastings, wine and food events, recommendations or even for proof of a local specialty (for example the "francesinha" of Porto) (Henriques & Custódio 2010). The food is then referenced by several authors as a characteristic to take into account in the experiences of tourist destinations, being used dishes, desserts or food as promotion of these places (Henderson 2009). There are many Portuguese examples, such as: the "Pasteis de Belém" for the promotion of the city of Lisbon, "Cozido à Portuguesa" to promote Azores and "Ovos Moles" for Aveiro.

The gastronomic experiences, according to Boyne et. Al. (2008), are influenced by several reasons such as: the location, the flavor, the service, the way of eating and even the decoration of the space. All these characteristics will, in a way, also influence tourism if it is a unique and good experience.

Based on Richards (2011), Custódio & Henriques (2010) explains that gastronomic tourism is no longer just a tasting in a Michelin-starred or luxury restaurant, but rather in the history, experience and value given to local food.

Food tourism, and in the view of Brochado (2008) based on studies by Renko et. Al. (2010), often increases local production leading to the development of that area.

Costa (2011) further explains that local food is a way for tourist destinations to express their identity and to try to keep the consumer loyal to a particular region because it is the only place where they find certain food that they like.

#### 2.3.4. Brunch

The concept "Brunch" appeared for the first time in an article printed in 1895 called "Brunch: A Plea" and written by Beringer, a British man. Rhodes (2011) further explains that this article was published in Hunter's Weekly and that the brunch is: "an alternative for the heavy, post-church Sunday meals in favor of lighter fare served late in the morning".

Since then, and as described in The American Heritage (2013), Brunch is a combination of early snack and late breakfast, normally eaten until 3:00 pm. The word "brunch" was created even to think of these two concepts: breakfast "br" with the fusion of lunch "unch".

It was close to the 30's that the concept began to become popular in the United States of America, place where the "boom" of this experience in the world (Rhodes 2011) began. It was the Hollywood stars who made the Brunch popular because they traveled from country to country and knew new concepts. They initiated to adopt habits of other cultures, in this case British culture, and took it to North America (Ramanathan 2018). Rhodes (2011) further adds that in addition to the impetus given by Hollywood, one of the major drivers was the end of World War II as people began to adopt a more stress-free lifestyle on Sunday and began to become more relaxed about routine to go to church in the morning. With this, they began to rise later and to take a meal that complemented the breakfast and the lunch.

Rhodes's arguments (2011) are complemented by those presented by Burros (1983) in an article in The New York Times. Burros says that the weekends began to be sacred to the Americans, as they became moments of relaxation of the work week. They began to get up later to put up their dreams and consider Sunday as their lazy day, where they enjoyed the sun, family moments and food (which became much more relaxed). Rhodes (2011) in

his article for the Smithsonianmag notes that Sunday brunches have gone from light and quick meals to classy, refined and elaborate meals since it has become a meal made by upper-class high.

A study presented in Mintel (2016) shows that in the results presented last year it is possible to verify that there was a 50% increase in the consumption of breakfast in foodservice establishments. This data is important for the study of Brunch because breakfast is the concept that most relates to the concept under study. This growth is due a lot to Millennials who these days prefer to spend money on socializing and experiences than on a trip to a restaurant. In this way, they prefer to spend their money on breakfasts and brunches to be trend, to meet their preferences and feel that they are in a social experience that is directly associated with the innovation of the dishes. In a study by Fresh Ideas (2016), it is possible to verify that the brunch experience is usually made between friends or family than alone.

The typical consumer of Brunch varies a lot because the target is very wide (Frost 2015 & Mintel 2016). This happens because the brunch consumer can be of any age, any gender, can have different levels of income, just have to take an interest in this type of concept and enjoy more elaborate dishes in the morning. According to a study by Shelflife (2012), although the target is super large, there is clearly a pattern of the type of consumer that go to Brunches. In this case, this pattern is the Millennials, which represent twice as many older consumers. Nevertheless, the key brunch customers are the ones that characterize a bigger level of profit to the restaurant (the high-earning Boomers) (Ramanathan, 2018). So when someone creates a brunch business it is vital for establishments to find the type of customer they want to target (Mintel 2016). While the baby Boomers prefer healthier dishes, the Millennials desire a variety of innovation and something that looks good with the eyes.

When it comes to innovation in a brunch, it has to talk about the different types of ingredients that can be combined. In this case consumers are looking for new dishes that will satisfy them and give them the feeling that they are paying a fair price for what they are eating. The new trends in Brunch, also mentioned by Mintel (2016), go a long way towards, using bowls (yogurt cups with a variety of ingredients), burritos, eggs benedict, savory dishes (since it is a meal that is eaten closer to the time of lunch), tapioca and pancakes. On the other hand, there is also a very strong trend for dishes that are based on a healthy lifestyle (Restaurant Hospitality, 2013).

#### 2.3.4.1. How people get motivated to go to a brunch

It's important to understand how people are motivated to go to brunch, and to do this it is necessary to see how establishments can improve their offerings and customer experience.

The customer experience, according to Nasution et al. (2014: 255) is a process of "acquiring, integrating and ultimately achieving fulfillment of their aspirations". Companies to achieve these aspirations should think and elaborate experiences that draw attention to their main targets so that they are influenced in their purchasing decision process. The customer experience, based on the theory of Neslin et al. (2006) says that this process has four distinct phases: the search for information, acquisition, consumption and post-purchase. In the case of the Brunch is done a previous research of the space, already in the space one chooses the type of brunch that is going to be eaten, consumes itself and soon there is the process of post-experience. By analyzing these phases, managers can draw beneficial conclusions for their business and gather useful feedback to please their customers. Usually these conclusions come from the post-experience phase, which is the phase that actually shows what the consumer felt, liked, and what they thought should be improved in the setting.

#### 2.3.4.2. Drivers of customers' service experiences

There are several ways to attract consumers and make them repeat their experience in a particular restaurant. It is necessary to take into account that today the client is an informed person, flexible in their decisions and, above all, has a giant variety of options that can choose over other. That is why it is necessary to keep in mind what are the aspects that consumers value when they visit a restaurant (Williams, 2000).

Walter et al. (2010) conducted a study on drivers in the restaurant industry and concluded that these can be integrated into eight major groups: Social interaction, the core service of the restaurant, the physical environment, the restaurant itself, price/payment procedure, the atmosphere, the guest and the occasion.

In the first category, social interaction, all kinds of interactions or human contact are taken into account, either with employees or with clients. The service and the way consumers

are treated within the restaurant is a factor with immense weight in the opinion of the consumer (Walter et al. 2010).

The core service of the restaurant (Walter et al. 2010) is the second largest category and considers the experience with food and drink, its quality, waiting time, the way food is presented, menu options, space hygiene and all surrounding the restaurant and its concept.

The third category refers to the physical environment and focuses on everything that is sensory in space. The decoration, the music (if allow the communication, if it's pleasant), the interior and exterior space, the layout of the restaurant and even the people who frequent it. "The restaurant" category is more concerned with drivers related to location, concept and overall experience (Walter et al. 2010).

Walter et al. (2010) states that another important driver is the price and if this compensates the experience provided by the restaurant. In the category of atmosphere people are considered and the behavior. The last two categories "The guest" and "The occasion" focus on the expectations, preferences of consumers, previous experiences and the circumstance of going to a certain restaurant.

#### 2.3.4.3. Outcomes of service quality (loyalty)

Several authors recognize the importance of quality of service for the outcomes of a customer experience. Parasuraman et. al. (1985) and Santos (2003) explain that the quality of the service is an evaluation, appreciation and general judgment of the experience, made by the customer, after having tried the service/product. The outcome of the service comes after this experience and is the result of the whole experience, where an evaluation of the quality of the service is made (Mohr & Bitner 1995).

The outcome of the service has been careful considered and it's intimately associated with emotion (Johnson et al., 1998), even though service process evaluations are mainly based on cognition (Oliver 1997 & Parasuraman et al., 1988). Beneath usual conditions, clients will reasonably and cognitively assess service and then provide a global, affective, and assessment evaluation based on these cognitions (Dabholkar & Overby, 2005).

Satisfaction, as Alexandris et al. (2004) says, is the verdict about how the product or service resource creates the pleasure in the consumer. The consumer satisfaction drift from the service quality and it's connected with some outcomes. This outcomes could be

word of mouth, complaint, substituting and recommending (Yavas et al. 2004) and they are going to be tools that can help or not to divulge a particular service/product. From these outcomes, if they are positive, they can even make customers loyal to the brand/service/product.

## 2.4. Social Media

Nowadays, one of the easiest ways to reach the right target is with social media. Cited by Papasolomou (2012: 391) based on Kitchen (2010) mention that “define social media as the term commonly given to websites, online tools, and other interactive communication technologies which allow users to interact with each other in some way, either by sharing information, opinions, knowledge, or interests”. Social media goes from social networks to websites and blogs, where, according to Tuten (2008), users can express their opinions, criticize, publish, share, produce content and interact with online content/information. Social networks creates awareness and relationship building.

With the use of social networks, brands can draw massive information on points to improve their strategy and direction. Young (2008) believes that the feedback received online is very important because it demonstrates whether a campaign is being welcomed or not.

It can be concluded that companies should increasingly bet on social networks, as we are increasingly in a technological world and people are all linked together. In this way they will be able to reach the largest number of users and with the right methods, reach the indicated target (Tuten 2008).

### 2.4.1. Word-Of-Mouth

“Word-of-mouth is an informal mode of communication between private parties concerning the evaluation of goods and services” (Cited by Chung et al. 2009: 329, based on Dichter, 1966 & Singh, 1988). Word-of-mouth is sharing opinions/thoughts with others, that will eventually lead to the acknowledge of that same information to a larger range of people from whom it began with. The amount of information shared through word-of-mouth is correlated with the themes - a brand is only likely to be talked about if interesting and exciting (Hughes, 2005). Themes are considered interesting because “they



are a novel, exciting or surprising or because they violate expectations in some way” (Silvia, 2008). The interest about a subject and word-of-mouth differs by communication type. The notion of word of mouth it’s more important in these days for companies, because it can provide intangible profits of service to clients (Ng. Et al., 2011).

Online communication in word-of-mouth is stronger due to the large range of people it can affect. On the other hand, there is more time to think about what one wants to express and how is the best way to do it. Finally, “accessibility plays a greater role on oral communication” - as there is less time to think about what about what is going to be said, people are more likely be influenced about the environment and, therefore, some products are better suited “to generate word-of-mouth over different channels” (Berger, 2013).

A word-of-mouth communication drifts from the sender to the receiver. Segundo Jang (2007), what follows are the buying choices of the receiver if he is going to buy or not to buy. Before a purchase decision is made, the receiver goes through a process that makes him analyze all the information he received from word of mouth. In this process, the consumer analyzes all kinds of influences, whether positive or negative, and filters to determine what is most important to him. Once this filtering is done, the receiver has its decision made. (Jang 2007).

There are two types of word-of-mouth: negative or positive. The first can be defined as a set of complaints made by the consumer regarding the dissatisfaction they had during the experience of a particular service or product or the behavior of reporting some incidents of a less good experience (Luo 2007). On the other hand, positive word-of-mouth represents the opposite, which means that it represents all the positive things that have occurred during the experience of a particular product or service.

In a survey conducted by Keller (2007) of the American consumers, it was concluded that 3.5 million had word-of-mouth conversations (whether positive or negative). There are several ways to spread word of mouth, the most common is when the consumer are with family or friends, but then there is also the social media part. Television is responsible for 16% of the word-of-mouth total media, representing the largest fraction of the "cake". Next comes the Internet with 12% and newspapers with 7%, which shows that more and more word-of-mouth is an important characteristic and the organizations should take into account this concept (Keller 2007).

### 2.4.2. Consumer groups

It is important for any restoration establishment to understand what types of consumers exist so that they can implement strategies for each of them. Based on a study described in an article prepared by Gonçalves et al. (2015) there are four consumer groups: the influential, the prudent, the pragmatic and the intimate.

The first of all, the group of influenced consumers, usually have a more open position, in the sense in which they let themselves be "influenced" by others. They are the type of consumer who buys a certain service or product even if they do not need it, just because they are based on the comments of other consumers or because they think how others will see them if they buy a particular service or product (Gonçalves et al. 2015). They are the type of consumers who follow trends and if there is an involvement in the relationship and throughout the buying process they will probably continue to buy or visit this establishment (Belk 1975).

Prudent consumers are the most cautious customers and they care about the price-quality ratio. This group always expects their experience with the service or product to always be amazing for them to feel a fair payment feeling (Whittaker et al., 2007). According to the study by Gonçalves et al. (2015), 48% of consumers are considered "Prudent." Unlike the "influenced", the "prudent" are not carried away by the emotional side, but by the rational side. After the evaluation is made, and if this type of consumer reaches the conclusion that the amount spent has been offset by the service or product, they will most likely repeat the experience (until a problem occurs or they become dissatisfied with the service) (Sweeney & Soutar, 2001).

The cluster with the lowest percentage of the study is the pragmatic one, with 8% of the "cake" of the consumers. This type of client is concerned with the store experience, the reputation of the establishment and, above all, that all the experience meets the needs and trends of the moment (Gonçalves et al., 2015). He is a more apprehensive client, not so much to the monetary value but to the experience, and believe that the satisfaction can be reached without going through the emotional side.

Finally, the "intimate" consumer, who according to Gonçalves et al. 2015 covers 36% of the general group. This group values only the emotional side of the experience according to their feelings and emotions, putting the rational variable aside. Trust and loyalty to the space/brand/organization is undoubtedly one of the characteristics of this client. When

any problem or situation occurs, they will probably be the first to not return to the establishment within the 4 types (Moliner et al. 2007).

The study by Gonçalves et al. 2015 concluded that for groups of consumers who value the monetary and functional dimensions, it is important to apply strategies based on the information flow, so that customers feel in a certain way that there is trust between the brand and them and that they do not are applying poorly spent money. For consumers who value the social aspect, strategies should be applied that enhance the reputation of the establishment and that address the needs of consumers.

#### 2.4.3. Web reviews in service quality studies

There are several studies that show that trust is a requirement for the success of a project/establishment because customers will not buy a particular service/product if they do not feel any security in it (Gefen, 2002; Brochado, 2015; Brochado, 2017). This trust can be attributed in several ways, but one of the ones that in recent years has contributed more to the trust in the quality of the service of a company/restaurant are the web reviews. In a study by Utz et al. (2012) one of the conclusions about web reviews is that these have become the most important source for judgments about a particular service and that the reputation of a restaurant, a store or a company is no longer as significant as compared to the reviews (Brochado 2017).

According to Bulmer & DiMauro (2009) web reviews are consumer comments to other consumers, where they comment on the most important characteristics of a particular experience, service or product on an online platform. In this way, the information given may influence the decision of other buyers and the valuations may even lead to the non-purchase of a certain service.

In a survey conducted by Nielsen (2010) 70% of people rely more on the reviews they find online than in the newspapers or television. Increasingly, reviews are a big factor in the decision-making of certain consumers, and this type of word-of-mouth online is increasingly taking on larger proportions as more and more at blogs, forums, applications (example of Zomato, tripadvisor), social networks or any other platform or website that allows the elaboration of a comment about something, where the consumer can leave his opinion (Lin 2012).

Mahajan et al. (1984) explains that the reviews have a fundamental weight in the behavior of the consumer, because if the comments are negative the outcomes will be much more serious than if it were the opposite. Chevalier & Mayzlin (2006) also add that the positive reviews do not increase the number of sales, but if there are negative critics, the sales value will certainly feel a shock.

The analysis of the reviews by consumers is something that should also be studied. According to Costa (2017) “the most significant characteristics when predicting an incentivized review are the length of a review, its helpfulness rate and the overall polarity score”.

Campbell (2012) further adds that, people, usually, if they agree with most of the reviews that have already been made, do not feel the need to add their opinion in the platform. But, if it is otherwise, the consumers, especially if the experience is negative, make a point of adding their comment.

According to the literature review, it is well known that this study is relevant to the perception of the importance of web reviews and the quality of service in the restaurant industry.

### 3. Methodology

The purpose of this methodology section is to describe the approach this paper employs. The goal is to understand the behavior of Brunch consumers, to realize their expectations (because “consumer expectation not only influences purchase decision but also post-purchase satisfaction and word-of-mouth (WOM)” Sangyoon (2017)), what they give importance during the experience and to understand their behavior in the after experience (if their expectations were surpassed, what disappointed or pleased them, if they are thinking about returning to repeat the experience and if they would recommend it or not). For this, 4 Brunch restaurants were selected in the Lisbon area, which will be analyzed and that will allow the construction of a real study with more precise information. The city of Lisbon was chosen because the concept Brunch is taking very large proportions in this area, there are restaurants of this type in almost all parts of the city and they are increasingly opening new ones almost every month.

The methodology used in this thesis will begin with the quantitative method in order to perceive the opinions of the brunch consumers in relation to their experience. It will be used empirical data withdrawal of articles and theses on the subject, as well as the social network Zomato. The data collection comes from Zomato reviews to be able to get a real view of the problem under study.

### 3.1. Research context – Brief description of each Brunch restaurant

The focus of this research is on customer experience and behavior before, during and after a Brunch experience. Today's consumers are increasingly informed by the platforms they have at their disposal, keeping abreast of current trends. One of the characteristics that provoked more interest for this study and topic was the fact that the Brunch concept has become a trendy concept.

Brunch went from being just a gastronomic experience to being an experience where everything around you counts. The atmosphere, the decor, the composition of the menu, the surrounding history of the restaurant will count to create a pleasant sensation in the consumer. Social networks have a great influence on this new concept, and people go to a brunch not only to eat but also because they try to find content to show that they were present in a certain place and to share in their social networks for being trendy.

The 4 brunchs were selected by relevance in the Instagram and Zomato social networks. Those selected were:

- Fauna & Flora with a score of 4.8/5, 866 reviews and 1216 photos in Zomato, and 16300 followers on the Instagram.
- Nicolau Lisboa with a rating of 4.4/5, 2110 reviews and 2322 photos in Zomato, and 25200 followers on the Instagram.
- Heim Café with a score of 4.6/5, 917 reviews and 977 photos in the Zomato, and 18300 followers on the Instagram.
- Zenith Brunch & Cocktail with a rating of 4.5/5, 525 reviews and 688 photos in Zomato, and 10500 followers on the Instagram.

The follow information was taken based on the interviews made by NIT Magazine between 2016 and 2017.

### 3.1.1. Fauna & Flora

Started at the end of November 2017, in the Madragoa area (Lisbon), Fauna & Flora is almost one year old. This new Lisbon cafeteria offers brunch until dinner time. Space time is from 10:00 a.m. to 8:00 p.m., promoting a new concept called "brinner" - The combination of breakfast and dinner (which has the same concept as brunch but performed late in the afternoon). The atmosphere is cool and soft, decorated with plants and soothing tones lives up to the name. There are plants all over the place and the wooden furniture directly transports the client to a tropical jungle. Plants and flowers are associated with the Flora concept, and Fauna is the customers.

The name Fauna & Flora could transmit that this would be a vegetarian restaurant, however it is not true. The menu at this brunch restaurant gives a lot of privilege to vegetables and fruit, however there are meat and fish dishes.

The restaurant was opened by Joana Faria, 36 years old (who works in advertising and as a filmmaker) and her cousin Ricardo Ribeiro (partner of another establishment in Porto called "Terminal 4450"). The two have created the restaurant with an ecological and healthy concept, however they admit that not everything is organic or biological but that there is a special concern in the preparation and confection of the ingredients for their dishes.

The menu was thought to not restrict customers at a price and a pre-defined brunch, so it is the people who make and adjust their own brunch menu, because there are even options where it is possible to share. To get you off to a good start, Fauna & Flora features a wide variety of bowls, ranging from simple granola bowls with yogurt, to chicken bowls, mushrooms or even smoked salmon. For a brunch around lunch time there are options that satiate more customers, such as cheeseburgers, toasts, snacks or hummus. Pancakes are the big star of the menu and there are several versions with varied fruits, peanut butter or even salty versions with bacon and eggs. Drinks are also one of the essential elements of this brunch, ranging from natural juices, smoothies and sparkling water to cocktails.

The space is closed on Mondays and is located at Rua da Esperança nº33.

### 3.1.2. Nicolau Lisboa

The Nicolau Lisboa opened in August 2016 in Lisbon and belongs to the Home Lisbon Hostel, a Hostel located in Baixa de Lisboa. Despite the management, the brunch cafeteria is open to guests who are not staying there, as the restaurant was opened to culminate the lack of healthy brunch cafes that exist in the Baixa Pombalina area of Lisbon. The Nicolau Lisboa came from an idea of the three partners to open a space in the bottom floor of the building of their hostel. At the time it seemed impossible because there was a souvenir shop where magnets, t-shirts and mugs from Lisbon were sold. From the moment the space was put up for sale, Bárbara Pinto - one of the members, did not rest until having the space. And that's how the Nicolau was born, which is on Rua de São Nicolau where the cars do not pass and the floor is all Portuguese sidewalk. The restaurant has a huge green awning and a terrace outside where it is possible to see the whole restaurant due to the huge space windows.

The decoration of the space conquers immediately. In green water tones, the space becomes fresh, light and modern, although the decor is quite vintage and retro due to the exposure of scales, SMEG toasters, turntables and vinyls. The space is covered with green tiles, marble tables and a wall with drawn palms carrying guests for a trip around the world. Green is also the imposing picture that is in the entrance of the store, with the figure of a dog. Dog that gives the name to the space: Nicolau. This character was created to increase the curiosity and the surrounding in the restaurant, because the dog is like the owner and the creator of the space.

The restaurant has seats for 36 people inside and 12 more places outside in the space of the terrace.

The menu was elaborated between the partners and their chef Ana Viçoso, who puts in action all the dishes of the Nicolau. Anyone looking for space, as is usual for a brunch establishment, can not count on dinners or lunches as this opens at 9:00 am and closes at 8:00 pm with lighter meals. The Nicolau Lisboa presents a Brunch menu with a value of 13€ per person. This includes a large soft pancake, a bowl of yogurt with fruit and granola, natural orange juice, a toast (which may be avocado or smoked salmon) and a coffee or tea. If customers are still not satisfied, for 3€ more can be added to brunch scrambled eggs and for 5€ benedict eggs. Aside from Brunch, it is possible also to order other options,

such as tapioca, various salads (tuna, pork or spinach), porridge, wraps, cocktails and smoothies.

One of the characteristics of the restaurant is that they do not accept reservations and also does not have children's menu. However, children will surely enjoy the space because it has a small area where they can be entertained drawing.

### 3.1.3. Heim Café

Open from Monday to Sunday, from 9:00 am to 6:00 pm, Heim Café is a Brunch restaurant located in the Santos area of Lisbon, which opened its doors on February 24, 2017. It serves brunches, breakfasts, snacks or even a drink.

Hanna & Misha, a Ukrainian couple, are the owners of this cafeteria, where they have always had the desire to live in a city by the sea (hence the choice of Lisbon). This young couple, 29 and 28 years old correspondent, already worked in catering in Kiev, the capital of Ukraine, but always had the desire to have their own space and outside their country.

As is normal in a Brunch space, the Heim Café also has an engaging story behind its name. Heim derives from a German and Norwegian word that means "house", but that in Iceland means "world". And this is how this couple wants their space to be known as a second home for those who visit it, a cozy and modern space that will transport them to another city in the world without ever having to leave "home".

The decor was thought to convey harmony and calm, so they used the white and green tones combined with wood to enhance the space. Inside the restaurant there is a balcony with chairs facing the windows that overlook the street, which has a nice little terrace. With lots of natural light, minimalist and tasteful decoration, it is immediately the client's desire to sit at one of the tables and wait for the colorful and vitamin-filled dishes to arrive. With 55 square meters and 22 seats (more terrace), the Heim is a very small but super cozy space.

As for the food, more precisely the Brunch menus, the Heim Café presents three very different menus and for all tastes:

- Green Menu, the healthiest, includes an avocado toast, 2 starry eggs, a salad, granola with yogurt, fruit of the day and still a natural orange juice.



- Yellow Menu, the most English brunch option, includes sausage, beans, 2 starry eggs, salad, toast with butter and jam, granola and lemon. Without a doubt one of the most traditional brunches in Lisbon.

- Red Menu, for those who are fans of sweets, includes a waffle, granola, starry eggs, bacon, salad, avocado, tomato and natural orange juice.

All the menus have a value of € 10.5 being one of the cheapest options in the capital.

### 3.1.4. Zenith Brunch & Cocktail

Zenith Brunch & Cocktail opened doors in Lisbon on Rua do Telhal, very close to Avenida da Liberdade - which is a zone full of brunch options (both in hotels and in coffee shops). This space opens around 9:00 am every day and serves its menu until 19:00 in the afternoon, however the original idea of the proprietaries is to in the future be able to extend the time until later, in order to serve dinners and strengthen the slope bar that they have.

The owners, Fernando Sá and Tiago Silva, they are working together a few years ago in another area - Event production. Together they created “Welove Events”, a company responsible for "Happy Holi" and "Le Reveillon" (event that has sold out the “Convento do Beato” every year at the beginning of the year). In addition to this project, the partners also had another concept - Zenith - which for five years was a seasonal space that ran from May to October as a rooftop at the Ipanema Park Hotel. This is how the need came up to open their physical space full time. The first Zenith Brunch & Cocktail opened in Porto in April 2017 and quickly conquered and succeeded in the north of Portugal, not only due to its different and modern menu, but also due to the decoration and concept of space. With all the success and the desire from the beginning to move to the capital, Zenith Lisboa debuted at the beginning of the year 2018.

The decoration is considered as an "Industrial Chic" style, adding glamor to the raw look of the industrial style and guaranteeing more comfort and sophistication. The space is marked mainly by the brick, metal, light and exposed wiring tones. The super modern style, like the New York lofts, stands against the warm character of the wood and some pieces of vintage design. It has a cozy environment where the decoration is lined with simple and delicious details with a retro style. In the entrance door, has a nice green sofa

and a table. The balcony is made of gold metal and the remaining wooden or communal tables are divided into two floors. These two floors make Zenith one of the largest brunch spaces in Lisbon and also one of the only that permit reservations - but only for groups of 12 to 14 people.

From cocktails to brunch, the menu is varied and super different from the usual concept. In this restaurant, instead of being a pre-defined brunch menus, each customer can adjust and set up their own meal according to what they prefer. It's all "a la carte" and can be chosen to eat alone or shared, it's under the customer's decision. The partners also thought of those who have some dietary restrictions and so there are gluten free, vegan or even diet options. Inside the menu, the success has relapsed into the smoothie bowls, which bring a twist to the normal bowls. These are shakes that can be eaten with a spoon and has options from açai, wild berries, strawberries, granola, to chia, kiwi or even passion fruit. It is also possible to find the brunch classics: bacon with benedict eggs served on avocado toast, smoked salmon toast, or even poached eggs served on toast with Dutch sauce. In the savory options it is possible to taste the "shakshuka", which are eggs cooked in a tomato sauce with peppers and onions served on toast, chicken tapiocas, avocado, cheese or sautéed mushrooms with dried tomatoes. Exists also vegan options of toasties and tapioca. What attract most attention in the menu are undoubtedly the original Zenith pancakes. They are tall and fluffy and are served with homemade ice cream or banana cream and peanut butter with nutella or even a salty version with bacon, eggs and cheddar cheese.

In terms of drinks, the space offers a great variety that goes from the cocktails, the gins, the natural juices to the jugs of wine with fruit that in Portugal are called "Sangria".

Brunches are served until 6:00 pm throughout the week and after that time the drinks area is only in operation until 7:00 p.m. During the weekend the restaurant is open at a special time from 10:00 a.m. to 2:00 a.m. with DJ to sell their cocktails.

### 3.2. Data collection (excel file, number of columns, variable types)

The study sample has 734 written reviews of post-brunch experiences. All the reviews went through a previous analysis to verify if they had the concept "brunch" mentioned. The sample was withdrawn from the 4 restaurants under study, where from Fauna &

Flora, Nicolau Lisboa and Zenith Brunch & Cocktail were collected 200 random reviews and from Heim Café were withdrawn 134 reviews.

The platform used to collect the sample was the "Zomato", that it is an application/website designed to help people find restaurants as quickly as possible around them (Raj, 2015). In addition to this feature it is possible to search restaurants in more than 20 different countries, which is a very useful application for those who plan their meals in advance. In addition to search engine, this space has become a place where people can share their opinions about a particular restaurant and still attach photographs with it. Raj (2015) also explains that it is possible to use filters to find a particular type of cuisine - for example Brunch. If this filter is active, the search engine will show us all the Brunch restaurants that exist in the chosen area. Lastly, this application is so useful that it even shows the menus that exist in the restaurant, which allows the consumer to compare prices and establish comparisons of food with other places.

As the search engine is not only national, there may be reviews from all over the world and in any language. For this study, only English and Portuguese reviews were considered valid (all of which were translated). From the collection, there are 54806 words and in terms of gender, there are 556 reviews of the female sex and 178 reviews of the male sex, which is equivalent to 76% and 24% corresponding. In a general environment it can be seen that consumers are almost all satisfied with their Brunchs experience because 40% gave a "5" rating, 14% rated "4.5" and 35% rated "4" prefacing 89% of the general opinions (table 1). All reviews have been placed in an Excel file.

Table 1. Weight of gender given in each ranking, per restaurant.

Sum of Rating	Column Labels				
Row Labels	Fauna & Flora	Heim Cafe	Nicolau Lisboa	Zenith Brunch & Cocktail	Grand Total
<b>Female</b>	<b>20,90%</b>	<b>12,71%</b>	<b>22,14%</b>	<b>20,61%</b>	<b>76,35%</b>
1	0,03%	0,10%	0,00%	0,03%	0,16%
1,5	0,05%	0,00%	0,05%	0,00%	0,10%
2	0,06%	0,00%	0,13%	0,06%	0,26%
2,5	0,00%	0,00%	0,16%	0,08%	0,24%
3	0,87%	0,68%	0,77%	1,74%	4,05%
3,5	0,90%	0,34%	0,90%	0,23%	2,36%
4	6,18%	3,86%	8,37%	7,98%	26,38%
4,5	3,47%	2,75%	4,20%	1,16%	11,58%
5	9,33%	4,99%	7,56%	9,33%	31,21%

<b>Masculine</b>	<b>6,97%</b>	<b>5,66%</b>	<b>4,76%</b>	<b>6,26%</b>	<b>23,65%</b>
1	0,00%	0,03%	0,00%	0,00%	0,03%
1,5	0,00%	0,00%	0,05%	0,00%	0,05%
2	0,06%	0,00%	0,13%	0,13%	0,32%
2,5	0,00%	0,08%	0,08%	0,00%	0,16%
3	0,19%	0,29%	0,48%	0,97%	1,93%
3,5	0,23%	0,11%	0,34%	0,34%	1,01%
4	2,57%	1,67%	1,67%	2,32%	8,24%
4,5	1,01%	0,58%	0,72%	0,58%	2,90%
5	2,90%	2,90%	1,29%	1,93%	9,01%
<b>Grand Total</b>	<b>27,86%</b>	<b>18,37%</b>	<b>26,90%</b>	<b>26,87%</b>	<b>100,00%</b>

### 3.3. Table with the reviews

Microsoft Excel was the sample chosen for the sample collection. A table (table 2) was created with several variables: Gender (female or male), Restaurant (one of the four under study), Review and Rating (ranging from 0 to 5).

Table 2. Reviews by restaurant by rating

Gender	Restaurant	Review	Rating
Female	Fauna & Flora	Pleasant space with a cool environment.	5
Female	Fauna & Flora	Best brunch I have had opportunity to try. From the texture of the pancakes to the wonderful taste of the toast with generous amounts. And the prices are very affordable for the quality that enhances us. I tried the juice of the day which was also a wise decision. Excellent service and as we were a group of 10 they tried to find a solution for us to stay together. Coming back!	5

A qualitative approach will be undertaken to analyze the information gathered on the opinions and feelings described by consumers about their experience in brunch restaurants.

### 3.4. Data analysis – Leximancer & Wordle

For the analysis of the data will be used Leximancer and Wordle which are qualitative analyzes. Leximancer is a program that analyzes a particular set of text and draws pertinent conclusions about the set of words (Wu et al., 2014). Brochado (2018) further explains that Leximancer is a tool that identifies "(1) the connections among topics, (2) shifts in research interests over time and (3) differences in research". Leximancer allows the useful visualization of concepts, texts and codified themes, analyzes relevant data and makes it easy to understand the context of concepts (Indulska et al., 2012). Researchers can see the relevance of clusters of concepts thanks to the various outputs that are generated by the program. These, according to Indulska et al. (2012) are: "frequency lists of concepts relative to other concepts, concept connectedness ordered lists, concept co-occurrence matrices, and others".

Relevant data are identified according to their frequency of lexical co-occurrence and, with an algorithm, Wu et al. (2014) states that the software will group all concepts into themes based on the texts introduced. These concepts undergo a prior analysis because the program ignores common keywords like "the", "at", "in", etc. based on a list of words that is entered to be ignored (Stockwell et al., 2009).

A computational bootstrapping algorithm is used to identify "families of weighted terms that tend to appear together in text" (Yarowsky, 1995). After analyzing all the text on the part of the Leximancer, this software will group the information in a conceptual map, where the subjects are shown in a graphic identified with colored circles. The colors gives various information about the connectivity of the thematic concepts. The hotter and nearer to red they are, the more important and more connected the concepts are (Indulska et al., 2012).

Two concepts that usually appear together in the text will appear connected by a thickness brighter than two words that rarely appear together. The distance in the conceptual map, according to Indulska et al. (2012), is also a sign of the number of times the concepts appear in the text.

Leximancer, as Brochado (2018) reports, has been a widely used tool in literature reviews because of its stable and reliable analysis. More recently it has been applied in researches in the areas of hospitality and tourism as are the examples of: Brochado et al. (2017), Lupu et al. (2017) and Rodrigues et al. (2017). Many of these authors use this tool because

there are several advantages: “it automatically establishes the main topics within a text; emphasize how each topic connects to each other and ultimately indicates where exactly are located these particular topics in the data” (cited by Souto (2016), based on Wu et al. (2014) theory).

Wordle it is a much simpler software that will also be used for data analysis. A set of text is introduced in the program and it will form a cloud of words that will allow to draw several conclusions. The main one will be the frequency with which a certain theme appears in the text under analysis, in other words, the bigger the word appears in the cloud, the higher will be the frequency of this in the text.

In the next chapter it will be expose the results from Wordle and Leximancer. Initially a global examination will be done, which will then be deconstructed by segments for a more detailed analysis. In this case the results will be analyzed by restaurant, by gender and by ranking.

## 4. Results

In the results section will be exposed all the output obtained from the web reviews of the platform Zomato that was analyzed by the programs Wordle and Leximancer. In the first part will be shown the results of the Wordle platform, and then the Leximancer platform (where a general analysis is done first and then segmented).

### 4.1. Wordle analysis

The first program to be used in the analysis of results is Wordle. Through the narrative taken from Zomato's 734 reviews, Wordle has formed a figure that represents the frequency with which words appear in consumers' comments about their experience in the four restaurants mentioned (figure 1).

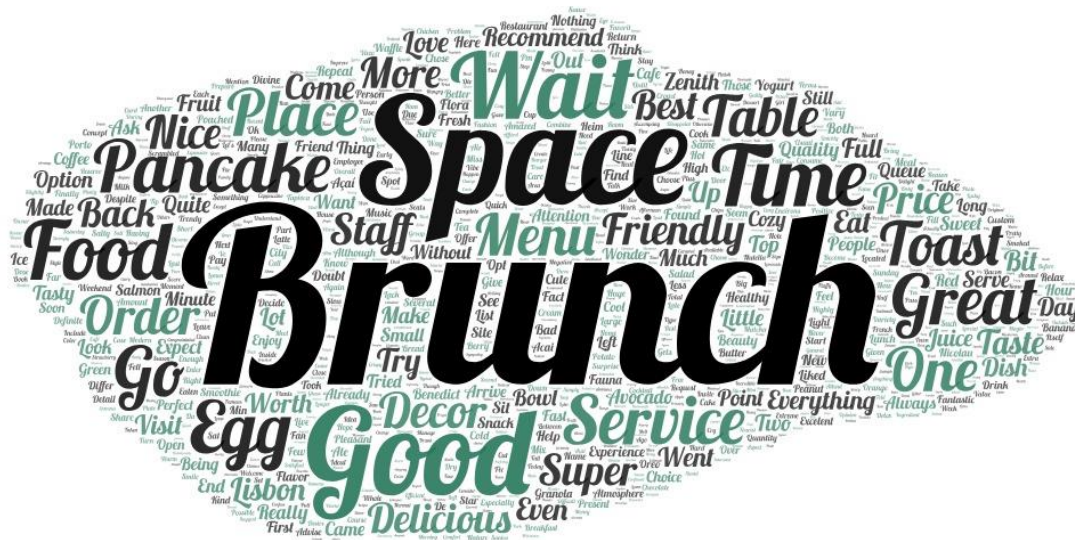


Figure 1. Word Cloud with Most Frequent Keywords

The most frequent words are those that are directly linked to brunch, and are as follows: 'Brunch', 'Space', 'Good', 'Wait', 'Food', 'Pancake', 'Time', 'Service' and 'Egg'. Other words that also stand out from consumer feedback and that can lead to important information are: 'Recommend'. 'Great', 'Worth', 'Decor', 'Order', 'Staff', 'Friendly' and 'Price'.

The size of the words in figure 1 is proportional to the number of times they appear in the narrative.

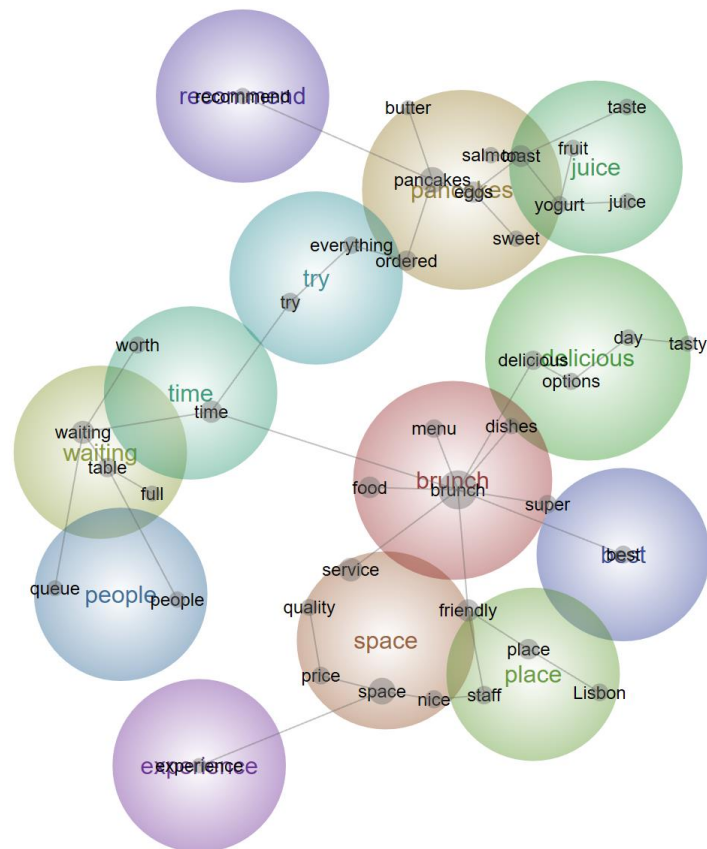
## 4.2. Leximancer

After analyzing the results extracted from Wordle it is necessary to do the same for the program Leximancer. The qualitative outcomes allow us to understand the content of the reviews, for example: the costumer's opinions, their experiences, their emotional state and we can classify emergent concepts.

### 4.2.1. Overall Results

The content analyses exposed the presence of 13 themes (Figure 2) that can be related to the brunch experience. The dominant themes of connectivity and relevance are: 'brunch' (1080 hits), 'space' (953 hits), 'pancakes' (625 hits), 'place' (451 hits), 'waiting' (time) (426 hits), 'delicious' (food) (377 hits), 'time' (355 hits), 'juice' (274 hits), 'try' (recommendation) (244 hits), 'people' (staff) (160 hits), 'best' (brunch) (126 hits), 'recommend' (118 hits) and 'experience' (76 hits). These themes are analyzed in detail underneath.

Figure 2. Conceptual map of costumers reviews of general brunch experience.





## **Brunch Theme**

This theme includes the concepts of ‘brunch’ (count=833, likelihood=100%), ‘menu’ (135, 16%), ‘food’ (233, 28%), ‘super’ (128, 15%), ‘service’ (315, 38%) and ‘dishes’ (80, 10%). A typical review is:

“One of my favorite restaurants for a brunch or snack among friends. The space is beautiful to die for, the only problem is even the waiting time! But it's worth the sacrifice! The service is top notch and the menu is very rich and varied, with super healthy choices!”

(Gender: Female, restaurant: Fauna & Flora, rating: 5)

Another costumer review with this concepts is:

“Excellent experience, a decoration that respects the name, super well decorated, good colors. Friendliness of the staff and praise, super friendly. The food is delicious, super colorful, has an intense menu and with several choices. In the fauna and flora there is not that typical "brunch" menu so we were asking for several things to try, we ordered the pancake berry, smoothie, the wildlife toast. My advice is to make your own "brunch" menu, but berry pancake is super delicious (sour cream, berries Collins, red berries) and without speaking you have to try the smoothie which is divine.”

(Gender: Female, restaurant: Fauna & Flora, rating: 5)

## **Space Theme:**

This theme contains the concepts ‘space’ (455, 55%), ‘price’ (142, 17%), ‘quality’ (101, 12%) and ‘nice’ (137, 16%). A typical review says:

“We highly recommend the Green Pancake with match tea and lemon curd (the best brunch we’ve tasted so far), “Smoothie bowl de bagas” and the Nord toast. Quality: Beautifully presented dishes with healthy and tasty food. Staff: Very friendly and helpful. The staff is in constant control of waiting costumers and available tables. Space: Lovely and spacious but not that many seats. Be prepared to wait a bit for a table and eventually share it with other costumers. Price: It’s not a cheap place, but it has a reasonable variety of dishes that are well prepared and you won’t feel hungry afterwards.”

(Gender: male, restaurant: Fauna & Flora, rating: 4)

An additional brunch review reads:

“Spectacular space for brunch/snack! Great diversity of offer, the prices are a bit high but the quality pays off immensely! The space is super cozy and nice! I recommend!”

(Gender: masculine, restaurant: Zenith Brunch & Cocktail, rating: 5)

### **Pancakes Theme:**

This encompasses the concepts of ‘pancakes’ (350, 42%), ‘ordered’ (169, 20%), ‘butter’ (34, 4%), ‘eggs’ (195, 23%), ‘sweet’ (68, 8%), ‘salmon’ (55, 7%), ‘toast’ (207, 25%), ‘taste’ (97, 12%), ‘yogurt’ (78, 9%) and ‘fruit’ (82, 10%). A typical review reports:

“It was worth the wait of over 1h30 for the table! It should be calmer and nice for a snack during the week but this day we wanted to go make some kind of brunch (us and many other people, and quite rightly so). Loved what we ordered as well as the space and the super friendly staff. The service was very fast, especially given the movement. We then opted for Smoothies Bana (incredible), Avocado and Smoked Salmon toast, a Bowl Detox and a yogurt with granola, and Matcha Pancakes. The least I liked was the Bowl Detox; the spirulina mousse, fruit and vegetables becomes heavy. But it came in a great dose. But everything else was really good: the perfect poached eggs, the quantity and flavor of ricotta and salmon, the super smooth avocado and the toasted cheese itself. The pancakes for me were the biggest surprise and my favorite request! They are green because they are matcha and come with lemon curd. They are incredible! The taste is indescribable and the texture was perfect. Completely decent prices for quality. To repeat it several times to try out literally all the options of the letter.”

(Gender: female, restaurant: Fauna & Flora, rating: 4,5)

A further consumer said: After a day of work, nothing better than snacking with friends in a beautiful place like this. I had heard that sometimes it was difficult to have a place in this space and on a Friday afternoon was no exception. We had to wait to have a table inside the establishment, but it was not even long. When I entered, I was delighted. The decor is very beautiful and cozy. We ordered the pancake with Nutella, the buckwheat pancake with banana and maple syrup and the Nicolau pancake with mascarpone, honey and red berries. All three were delicious, giving special emphasis to the pancake itself, which was very sweet. To drink my friends ordered Choco & Peanut Butter Heaven and Banana Smoothie that tasted and did not find anything special. For me, I ordered a hot

chocolate that in terms of flavor was good, but that in terms of thickness does not match what for me is a real hot chocolate, that is, I thick almost eat to the spoon. They could bet on having two types of brunch hot chocolate and thus satisfied the tastes of all.

(Gender: female, restaurant: Nicolau Lisboa, rating: 4)

#### **Place theme:**

This includes the concepts ‘place’ (237, 28%) ‘Lisbon’ (130, 16%) ‘friendly’ (240, 29%) and ‘staff’ (138, 17%). A typical review says:

“Without doubt the best places for brunch in Lisbon. The staff is very friendly, the food is simply divine. Toasts have a very acceptable size because they leave no room for much more in the stomach. We have visited more than once and will certainly continue to visit.”

(Gender: female, restaurant: Fauna & Flora, rating: 5)

Another typical review reported:

“Nicolau is one of the coolest places in Lisbon. The quality of the brunch (pancakes, yogurts with granola, carob cake, avocado toast, etc.) is very high. The décor is bold and inviting to take pictures for the instagram. The staff is friendly and efficient. Go ahead because the queues are usual. The prices are a bit inflated, just lost out there and by the surplus of tourists.”

(Gender: female, restaurant: Nicolau Lisboa, rating: 4)

#### **Waiting theme:**

This theme contains the concepts ‘waiting’ (307, 37%), ‘worth’ (107, 13%), ‘queue’ (86, 10%), ‘table’ (180, 22%) and ‘full’ (75, 9%). A typical review reports:

“If you are in Lisbon this is a not to miss place ... great location, amazing yummy sexy brunch! Great for breakfast, lunch or dinner, it’s pretty always full but it’s worth waiting.”

(Gender: female, restaurant: Nicolau Lisboa, rating: 5)

Another brunch costumer wrote:

“We got a queue of 20 minutes or so. There is a lot of demand and the space is quite small, however, it is nicely decorated and pleasant to be in. The brunch menus are to die for! Very helpful service. Good value for money, it was worth the wait time.”

(Gender: female, restaurant: Heim Cafe, rating: 4,5)

**Delicious theme:**

This includes the concepts of 'delicious' (150, 18%), 'options' (103, 12%), 'day' (94, 11%) and 'tasty' (73, 9%). A typical review is:

"Best meal I've had on my trip in Lisbon and the best brunch! Cool vibe in the place and good prices for the super tasty food you get with friendly service. With a few days of our holiday left we plan to revisit for sure!"

(Gender: female, restaurant: Heim Cafe, rating: 5)

In another review, a consumer counselled:

"Super fast, it was impressive (it took not even 5 min to get it all) and the dose of sweet potato toast was giant I was soon quenched! The green bowl was delicious (I asked for it with granola and it got even better!). Matcha latte came with too much jelly, so it's not a healthy option. I went at 10 o'clock and when I left I was already full, so there may be a queue! The service is very friendly and also fast. only the prices are that they are well pulled. All in all I found it flawless and all brunch tasty!"

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 4)

**Time theme:**

This theme has one concept: 'time' (266, 32%). A typical review reads:

"Very good atmosphere in the cafe, the brunch is very tasty, the service is very attentive and fast! For the food needs some time to wait!"

(Gender: masculine, restaurant: Heim Cafe, rating: 4)

Another person wrote:

"Small and empty cafe in Santos in front of the French Embassy. I go there so many times that it's almost like a second home. I like everything. The owners friendly service (Hanna and Misha), the coffee, the brunch is great (any of the options), but what is worth EVEN worth trying are the waffles. Heim's waffles are the best waffles ever! I strongly recommend the pastries, with fruit and caramel."

(Gender: masculine, restaurant: Heim Cafe, rating: 4,5)

**Juice theme:**

This theme encompasses only one concept: 'juice' (90, 11%). A typical review says:

"Besides being a super nice space, fancy and trendy brunch... there are some divine pancakes! Wonderful indeed! I loved it! However I was disillusioned with the juices, they were very watery."

(Gender: female, restaurant: Fauna & Flora, rating: 4,5)

A further client reported:

"Exact location! All the brunch dishes are delicious as well as the juices. Everything from tapiocas, porridge is highly recommended! The only negative point in this restaurant is the staff and the speed of service that leave both to be desired."

(Gender: masculine, restaurant: Nicolau Lisboa, rating: 4)

**Try theme:**

This theme covers two concepts: 'try' (153, 18%) and 'everything' (108, 13%). A typical review is:

"Beautiful space with a great atmosphere! I had the avocado sandwiches and the açai bowl all very tasty! He have to try everything else from the brunch. Staff very friendly. Will to return for sure!"

(Gender: female, restaurant: Fauna & Flora, rating: 5)

Another review with these concepts is:

"Brunch menu miserly delicious and difficult to decide. Want to try everything! The best breakfast option to start the day well. We'll be back soon because there was a lot of water in our mouths and delights to try."

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 5)

**People theme:**

This only includes one concept: 'people' (81, 10%) and a representative review is:

“A wonderful brunch! Probably one of the best in Lisbon. The only problem is the space being small for the number of people looking for it.”

(Gender: female, restaurant: Heim Cafe, rating: 4,5)

Other review is:

“One of the places of fashion brings with it a lot of people and some waiting, more properly 40 min. The brunch is good and it was quite enjoyable. Pity was the time it took to bring the whole brunch (once tables that arrived later were served first).”

(Gender: masculine, restaurant: Nicolau Lisboa, rating: 4)

### **Best theme:**

This theme contains the concept ‘best’ (126, 15%). A typical review reports:

“We saw the rating here of 4.6 and our expectations were pretty high. We had to wait for a little bit for our table, so our expectations were even higher and this guys completely lived up to the hype. He had the matcha pancakes and OMG!! This pancakes are something extra. One of the best brunch around for sure.”

(Gender: masculine, restaurant: Fauna & Flora, rating: 5)

Another comment from a costumer is:

“The best brunch in Lisbon. The queue at the door (no possibility of reservation) is offset by the high quality ingredients, beautiful presentation and attentive service. To repeat!”

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 5)

### **Recommend theme:**

This theme has only one concept: ‘recommend’ (118, 14%). A representative comment is:

“Fantastic brunch pancakes, especially with honey! Completely delicious juices! Dumbies are also very good and I recommend.”

(Gender: female, restaurant: Nicolau Lisboa, rating: 5)

Other example is:

“A very cozy space, in the center of lisbon, with an excellent service and a delicious and varied brunch menu. I highly recommend the Eggs Benedict!”

(Gender: masculine, restaurant: Nicolau Lisboa, rating: 5)

### **Experience theme:**

The last theme has the concept ‘experience’ (76, 9%). A great typical review is:

“At the moment this is the type of brunch restaurant with everything to go right. Healthy, vegetarian food options, cocktails, natural juices and artisanal beer. Large, modern and relaxed space. It was actually full and the waiting queue was long, but failed at some points for the score to be higher. The food was well cooked but the price is slightly inflated for type and amount of food. Employees quite attentive but service extremely slow. Great music but too loud. However it is an experience that was repeated but not at the weekend.”

(Gender: masculine, restaurant: Zenith Brunch & Cocktail, rating: 3)

An additional costumer’s review reads:

“A pleasant, wave-filled space, to avoid during busy hours, is easily crowded and queues become giant. The experience can be great or tragic depending on the time you go. The brunch is honest and good.”

(Gender: female, restaurant: Nicolau Lisboa, rating: 4)

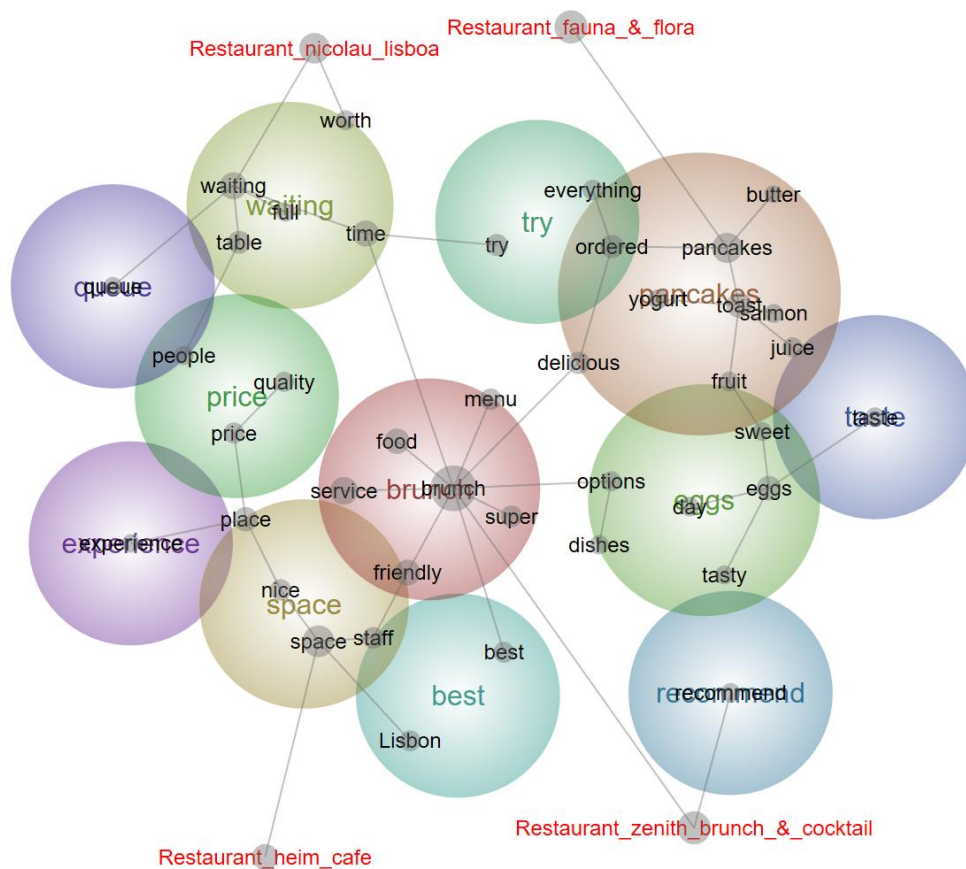
After presenting the general results regarding the Brunch experience, it is possible to make an introduction to the discussion section answering the research question:

(i) What are the main dimensions of the experience in a brunch restaurant shared online by the costumers?

According to the presented results it can be concluded that the main dimensions are: quality of service (customer service and the quality of the dishes served), the surrounding environment (the space, decoration and people who frequent it) and the concept of the restaurant.

After analyzing the overall results, it is important to remove the analyzes by restaurant. The Concept Map recognized twelve themes and respective connectivity rates: ‘brunch’ (1241 hits), ‘space’ (774 hits), ‘pancakes’ (620 hits), ‘waiting’ (520 hits), ‘eggs’ (195 hits), ‘try’ (153 hits), ‘price’ (142 hits), ‘best’ (126 hits), ‘recommend’ (118 hits), ‘taste’ (97 hits), ‘queue’ (86 hits) and ‘experience’ (76 hits). Typified in the following Concept Map (Figure 3).

Figure 3. Conceptual map of costumers reviews by restaurant.



Restaurant Heim Cafe have four major themes closer to their tag: ‘best’ (126 hits), ‘space’ (774 hits), ‘price’ (142 hits) and ‘experience’ (76 hits). A typical review from the costumers of this restaurant is:

“We went to Heim Café without planning. It's safe to say it was one of the happiest times ever, because it was a great experience. We ordered the brunch pancakes with cream of coffee and they are, without a doubt, the best I have ever eaten (and I am passionate about



pancakes). The combination of flavors is perfect and nothing cloying. For drinking we order a latte, an orange juice and a strawberry lemonade. The space is not large but has a decoration that revolves and combines perfectly with the environment and the food. The service also deserves a positive note. Needless to say, the will to return is too much!"

(Gender: female, restaurant: Heim Cafe, rating: 5)

Another review from this restaurant is:

"After two attempts, I was able to go to Heim Cafe's brunch. It is a small space with lots of light and plants with an indoor room and terrace, where in the winter you can eat blanket on your legs, if you want to accept these tables and jump a few places in the queue. There is even a small balcony by the window where you can eat with view and light which is perfect for photographers. The place, the photos and the letter are inspiring, but the waiting line is really something that interferes with the experience and when you go out of style you will need all the customers. One possibility is to manage queuing by names, making life easier for people who are able to circulate. They have been gracious in thanking those who wait on social networks, but they can do more. The brunch is very good and balanced, has three chances to serve various styles, has a very acceptable price for the serving that perfectly serves the needs. If someone gets hungry, there is more in the menu. Required! Especially for brunch fans ..."

(Gender: masculine, restaurant: Heim Cafe, rating: 4)

The best theme has only one concept associated: 'Best' (count = 24, likelihood = 19%). An additional customer's review reads:

"For me, the best Brunch in town (quality-price) has lots of options, all with a lot of quality. The space is very cozy and comfortable. The only problem are the queues, but it's worth it!"

(Gender: female, restaurant: Heim Café, rating: 5)

The theme space has this concepts linked: 'space' (count = 81, likelihood = 18%), 'Lisbon' (22, 17%), 'staff' (18, 13%), 'nice' (28, 20%) and 'place' (48, 20%). An typical review from this restaurant is:

“Brunch and space very good. Although like most brunchs in Lisbon, being impossible to book. Despite this and the waiting time, it ends up compensating with the quality of food and the friendliness of the staff.”

(Gender: female, restaurant: Heim Cafe, rating: 5)

An extra costumer’s evaluation is:

“Best cafe in Lisbon! Tasty food, nice atmosphere and good staff! I highly recommend to visit this place. My favorite brunch is Green!”

(Gender: female, restaurant: Heim Cafe, rating: 5)

The theme price has only two concepts allied: ‘price’ (26, 18%) and ‘quality’ (15, 15%). An typical review is:

“Quality out of the ordinary. Any brunch menu is wonderful. Tasteful presentation and fair price. Only less positive note, the impossibility of booking. Factor that is easily explained and understood, given the reduced size of the space.”

(Gender: female, restaurant: Heim Cafe, rating: 5)

The last theme closer to the tag of Heim Cafe restaurant is experience, and the only concept allied to them is: ‘experience’ (10, 13%). An example of review is:

“A very nice space for a relax time. We opted for the yellow and red brunch, and made changes to the ‘menu’ without any problem. The brunch was delectable in all, the atmosphere super relaxed and very welcoming. The staff is also very very friendly. It was an experience with only good points! We liked a lot!”

(Gender: female, restaurant: Heim Cafe, rating: 4)

Restaurant Zenith Brunch & Cocktail have two themes closer to their tag: ‘recommend’ (118 hits) and ‘brunch’ (1241 hits). A typical review from the costumers after visiting this restaurant is:

“Sincerely and being very direct the best pancakes ever, divine even! To start, the service is super friendly and we did not have to wait for us to sit down. We started with eggs with very cooked toast and nothing dry. To finish we opted for the pancakes one oreo and others of peanut butter and I can not describe how delicious they recommend without a doubt this brunch.”

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 5)

Another good review that describes this restaurant:

“I visited Zenith for a Sunday brunch and it was impossible to have a better run! It exceeded my already high expectations. A bit of a wait, as is normal for a Sunday, excellent service from all the staff, normal waiting time for the food and the delicious meal! Highly recommend the Açai Bowl and the zenith eggs! To repeat!”.

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 5)

The theme recommend has only one concept linked: ‘recommend’ (40, 34%). An typical review is:

“Amazing brunch and fast service! I highly recommend their smoothie bowls, so innovative and delicious! I ordered the cacao smoothie bowl with Greek yogurt, filled me up for a long time”.

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 5)

The last theme from Zenith Brunch & Cocktail restaurant is brunch, and this theme has liked this concepts: ‘brunch’ (225, 27%), ‘menu’ (35, 26%), ‘delicious’ (34, 23%), ‘food’ (59, 25%), ‘service’ (97, 31%), ‘friendly’ (72, 30%) and ‘super’ (32, 25%). A representative comment from a costumer is:

“CONGRATULATIONS! Best brunch tosta I've tasted! Ordered a toast with poached eggs, spinach and dough and there's nothing negative to point at. Ingredients top, fresh and super well made. The juice of the day was equally spectacular. I can not help but mention the service team, who is very friendly and helpful. It's a place that will not cost you any more”.

(Gender: male, restaurant: Zenith Brunch & Cocktail, rating: 5).

Restaurant Fauna & Flora have four themes closer to their tag: ‘pancakes’ (620 hits), ‘try’ (153 hits), ‘eggs’ (195 hits) and ‘taste’ (97 hits). A typical review from the costumers after visiting this restaurant is:

“This place has options for virtually every taste, more or less healthy. We decided to try some healthier things, which was the avocado egg toast, two smoothies, good but no wow, and a wonderful 'fat' pancakes of peanut butter, cocoa and banana.

There is no brunch menu as it is fashionable but there are several options for eating at any time of the day, for vegetarians and for those who are on a diet. We went in the afternoon (4pm) and waited about 15 minutes.”

(Gender: female, restaurant: Fauna & Flora, rating: 5)

Another example of a review from a customer of this restaurant is:

“From space to brunch everything was formidable, it is a mixture of flavors that brings us to the concept of organic and fresh! We ate the Matcha pancakes (spectacular, super cute and tasty - you can taste the lemon curd immensely), the Northern Toast (salmon, poached eggs (as never eaten) and arugula on a divine bread), accompanied by a Chai Latte, which lacks presentations and the Avotoast toast that, although not new is super delicious! An experience to be repeated without a doubt...”

(Gender: female, restaurant: Fauna & Flora, rating: 4,5)

The theme pancakes has this concepts linked: ‘pancakes’ (count = 136, likelihood = 39%), ‘butter’ (17, 50%), ‘toast’ (68, 33%), ‘salmon’ (17, 31%), ‘juice’ (27, 30%), ‘fruit’ (16, 20%), ‘ordered’ (56, 33%) and ‘everything’ (43, 40%). An typical review is:

“The fauna and flora brunch managed to be good, bad and very bad. Let's start with the good: the space has a decoration well achieved, a lot of light, is instagram like and is without doubt the space of the moment, with few months of life the fauna and flora was full and had queue to sit. I enjoyed the guilty pancakes, served with peanut butter, chocolate and toasted peanuts. The plating is cute (I can not find another word) and the taste pays off. To finish with the good there is only to mention the friendliness of the staff. The bad: the waiting queue, the absurdly hot temperature the space was in, and the Avena pancakes (made with banana and I think oatmeal), which were potatoes and too moist, served with jam and yogurt that had no flavor. The very bad: the yo granola, bowl of yogurt with granola and fruit of the season. I even advise that the fauna and flora take this option from the letter. The yogurt is bad, the granola is very bad, the amount does not justify the 5 € which costs and there is nothing nice to point out about this bowl. If they are not ask, advice of friend. What is also very bad is the prices do not match the quality of the service and the menu. It is clearly overrated, very overrated. Honestly, she was not coming back.”

(Gender: female, restaurant: Fauna & Flora, rating: 3,5)

The theme try has only one concept allied: 'try' (42, 27%). An typical review is:

"Fauna & Flora is the new site of the fashion of the Lisbon brunches. I had heard it and wanted to try it. The wait time was still reasonable, between 30-45 minutes, however it was worth it. The food is great and well made, I loved it all. The space is cozy decorated with plants all over. I advise you."

(Gender: female, restaurant: Fauna & Flora, rating: 4,5)

The theme eggs has this concepts associated: 'eggs' (33, 17%), 'day' (28, 30%), 'tasty' (28, 38%) and 'sweet' (21, 31%). An example of review is:

"Things didn't start out so well since we had to wait for an hour and a half, even after leaving our name on the waiting list... But it was worth the (long) wait. The decor is really nice and warm, and the staff very friendly, and the service was pretty quick, given how busy it was. The food/brunch was really good, the pancakes fluffy and not too sweet, the poached eggs cooked just right, and the guacamole on point! All in all it was a pretty good experience I, but would recommend not going with a big group so you can get a table much quicker."

(Gender: male, restaurant: Fauna & Flora, rating: 4)

The last theme is taste and has linked only one concept: 'taste' (34, 35%). A typical review of this concept is:

"I really liked it! Decor very well achieved and a different and extremely interesting brunch menu. The only downside was the Guacamole. Too simple for my taste. So go back and try other options!"

(Gender: male, restaurant: Fauna & Flora, rating: 4)

And the last restaurant, Nicolau Lisboa, have two major themes closer to their tag: 'waiting' (520 hits) and 'queue' (86 hits). A representative review from the costumers of this restaurant is:

"Loved it, great atmosphere. The prices are a bit expensive but tastes so good and well worth it. I come back definitely for this brunch despite the queues of waiting."

(Gender: female, restaurant: Nicolau Lisboa, rating: 5)

Another example of a review from a costumer of this restaurant is:

“The only flaw it has is the waiting queue ... it's worth it! I think we had more eyes than belly, but nothing left to eat. The service is impeccable and the brunch (everything we tried) is worth every penny. Undoubtedly a place to go back again and again.”

(Gender: male, restaurant: Nicolau Lisboa, rating: 5)

The theme waiting has some concepts associated: ‘waiting’ (94, 31%), ‘time’ (86, 32%), ‘full’ (25, 33%), ‘worth’ (40, 37%), ‘table’ (47, 26%) and ‘people’ (22, 27%). An typical review is:

“I went to the nicolau on a Wednesday, at lunch time. Despite being full, we got a table for 2 in there very quickly. We ordered a brunch (served all day at all hours) and it was even better than our expectations: super full, everything looking WONDERFUL to do completely justice to the fame that it has: between the yoghurt, the pancakes and the toast, everything great. We also ordered an extra egg Benedict, which is worth a lot worth trying! The service was great, everyone was very friendly and approachable. The only thing that would change was that the brunch did not come all at the same time. Highly recommend and I will definitely go back to try the rest of the menu”.

(Gender: female, restaurant: Nicolau Lisboa, rating: 4)

Queue is the last theme and has only one concept associated: ‘queue’ (25, 29%). A common review is:

“A pleasant, wave-filled space, to avoid during busy hours, is easily crowded and queues become giant. The experience can be great or tragic depending on the time you go. The brunch is honest and good.”

(Gender: female, restaurant: Nicolau Lisboa, rating: 4)

After presenting the results by restaurant, it is possible to make an introduction of this topic that is going to be discuss in the discussion section answering the research question:

(ii) What are the specific dimensions to each restaurant?

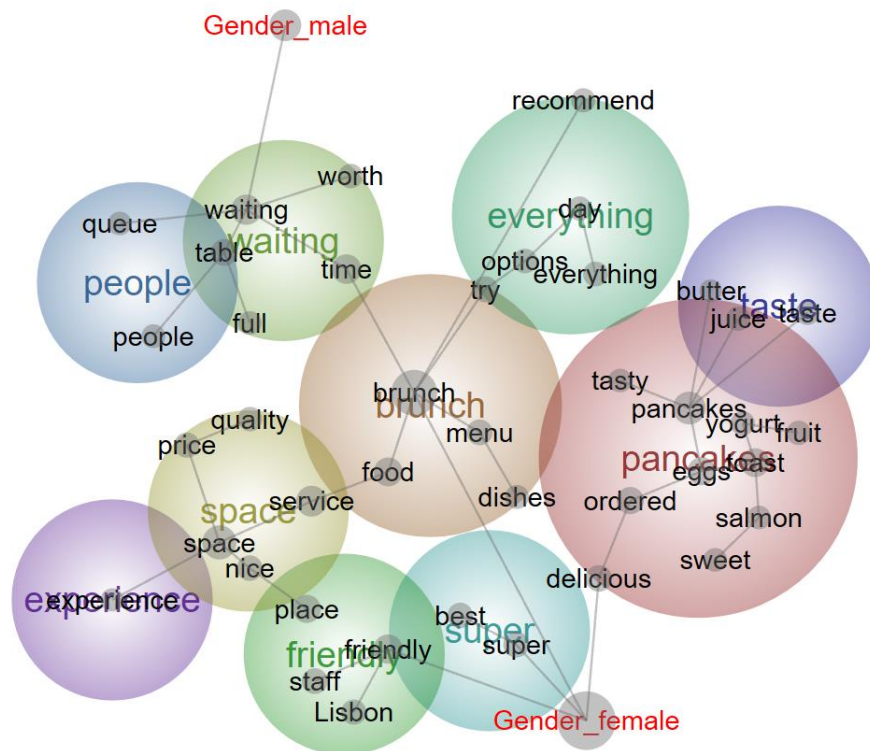
According to the presented results it can be concluded that the specific dimensions are: The Fauna & Flora restaurant is associated with the concepts 'pancakes', 'try', 'eggs' and 'taste', and generalizing in a single dimension it could be considered that the dimension of this restaurant is ‘food’. The restaurant Heim Cafe, with the concepts: 'space', 'best', 'experience', ‘price’ and 'brunch' can be considered that its dimension is ‘experience’. The

restaurant Nicolau Lisboa is associated with the concepts 'waiting' and 'queue' being able to associate this restaurant to the dimension of 'waiting time'. The last one, Zenith Brunch & Cocktail is associated with the concepts 'recommend' and 'brunch' being considered as its dimension 'brunch'.

#### 4.2.3. Results by gender

The gender is also a variable that is important to study and analyze. The Concept Map was elaborated and recognize ten themes and respective connectivity rates: 'brunch' (1087 hits), 'space' (875 hits), 'pancakes' (771 hits), 'waiting' (613 hits), 'friendly' (585 hits), 'everything' (381 hits), 'super' (239 hits), 'people' (160 hits), 'taste' (127 hits) and 'experience' (76 hits). Symbolized in the subsequent Concept Map (Figure 4).

Figure 4. Conceptual map of costumers reviews by gender



The major themes are closer to the female gender tag, and they are: 'pancakes' (771 hits), 'taste' (127 hits), 'brunch' (1087 hits), 'super' (239 hits), 'friendly' (585 hits), 'space' (875 hits), 'everything' (381 hits) and 'experience' (76 hits). A typical review from the female costumers is:

“Truly a 5 star experience! The place is new and had already heard very well and clearly lived up to expectations. The space is huge and the employees immensely friendly, even

having all the tables full and queue waiting (there are many sites that could learn from them). How much food, what to say? Great! We ordered a plate of eggs Benedict with smoked salmon, Oreo pancakes (huge and full of sauce and ingredients) and the croissants with peanut butter and red fruit jam (the croissants were made with puff pastry, super fresh). It was worth the wait and the experience. To repeat this brunch, for sure!.”

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 5)

Another review that symbolized the female gender in the brunch experience is:

“It was worth the wait of over 1h30 for the table! It should be calmer and nice for a snack during the week but this day we wanted to go make some kind of brunch (us and many other people, and quite rightly so). Loved what we ordered as well as the space and the super friendly staff. The service was very fast, especially given the movement. We then opted for Smoothies Bana (incredible), Avocado and Smoked Salmon toast, a Bowl Detox and a yogurt with granola, and Matcha Pancakes. The least I liked was the Bowl Detox; the spirulina mousse, fruit and vegetables becomes heavy. But it came in a great dose. But everything else was really good: the perfect poached eggs, the quantity and flavor of ricotta and salmon, the super smooth avocado and the toasted cheese itself. The pancakes for me were the biggest surprise and my favorite request! They are green because they are matcha and come with lemon curd. They are incredible! The taste is indescribable and the texture was perfect. Completely decent prices for quality. To repeat it several times to try out literally all the options of the letter.”

(Gender: female, restaurant: Fauna & Flora, rating: 5)

The theme is pancakes, and it is liked with concepts: ‘pancakes’ (290, 83%), ‘tasty’ (53, 73%), ‘butter’ (24, 71%), ‘juice’ (69, 77%), ‘yogurt’ (62, 79%), ‘fruit’ (67, 82%), ‘toast’ (167, 81%), ‘eggs’ (152, 78%), ‘ordered’ (140, 83%), ‘delicious’ (122, 81%), ‘salmon’ (48, 87%) and ‘sweet’ (58, 85%). A representative comment from a costumer is:

“Already had much desire to come to Zenith, and today was the day! The space is very cozy and modern, could be was a little bigger because it was crammed when I arrived. The staff is very friendly and professional. I ordered the brunch egg benedict with the smoked salmon and they were on spot! Not much boiled poached eggs, the yolk drips when we cut with the knife, the right amount of avocado on the toast to contrast with the egg, the smoked salmon and the hollandaise sauce (which was also super tasty). I ordered



an iced vanilla latte to accompany the egg benedict and for those who like coffee does not really taste the coffee and is a little sweet so you do not have to add sugar (for me it was perfect because I do not like coffee very much). A definite space to come back to, try the Oreo pancakes. I recommend!”

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 5)

The theme taste has only one concept associated: ‘taste’ (21, 22%). A typical review is as follows:

“Thanks for the amazing brunch time, the incredible good food, the special and taste lemonades and the super atmosphere you created in your place! We will recommend this spot for sure to every friend who will go to Lisbon! Thanks again!”

(Gender: female, restaurant: Heim Cafe, rating: 5)

Brunch is the next theme and has linked the concepts: ‘brunch’ (212, 25%), ‘menu’ (23, 17%), ‘dishes’ (19, 24%), ‘food’ (53, 23%), ‘recommend’ (27, 23%) and ‘try’ (29, 19%). A typical review is:

“After having heard so much about the famous Heim Cafe brunch, we finally decided to try it out and prove that it is, in fact, one of the best and most complete brunches in the city! The space is small and cozy with friendly staff, but a bit disorganized. We waited about 40 minutes for the table, but I can say it was worth it. There are four brunch options (cost between € 13 and € 14,5), breakfast menus and several dishes that we can order as an extra. We opted for two brunch menus: the yellow (english breakfast with salad, yogurt with granola and a waffle) and the red one (scrambled eggs, bacon, salad, yogurt with fruit and pancakes with banana). Everything was delicious and we could not have been more pleased. To repeat, for sure!”

(Gender: female, restaurant: Heim Cafe, rating: 4,5)

The theme super has two concepts correlated, and they are ‘super’ (16, 12%) and ‘best’ (28, 22%). The typical comment with these concepts is:

“Wonderful space in Santos and fantastic brunch. One of the best in Lisbon! Very homely and unpretentious decor Very friendly service too. The avocado and poached egg toast is great and the pancakes are TOP! Going back to prove everything because the list is super seductive”.

(Gender: female, restaurant: Fauna & Flora, rating: 5)

Friendly theme has three concepts connected: 'friendly' (46, 19%), 'staff' (29, 21%) and 'Lisbon' (27, 21%). An typical review is:

"With expectations high after visiting Zenith in Porto, I have to say that the one in Lisbon does not disappoint at any point. Excellent service, super friendly and attentive staff and equally pleasant space. The brunch is great! The homemade granola is very good just like the various roasts. In Oreo's pancake he would just change the banana sauce to Oreo. Visit the space that I promise you will love!"

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 5)

The theme space has linked the concepts: 'space' (105, 23%), 'nice' (39, 28%), 'place' (50, 21%), 'service' (79, 25%), 'price' (39, 27%) and 'quality' (26, 26%). A typical review is as follows:

"I just do not give 5 for waiting time. However, whenever the estimate is very extensive (I already had to wait more than an hour) due to its location, you can go for a ride downtown. But beware, for it has happened to me that I came back before the estimated time, but my name has already been called ... of course, I had to wait again. I also know that I always went during peak hours (brunch), and I went once in the middle of the afternoon and there was no waiting. It is only natural in these places with good quality-price and no chance to book in advance. But outside the issue of waiting, I highly recommend it, the food is great, the whole brunch menu, the banana sandwiches with peanut butter, the salmon toasted bagel, the poke bowl, etc.! I will always come back."

(Gender: female, restaurant: Nicolau Lisboa, rating: 4)

The theme everything has associated the concepts: 'everything' (26, 24%), 'day' (23, 24%) and 'options' (25, 24%). An example of review is:

"Good - space and service; Very good - benedict eggs and chicken toast; Great - the Brazilian açai bowl; Bad - THE PANCAKES; For months we've been counting the days to know the so famous Zenith here in the capital. This day finally arrived and the expectations were high! Although we had gone just the second day, after opening, we found ample space, without any fuss, and with SUPER friendly staff. Among a lot of indecision, because in fact, I think we wanted to ask for everything, we chose a chicken toast, some eggs benedict, a Brazilian açai bowl, an orange juice to begin with! Toast and

eggs were on the spot! I strongly advise. But the best was even the bowl ... was to taste a little piece of heaven! Do you see the açaí bowl of Fauna and Flora? Well, forget it ... This one surpasses the points! Already convinced that we had found the best space for our brunches, we wanted to end with a fat ... NUTELLA PANCAKE ... THE GREATEST DISILLUSION! The ingredients were good, the combination was great. But it was undoubtedly the worst mass I've ever tasted. It was very, very (but very much!) Dry, to the point of being "crunchy" and nothing cute inside. However cold, chocolate and fruit we had on the pancakes, it was not enough to make it less fat. It looked almost like a cake that was made a week ago. It was really a bad experience. We gave our opinion to the space manager, who was very interested in trying to perceive the error and improves it. I do not know if it was a distraction from the cook, I do not know if it's inexperience. I know it tainted the one that was the best brunch ever. For the rest of the comments, I believe it was a mistake, so I am willing to go back and give a second chance to this space that, had it not been me chubby and greedy, had taken a 5!"

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 3)

Experience is the last theme for the female gender and has only the concept 'experience' (16, 21%). The usually review from the female costumers is:

"A very nice space for a relax time. We opted for the yellow and red brunch and made changes to the 'menu' without any problem. The brunch was delectable in all, the atmosphere super relaxed and very welcoming. The staff is also very very friendly. It was an experience with only good points! We liked a lot!"

(Gender: female, restaurant: Heim Cafe, rating: 4)

The themes that are close to the male tag are: 'waiting' (613 hits) and 'people' (160 hits). A typical review from the male costumers is:

"The brunch is not bad, also not spectacular. But the possible waiting time to end up at the table with strangers does not pay off. More than 1h30 waiting, without great respect for the order of arrival, to sit at a table with 3 other people. Toasties were reasonable, but with faults in some essential points such as cooking the egg for example."

(Gender: male, restaurant: Fauna & Flora, rating: 2)

Another typical review from the male gender is:

“The food is definitely great, including the brunch which honestly one menu is enough for two people. The negative sides are the waiting time which is much more than normal and the price of certain things.”

(Gender: male, restaurant: Nicolau Lisboa, rating: 4)

The theme waiting has associated the concepts: ‘waiting’ (61, 20%), ‘worth’ (24, 22%), ‘time’ (58, 22%) and ‘queue’ (25, 29%). An example of review is:

“We chose zenith as an option for brunch and it turned out to be a good choice. Negatives were the waiting time of the request and the light was always going down, maybe also by this last factor the food took longer. To emphasize the sangria, it was advised us and well that we knew, something that is distinguished from the others already tried. The chicken toast was very well cooked. The eggs benedict were on the dot and the smoothie bowl idem quotation marks. Finally, a red fruit pancake with lime ice cream and divine mint. The service was worthy of a Michelin star Thanks #zenith”.

(Gender: male, restaurant: Zenith Brunch & Cocktail, rating: 4)

The last theme, people, has only one concept – ‘people’ (25, 31%). A typical review is:

“A cozy place and worth it for the delicious brunch and friendliness of the staff! Ideal for a light, tasty and relaxed meal! The concern is clearly with the quality of the products than with the quantity! I recommend!”

(Gender: male, restaurant: Heim Cafe, rating: 5)

After presenting the results by gender, it is possible to make an introduction of this topic that is going to be discussed in the discussion section answering the research question:

(iii) What are the main dimensions of the experience shared online by gender?

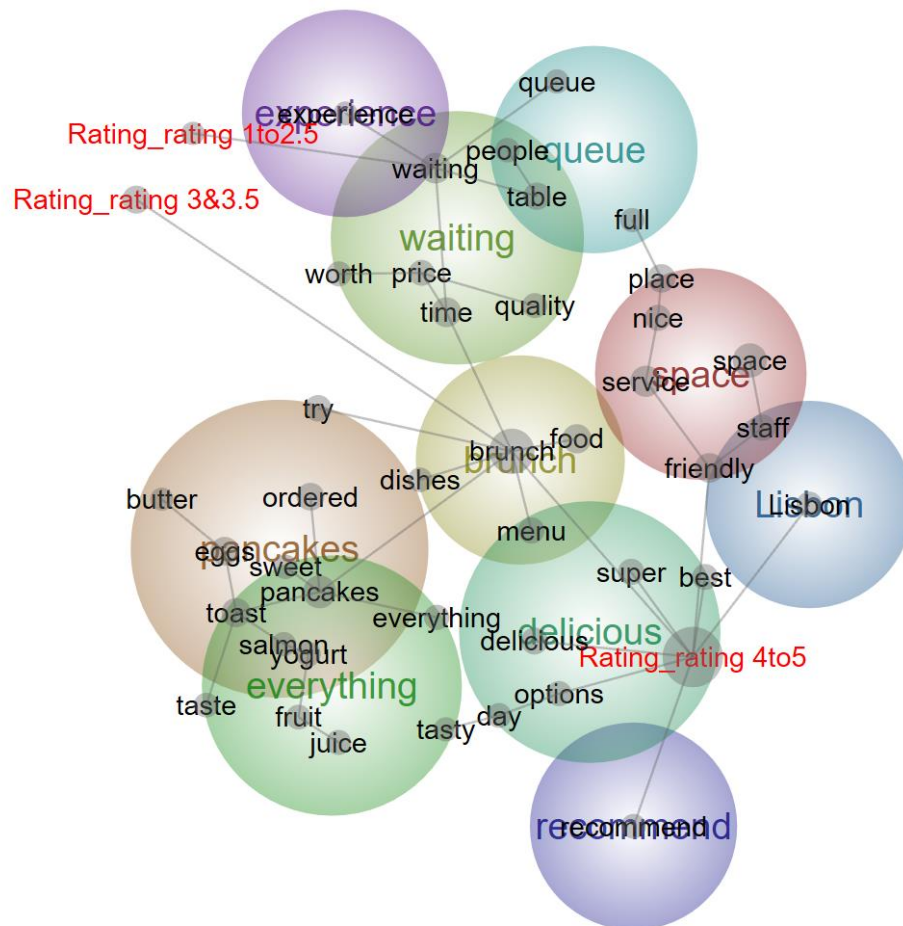
According to the presented results it can be concluded that the specific dimensions are:

- For females: experience, space and the quality of food
- And for males: They focus on the amount of time they expect to be served or to have a table.

#### 4.2.4. Results by rating

The last variable to extract the results and to analyze is by rating. The Concept Map by rating was elaborated and it's possible to identify ten themes and their respective connectivity rates: 'brunch' (1021 hits), 'space' (986 hits), 'waiting' (763 hits), 'pancakes' (712 hits), 'delicious' (519 hits), 'everything' (437 hits), 'queue' (152 hits), 'Lisbon' (130 hits), 'recommend' (118 hits) and 'experience' (76 hits). Represented in the succeeding Concept Map (Figure 5).

Figure 5. Conceptual map of costumers reviews by rating.



The tag of the ratings between 1 to 2,5 (negative reviews) has the following themes: 'experience' (76 hits), 'queue' (152 hits) and 'waiting' (763 hits). A typical review from this type of classification is:

"We'd wanted to go here for ages and were profoundly disappointed. Arrived on Saturday morning at 10 and had to queue for 45 mins, then got served undercooked lukewarm poached eggs. Had rather disgruntled service and a rather tasteless vegan pancake. Service also generally disordered.... overall it seems they've got complacent because of

the good reviews and they need to learn that consistency in service is key to establishing a good reputation. Not recommended this brunch.”

(Gender: male, restaurant: Nicolau Lisboa, rating: 2)

Another example of this type of classification, and the only review for the concept ‘experience’ (1, 1%) is:

“The experience, for a first visit, was not at all positive. The expectations were very high and did not correspond ... I visited the space on a holiday, quite full (expected), the waiting time acceptable but the service very very disorganized. For the influx of people who have, they should be better prepared for the arrival of customers and their organization (they gave table, attended and served people who arrived, considerably after us, deceived in our request - more waiting time). Regarding the food... we ordered pancakes: very dry and tasteless. Random in the day? maybe, and so we will go back to try the other brunch menu options!”

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 2,5)

The theme queue has only one concept associated: ‘queue’ (4, 5%). A typical review is as follows:

“Food and drinks are really good. Downfall of this place is the long queue. I do not recommend coming on a weekend at all for the brunch. If you are not hungry and willing to wait outside for 20-30 minutes then that will be fine. This place offers a good ambiance that catches the attention of passers by.”

(Gender: female, restaurant: Fauna & Flora, rating: 2)

The last theme from the rating of 1 to 2,5 is ‘waiting’, and the concepts associated are: ‘waiting’ (13, 4%), ‘people’ (7, 9%), ‘table’ (6, 3%), ‘price’ (2, 1%), ‘worth’ (1, 1%), ‘quality’ (4, 4%) and ‘time’ (13, 5%). An example of typical review is:

“Worst service in Lisbon, this is the 2nd time I go to this cafe, the employees are not friendly and are to dispatch people. I was waiting for a table for 2 and there were 2 girls sitting in the sun who wanted to change tables, which I would sit in the shade, generated a conflict because the girls were already eating the brunch, and decided moving from the table to the one reserved for me, and the waitresses did nothing even after a verbal conflict

with these girls, the maids simply ignored the situation. Food is okay and the service worse than ever seen.”

(Gender: female, restaurant: Heim Cafe, rating: 1)

The tag of the rankings between 3 to 3,5 (satisfied reviews) has three themes: ‘brunch’ (1021 hits), ‘pancakes’ (712 hits) and ‘everything’ (437 hits). A representative comment from this type of review is:

“The place is in fact very beautiful and unstable, everything in the decoration (including dishes) is thought to be a beautiful photograph. However I can not rate more than 3 for the guilty brunch pancake which was impossible to eat. There were 3 of us and we were all very difficult. 3 pancakes with 3 layers of peanut butter just makes it become a paste in the mouth that becomes almost impossible to swallow. Something is missing in the peanut butter so that it is not so doughy, since the little bit of chocolate on top of a half pancake is not enough”.

(Gender: female, restaurant: Fauna & Flora, rating: 3)

Other example of this type of review is:

“We decided to go on a Sunday to try the Zenith brunch for having been so recommended. Although there was no previous marking, the wait was supported. Space well decorated. When at brunch everything we tasted was delicious however there were several orders that had ended by 2 pm on a Sunday, among them the natural orange juice and the juice of the day, also ended the banana cream so the oreo pancake became It makes her more nauseous because of nutella. Overall the food is delicious but the constant lack of things spoiled this experience. It is also a regret we are in Portugal and the employees turn to us in English. I hope that in a next experience it is much better than it is.”

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 3)

The theme brunch has some concepts linked: ‘brunch’ (115, 14%), ‘menu’ (17, 13%), ‘food’ (34, 15%), ‘try’ (20, 13%), ‘dishes’ (15, 19%). A typical review is as follows:

“On the one hand there was not much to complain about the place... Interior was carefully designed, it was modern with the most hipster dishes in the menu (pancakes, smoothie bowls, toasts with avocado and eggs) but in my opinion this place misses the soul and any character. It's very fast food - the brunch pancakes are prepared in a big amount before

opening and then just warmed up before serving... I honestly imagined it differently, freshly made etc., hence my HUGE disappointment.”

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 3)

The theme ‘pancakes’ has associated the concepts: ‘pancakes’ (46, 13%), ‘ordered’ (25, 15%), ‘sweet’ (16, 20%), ‘butter’ (13, 38%), ‘eggs’ (18, 18%), ‘toast’ (30, 14%), ‘salmon’ (5, 9%), ‘taste’ (12, 12%), ‘yogurt’ (10, 13%), ‘fruit’ (8, 10%) and ‘juice’ (9, 10%). An example of review is:

“A trendy place with a very pleasant space. Speaking of food, we ordered two shakes, none of them were wow, but they drank. The avocado toast could honestly have more flavor and the bread is not spectacular either. The dips with vegetables were ok but nothing amazing, the guacamole had no great flavor, the beet hummus did not convince me and the baba ganoush is not quite my style. The sweet potato chips were pretty good. The açai bowl although not the most original thing was well done and with good flavors. The guilty pancakes had everything to go well, but they are 3 layered pancakes of peanut butter, with little fruit to cut the density of it all. It is difficult to eat sincerely, because it is so doughy it is difficult to chew. Having said that, it was worth it for going to a weekday and not having to wait, now waiting hours for a weekend to have brunch here? No way.”

(Gender: female, restaurant: Fauna & Flora, rating: 3)

The last theme, ‘everything’, has only one concept linked – ‘everything’ (12, 11%). A typical review is:

“I came to know the great score and talk you have. Place is small, always huge queues and brunch (which is the most important) is nothing special or surprising. Standard menus and an orange juice that disappoints. Prices, everything ok. I expected frankly more given the buzz created.”

(Gender: female, restaurant: Heim Cafe, rating: 3)

The tag of the rankings between 4 to 5 (positive reviews) has the follow themes: ‘delicious’ (519 hits), ‘Lisbon’ (130 hits) and ‘recommend’ (118 hits) and ‘space’ (986). A typical review from this type of classification is:



“Without a doubt, the best brunch in Lisbon (with the best avocado sandwiches)! The decor, the service and the cozy space make the whole experience even better! I recommend!”

(Gender: female, restaurant: Fauna & Flora, rating: 5)

Other example of this type of review is:

“My favorite cafe in Lisbon, always fresh, healthy and tasty brunch. 100% delicious and will recommend to all my friends. My favorites for breakfast are latte with almond milk, the pancakes with zucchini and the granola with yogurt. 10/10 for service as well, friendly, helpful, knowledgeable.”

(Gender: male, restaurant: Heim Cafe, rating: 5)

The theme ‘delicious’ has some concepts linked: ‘delicious’ (143, 95%), ‘options’ (95, 92%), ‘day’ (85, 90%), ‘tasty’ (64, 88%), ‘super’ (115, 90%) and ‘best’ (115, 91%). A typical review is as follows:

“The service is super friendly and fast and the brunch excellent. We ordered Eggs Benedict with bacon, chicken tapioca (the best!) And shakshuka as main courses, juice of the day and iced tea to accompany and, finally, red fruit pancakes (with a vanilla ice cream!). It was all very tasty and in generous quantities !! Nobody gets out of there hungry! It will take many visits to taste so much good looks! (Opinion / personal suggestion - syrup / red fruit cover a little too sweet; lack of salad to accompany the eggs benedict)”

(Gender: female, restaurant: Zenith Brunch & Cocktail, rating: 5)

The theme ‘space’ has associated the concepts: ‘space’ (386, 85%), ‘staff’ (118, 86%), ‘friendly’ (214, 89%), ‘service’ (255, 81%), ‘nice’ (103, 75%), ‘place’ (191, 81%) and ‘full’ (66, 88%). An example of review is:

“The best brunch in Lisbon and the best pancakes I’ve ever had in my life (with everything I’ve ever lived in the United States), quality ingredients and wonderfully made. Taste dishes fresh and beautifully presented. I would stress that we did not expect a restaurant service, at a cafe serving Brunch, which are noisy places, with endless queues, and it’s tables employees who are often not prepared. The Fauna and Flora is always full, but it

is so well managed that upon entering, if one enters in peace place with impeccable service. Very attentive waiters and super friendly owner! Congratulations!”

(Gender: male, restaurant: Fauna & Flora, rating: 4,5)

The theme ‘recommend’ has only one concept associated: ‘recommend’ (112, 95%). A typical review is as follows:

“Highly recommend this restaurant for its healthy and gluten free options! The decor is a must, the service a little below expectations, but satisfactory. We tried the brunch menu and the soup of the day!”

(Gender: female, restaurant: Nicolau Lisboa, rating: 4,5)

The last theme, ‘Lisbon’, has only one concept linked – ‘Lisbon’ (120, 92%). A typical review is:

“For me the best brunch in Lisbon! I would come back every day if I could! Even on busy days, service impeccable! A mandatory brunch in Lisbon!”

(Gender: female, restaurant: Nicolau Lisboa, rating: 5)

After presenting the results by gender, it is possible to make an introduction of this topic that is going to be discuss in the discussion section answering the research question:

(iv) What are the main dimensions liked with satisfaction and dissatisfaction

According to the presented results it can be concluded that the specific dimensions are:

- Dissatisfaction: ‘waiting’ ‘time’ and ‘queue’.
- Satisfaction: 'delicious', 'recommend', 'space' and 'Lisbon'.

## 5. Conclusions

The Brunch concept is increasingly becoming known around the world. In Lisbon, the amount of restaurants of this type is increasing significantly and has become one of the most trendy experiences within hospitality.

This study has as main objective to identify the main dimensions of the experiences in Brunch. The objective of the research was to determine and perceive the behavior of consumers during and after the experience, their expectations, what gives importance in brunch and its drivers.

### 5.1. Summary and discussion of the results

The Wordle analysis has determined that from the 734 customer reviews of Brunch the most frequent words are 'Brunch', 'Space', 'Good', 'Wait', 'Food', 'Pancake', 'Time', 'Service' and 'Egg'. These are the words that restaurants should keep in mind to enhance the customer experience during Brunch. From this it can be concluded, that during the Brunch 'space' and 'service' are two concepts that consumers are aware of, confirming the study by Shandilya (2011) that the experience of the client during his presence in the restaurant, passes much more than just the appreciation of the food (being the service and the very important environment). Hwang (2005) states that the waiting time is also very important for the consumer experience and through the analysis of Wordle we can say that this hypothesis has been verified since the words 'wait' and 'time' are the most mentioned in the reviews. Lastly, it is also important to mention that in addition to the concepts described, 'food' (as expected) is one of the most important concepts. Inside it, the 'Pancakes' and the 'eggs' are the dishes most referenced by the consumers of Brunch. These concepts were also referenced in a New York paper where it is proven that the typical Heavy Food Brunch is no longer wanted, since in the past it was important to have sausages and bacon in the brunch, but in this new decade what is most sought are comfortable and light dishes like pancakes and eggs (Nation's Restaurant News 2005).

Through the analysis of Leximancer it was possible to identify the main elements of the brunch experience in Lisbon. 13 concepts have been identified: 'brunch', 'space', 'pancakes', 'place', 'waiting', 'delicious', 'time', 'juice', 'try', 'people', 'best', 'recommend' and 'experience'. There is agreement between the values of the analysis and the theoretical background presented in the literature section, which according to Walter et al. (2010) the customer experience depends on various dimensions and criteria.

Analyzing the concepts individually it is possible to conclude that the theme 'brunch' is associated with the criteria 'brunch', 'service', 'food', 'menu', 'super' and 'dishes'. Taking into account the 'super' criterion, it can be concluded that people who go to a brunch usually classify their experience as 'super'. Once again, the service is the most mentioned concept after 'brunch', proving that it is undoubtedly one of the drivers of the experience. The 'space' theme is related to the concepts 'space', 'quality', 'nice' and 'price'. In general consumers are happy with the brunch spaces and find them welcoming and appropriate to the whole experience, hence classifying them as 'nice'. 'Price' and 'quality' are the most sought-after features in a brunch space. Consumers use platforms like the Zomato to check the rating and reviews about the space, in order to see if it presents prices that are in accordance with the quality of the dishes.

In the theme 'pancakes', the most relevant concepts are: 'pancakes', 'ordered', 'toast', 'eggs' and 'salmon'. These concepts show that pancakes are usually the most requested or desired dish in brunch experience and are usually ordered with salmon toast or eggs. Another theme related to the brunch experience is 'place', which has as concepts: 'place', 'Lisbon', 'friendly' and 'staff'. As the study was carried out in four restaurants in Lisbon, it makes sense that the concept 'Lisboa' is associated with the place. The 'friendly' and 'personal' concepts are intertwined and show that in general consumers are satisfied with the restaurant team. In addition, the staff is one of the characteristics that makes the experience even better, since according to reviews, the more personalized and kinder the service, the more satisfied the customers are.

Waiting time is a most important feature in a Brunch experience. The theme 'waiting' contains the themes 'waiting', 'table', 'worth', 'queue' and 'full', while the theme 'time' contains only one concept: 'time'. As Brunch has become a trendy and high-demand theme, it is usually normal to have a waiting line, if the restaurant is well known. Most of the time, according to reviews, the wait time is 'worth' due to the whole experience. But most of the negative reviews are triggered by this theme as people arrive at the restaurant and it's 'full' and they have to wait for a 'table'.

As a final theme, due to the number of hits (the rest are not going to be considered as having less than 300 hits), the 'delicious' theme includes the concepts 'delicious', 'options', 'day' and 'tasty'. Through these concepts it is possible to conclude that the consumers, in general, are satisfied with the quality of the service because they think that the options presented in the restaurants are delicious and tasty.

Another objective of this study was to find out if there were differences between the four types of Brunch restaurants, and the conclusion is that there are differences. Restaurants have different concepts and impact differently. The Fauna & Flora restaurant is associated with the concepts 'pancakes', 'try', 'eggs' and 'taste' meaning that, from all restaurants, this is where people are most satisfied with the quality of food. The restaurant Heim Cafe, from the reviews analysis, is considered a restaurant that captures the attention of its consumers more for the experience in the space and with the staff because its concepts are: 'space', 'best', 'experience' price' and 'brunch'. The restaurant Nicolau Lisboa is the one that presented the most reviews in which the customers talk about waiting time and queues (the concepts of this restaurant are 'waiting' and 'queue'). Although they are two concepts that together seem negative, most reviews are not, because despite the waiting time, the brunch of Nicolau Lisboa usually compensates for the time that consumers are waiting for the table. Finally the Zenith Brunch & Cocktail is perhaps the restaurant that brings together the highest number of good reviews, with the restaurant perhaps offering a more cohesive experience. It is associated with the concepts: 'recommend' and 'brunch'. Among the main drivers Zenith in general meets both an interesting concept of space, the food is considered good and the waiting time is not excessive, being a brunch that most people recommend.

Several studies have already concluded that gender seeks different things in the quality of service. In this study, there is a significant difference between men and women. While women are more concerned with experience, space and the quality of food, men focus more on the amount of time they expect to be served or to have a table. It was also possible to verify that women are much more concerned about giving feedback about their experience on the online platforms, while men often do only to protest or complain about the service.

This study also sought to identify which were the main narratives and concepts that were interlinked with the high and low classifications in Zomato. Ratings from 1 to 2,5 are linked to the concepts of 'waiting' 'time' and 'queue'. The fact that consumers have to wait sometimes for so long to be able to try or get a table makes them discontented. But most of the time they are external factors of the restaurant, such as people going to brunch on a holiday. However, the sample of ratings from 1 to 2,5 is very small compared to the generality. In the ratios of 3 to 3.5, representing the satisfied reviews, the associated concepts are 'brunch', 'pancakes' and 'everything'. The consumers who gave this type of

score were displeased with some element of the brunch. The most common is to be displeased with the pancakes, or because they are too dense or because they have very high expectations (as mentioned earlier, it is a very trendy element in today's brunches). In the ranking of 4 to 5 (positive reviews) the associated concepts are: 'delicious', 'recommend', 'space' and 'Lisbon'. Comments from consumers who gave this type of rating demonstrate great satisfaction in their brunch experience. The concept 'space' and 'recommend' are interconnected because the people who gave this type of punctuation is very pleased with the quality of the service, the atmosphere/decoration and the friendliness of the staff. The concept 'Lisbon' is associated with a score of 5, where consumers report that a particular brunch is their favorite in Lisbon.

According to the conclusions and discussion of the results presented previously, it can be concluded that in relation to the research question: what are the main dimensions of brunch experience, in a general examination, the main dimensions are quality of service (which includes the customer service and the quality of the dishes served), the surrounding environment (the space, decoration and people who frequent it) and the concept of the restaurant. The study was also concerned with perceiving what is most valued during the experiment, which according to the analysis carried out the 5 main themes are: food quality, space, waiting time, staff and the concept of the restaurant.

## 5.2. Theoretical implications

This study contributes to the literature with the analysis of the brunch concept within the restaurant industry (which in turn is part of the hospitality theme) as well as the analysis of the comments presented in the online evaluations by consumers of the brunch experience. The results show the reality of the concept nowadays, issues related to beverages and food, quality of service in the Brunch concept, emotional results related to consumers and their experiences and the surrounding gastronomic environment. The study also helps to showcase the importance of online comments and that these may be of added value to the restaurant industry to draw conclusions and strategies about the business. The results show how it exists gender differences in quality of service, also the difference between restaurant to restaurant and identified the dimensions of brunch by levels of classification from lower to upper.

### 5.3. Managerial implications

According to Chou (2014), quality in restaurants depends on several factors and, in agreement with the study, it was noticed that the most important concepts are the service (staff and costumer service), confection of the food and the waiting time.

As quality of service is perhaps the most important driver of the Brunch experience, brand managers, if they want to improve this characteristic, should apply strategies that meet the literature presented previously. One of these strategies, according to Walter et al. (2010), is to revitalize the menu. In this case, the brand managers, to increase the quality of the service, can reduce the size of its menu and specialize in specific dishes. As has been proven in this study, pancakes are a dish that brunch consumers are looking for a lot these days, and if it is well-made, it will be a way for the customer to leave their experience with satisfaction. Walter et al. (2010) also refers to the care for the hygienization of space, and this characteristic also comes in agreement with the study carried out, because consumers gave immense value to the space atmosphere. If it is clean, with a fresh image and a mild odor that does not disrupt the customer experience, it will also be a factor that they will take into account in order for their opinion to be positive. Cognitive psychology (Oliver 1997 & Parasuraman et al., 1988) and emotional (Johnson et al., 1998) is also something that can and should be applied as a strategy by brand managers to increase quality of service. According to reviews, the friendliness of the staff and the way guests are greeted at the restaurant is something that consumers take into account. The approach with the client should always be as kind as possible and make him feel special. The service must be more personalized and customer focused, so brand managers must hire employees with a positive and affirmative attitude. If the Brunch has any specific concept, it should be explained as if it were a story. This will create a much more pleasant environment and make the customer happy with the experience even before experiencing the food.

As mentioned in the literature, word-of-mouth and social media are very important sources and can influence consumers (Gonçalves et al., 2015, Jang 2007 and Luo 2007). These should be taken into account by Brand managers and implement strategies that can influence these two media. As far as social media is concerned, the restaurant should take a visual care, and focus on appealing photographs and designs so that consumers feel attracted to the space and food. As far as WOW is concerned, this will go a long way in

the experience of the customer in a restaurant, so the previous quality service strategies must be applied to make them leave happier from the restaurant.

The web reviews, mentioned in literature and proven by the discussion of results, are perhaps the most important source of feedback for the restaurant industry by consumers (Utz et al., 2012). Due to this fact, managers should always be aware of online comment platforms as consumers state their preferences, what they liked, what they did not liked, and sometimes improvement hypotheses that could be availed to improve the restaurant experience.

#### 5.4. Limitations of the study

The study was carried out as clearly and analytically as possible so that conclusions could be drawn without errors and assumptions. However the research has some limitations and should be mentioned to the readers.

First of all, the analysis and study carried out were based on qualitative research, which focuses more on understanding consumer behavior and interpreting narratives. Quantitative research can help measure a behavioral trend, confirm a hypothesis, and give to the author conclusions that are not ambiguous.

Another of the limitations of this study is that reviews have been translated from Portuguese to English, which means that some concepts or expressions are lost. Although this translation has been accurate, the essence of the phrase can sometimes be lost.

In the literature review chapter, it was mentioned that brunch consumers, despite being of all ages, are mostly millennials and the platform chosen to make the sample split, Zomato, does not allow quantifying the age of the author of the review. This way it was not possible to prove this hypothesis.

The Leximancer platform also presents limitations, in this case when the conceptual maps are extracted, sometimes they have criteria with similar meanings but that give different results. An example of these are the "space" and "place" criteria, which although they are similar words, have shown different results.

The main limitation of this study is that it is only possible to analyze the impressions of consumers who have made online reviews. All consumers who visited the restaurants and



who did not write their comments online (because they have limitations of computer abilities, do not have access or because they didn't want to do it online) were excluded from the survey. This also shows the great impact that online experiences have on the reputation of restaurants.

The last limitation was the numerical difference of reviews of male gender to the feminine gender. It has clearly been clear that women are more receptive to documenting their online experience. On reverse, men are more reserved and many of them only make a online review if their experience has been bad.

## 5.5. Avenues for future research

If another author elaborates a research related to the Brunch experience, it should consider a greater sampling. In this study, four restaurants in Lisbon were approached, but it would be interesting to check the regional differences when compared with Brunch restaurants of Porto, for example. The conclusions drawn could be different if it were shown that the expectations and behaviors of consumers in that region were different from those in Lisbon. Also about regions and zones, it would also be interesting to make a cross-country comparisons to see if the drivers of experience vary according to the culture of a particular country.

As mentioned in the limitations, it was not possible to quantify the ages of the review authors, and, therefore, did not allow to draw conclusions about the ages of the consumers of Brunch. It would be interesting to find a platform or a method that allows a sample to be extracted with the characteristic of age. Thus, it would be possible to draw conclusions about the studies presented in the literature review that millennials are the type of consumer that most frequent these types of establishments.

Due to the existence of many more reviews of women than men, it was important to find a method to balance this ratio. In this way the conclusions about gender difference would be more precise.

Finally, the study could also extend to "concept restaurants". Instead of just studying the brunch concept, it would be interesting to understand what consumers are looking for in a concept restaurant experience.

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