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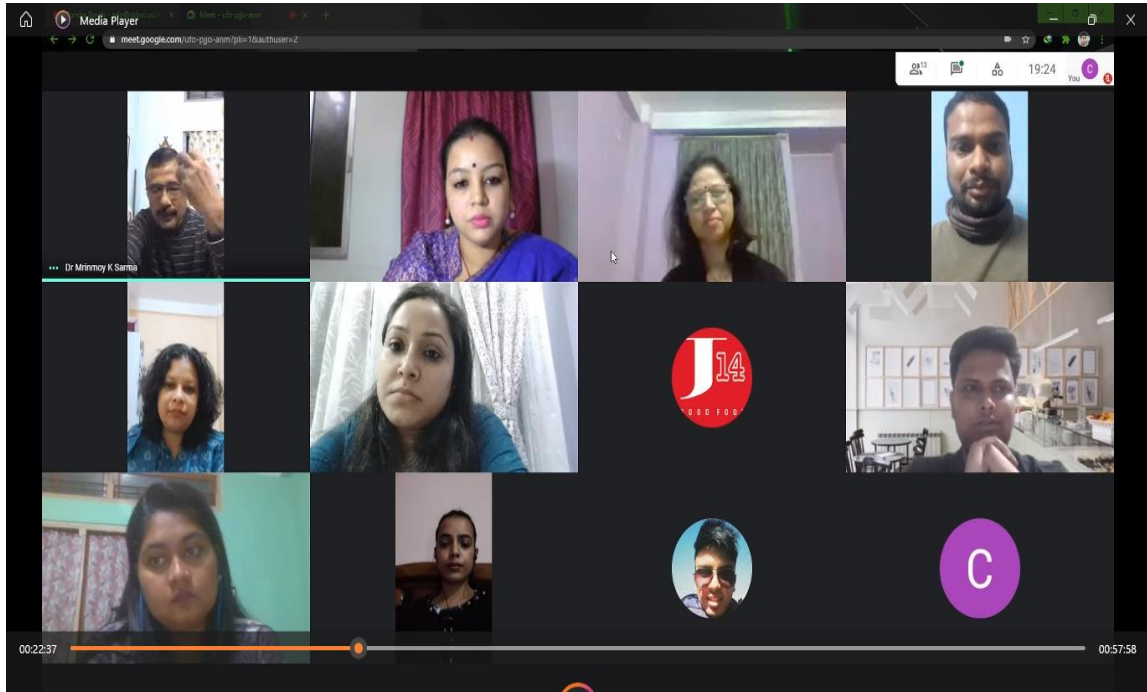
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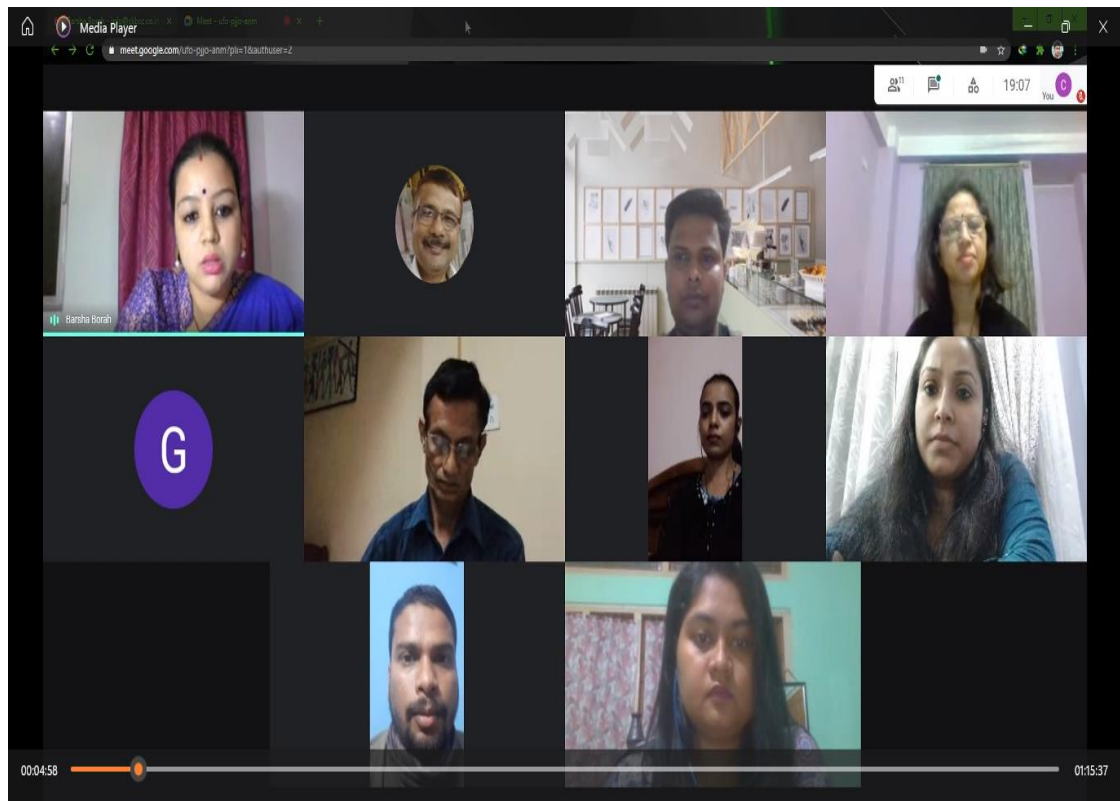
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# Annexure A1

## Few Screenshots of FGDs







## Annexure A2

SL No:

UA

### QUESTIONNAIRE FOR SURVEY

Dear Respondents,

A warm greeting to you! I am pursuing my Ph.D on the topic “Impact of Soundscape in Diners’ Experience: A Study in Assam”. I would like to request you to kindly spare me your valuable time and provide me the requisite information. The information provided by you would be used only for academic purpose and would not be used for any other purpose. All the information provided would be used as a group data and not be used as individual. Utmost care would be taken to keep the information confidential.

Thanks and Regards,

Barsha Borah

Research Scholar,

Department of Business Administration,

Tezpur University,

Napaam, Tezpur

1. **How many times in an average you eat outside in a month?** ☐
2. **Purpose of your visit:** i) outing with family or friends ☐ ii) Business purpose ☐ iii) Casual Lunch/Dinner ☐ iv) Occasion (Birthday, Anniversary etc.) ☐ v) Any other reason (please specify) \_\_\_\_\_
3. **Companion (with):** i) Single ☐ ii) Spouse/Partner ☐ iii) Family ☐ iv) Friends ☐ v) Business partner/ Clientele ☐
4. **Conversation Intention:** i)None ☐ ii)Chatting/Light conversation ☐ iii)Discuss Issues/ Resolve a problem ☐ iv) Any other( please specify)\_\_\_\_\_
5. **Reason(s) for visiting this Restaurant (Tick more than one options):** i)Location ☐ ii)Past Experience ☐ iii)Reputation ☐ iv)Advertisement ☐ v)Taste of Food ☐ vi)Pleasant Ambience ☐ vii)Recommended by Friends/Family ☐ viii)No other Alternative ☐ ix) Any other (Please Specify)\_\_\_\_\_
6. **Your expectation/preference while taking food in a restaurant:**

Please tick your preference ,0 for No preference to 5 for Highest preference	5	4	3	2	1	0
(i)No music at all						

(ii)Pre-recorded music						
(iii)Live music						

7. **Meal Preference with music:** i) Breakfast ☐ ii)Lunch ☐ iii)High Tea ☐ iv) Dinner ☐  
v) Special occasion ☐
8. **Music Tempo preference:** i)Fast Music ☐ ii)Slow Music ☐
9. **Music Genre/ Preference:** i)Ethnic/Traditional ☐ ii)Indian ☐ iii)Western ☐  
iv)Classical/Gazal ☐ v)Instrumental ☐ vi)Popular Movie Songs ☐ vii)Contemporary Pop ☐  
viii) Others (If any, Please Specify).....
10. **Music Volume preference:** i)Soft ☐ ii)Medium ☐ iii)Loud ☐
11. **What is your opinion on the volume of music played in this restaurant?** i) Good ☐  
ii) Irritating ☐ iii) Too Loud ☐ iv)Too Soft ☐ v) Can't hear any music ☐ vi)Doesn't matter at all ☐
- 12.

Rate these items in 7 point scale by putting a tick mark	1	2	3	4	5	6	7
<b>i) Usual Personal Level of listening music</b> (1= Just Audible.....7= Much Louder )							
<b>ii) Preferred music level in a restaurant</b> (1= Just Audible.....7= Much Louder)							
<b>iii) Music level experienced in the restaurant</b> (1= Just Audible.....7= Much Louder)							

13.

On a scale of 1-7(1 being Strongly Disagree to 7 being Strongly Agree), to what degree you agree to these statements on the basis of your experience in the restaurant by putting a tick mark	1	2	3	4	5	6	7
i)Enjoy dining with pleasant music.							
ii)The background music sounds like something I would hear in this type of restaurant							
iii) The music corresponds with the music I listen to privately							
iv) Overall, the effect of background music produced in the restaurant is positive							
v) Music in the restaurant reduces my stress and refreshes my mood							
vi) Music transforms my negative mood to positive mood							
vii) Music in the restaurant leads to favourable wait time and longer stay there							
viii)Communicating with the staff is positive because of music							
ix)Music enhances taste and flavour of food							
x)Music becomes a barrier in my purpose of visitation							
xi)Pleasant music helps in favourable service evaluation							
xii)I prefer ethnic music with ethnic food							
xiii) The interior design and décor of the restaurant matches the							

background music being played							
xiv)Music complements/induces revisit and more frequent visit to the restaurant							
xv)Music influences my decision in recommending the place to others							
xvi)Music induces buying without planning or ends up with buying more							
xvii)Music played in the restaurant is appropriate for the atmosphere of the restaurant							

14.Do you prefer live music? i) Yes ☐ ii)No ☐

*If Yes, please answer the following questions or else skip the question below*

<b>On a scale of 1-7(1 being Strongly Disagree to 7 being Strongly Agree), to what degree you agree to these statements on the basis of your experience in the restaurant by putting a tick mark</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
i)I prefer live music for it enhances the status of the restaurant							
ii) I prefer live music for musician's creativity and ability to hold the crowd							
iii) live music helps to draw away your eyes from mobile phone							
iv)Live music gives opportunity to interact with new people							
v)Restaurants with live music is costly							

15.

<b>To what degree you agree to these statements on Noise Sensitivity(Tick the appropriate one)</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>No Comment</b>	<b>Agree</b>	<b>Strongly Agree</b>
i) At restaurants, whispering and crinkling candy wrappers disturb me					
ii) I get annoyed when my co-diners are noisy					
iii) Sometimes noises get on my nerves and get me irritated					
iv) Sometimes music I normally like bother me if I am trying to concentrate.					
v) When I want to be alone, music disturbs me.					
vi) I am good at concentrating no matter what is going on around me					
vii) Sometimes I want complete silence.					
viii) I find it hard to relax in a place that's noisy.					
ix) I get mad at people who make					

noise that keeps me from falling asleep or getting work done.					
x) I get used to most noises without much difficulty					
xi) I am sensitive to noise					
xii) Noise in the restaurant contributes to my stress level					
xiii) Sometimes music in the restaurants becomes a noise for me					
xiv) Pleasant music acts as a noise avoider					
xv) Crowded restaurant gives me an image of noisy ambience					
xvi) The extent of noise in the restaurant make me leave early					
xvii) The extent of noise in the restaurant make me buy less					
xviii) The extent of noise in the restaurant stops me to revisit it again					
xix) The extent of noise in the restaurant stops me to recommend it to others					
xx) Noise comes in the way of overall customer experience of the restaurant					

16. To what extent can you prominently hear these sounds in the restaurant (Tick more than one option):  
 i) Traffic noise ☐ ii) Natural sounds ☐ iii) Fan/ electronic Gadget noise ☐  
 iv) Other noise (kitchen sound, footsteps etc) ☐ v) Sounds from co-diners ☐ vi) Sounds from the employees ☐

17. Can you list down some of the sounds that you hear in the restaurant that are:

(i) Pleasant: \_\_\_\_\_

(ii) Neutral: \_\_\_\_\_

(iii) Unpleasant: \_\_\_\_\_

18. Background sound level in the restaurant

i) Very High ☐ ii) High ☐ iii) Appropriate ☐ iv) Low ☐ v) Very Low ☐

19. What is your overall sound/sonic impression of this restaurant?

i) Very good ☐ ii) Good ☐ iii) Neutral ☐ iv) Bad ☐ v) Very bad ☐

20.

On a scale of 1-5(1 being Not at All to 5 being A Lot), to what degree you agree to these statements on the basis of your experience in the restaurant by putting a tick mark	1	2	3	4	5
i) Sound of cooking affects my mood positively					
ii) Sound of food ordered by the co-diners enhances my appetite and temptation to order the same					
iii)I paid attention to the music during the meal					
iv)Overall, I am satisfied with my restaurant experience					
v)I find the restaurant ambience welcoming					

21.

Rate your experience in the present surrounding sound environment with the following statements by putting a tick mark	1	2	3	4	5	6	7
i) How pleasant the sound environment is (1= Not Pleasant at all..... 7= Very Pleasant)							
ii)How chaotic the sound environment is (1= Not Chaotic at all.....7= Very Chaotic)							
iii)How exciting the sound environment is (1= Not Exciting at all.....7=Very Exciting)							
iv)How uneventful the sound environment is (1= Very eventful .....7=Very Uneventful)							
v) How calm the sound environment is (1= Not Calm at all.....7= Very Calm)							
vi)How annoying the sound environment is (1=Not Annoying at all.....7=Very Annoying)							
vii)How Monotonous the sound environment is (1=Not Monotonous at all.....7= Very Monotonous)							

**Personal Details:**

**1.Name:**

**2.Address:**

**3.Age (in Years):**

**4.Gender:** i)Male ☐ ii)Female ☐ iii)Transgender ☐

**5.Marital Status:** i) Currently Single ☐ ii)Married ☐

**6.Occupation:** i)Self Earning ☐ ii)Not Earning ☐

**7.Monthly Income:** i)Upto Rs. 35000 ☐ ii)Rs. 35000- Rs. 65000 ☐

iii)Rs. 65000- Rs.100000 ☐ iv)Above Rs. 100000 ☐

**8. Average spending while Dining out:** i) Upto Rs. 2500 ☐ ii) Rs. 2501- Rs. 5000 ☐  
iii) Rs. 5001-Rs. 10000 ☐ iv) Above Rs. 10001 ☐

**9. Treat type :** i) Sponsored ☐ ii) Self Paid ☐

**10. Visit type:** i) Pre-booked ☐ ii) Instant Visit ☐

### Annexure A3 (A)

#### Questionnaire for Experiment

L No :  R  C

Dear Respondents,

A warm greeting to you! I am pursuing my Ph.D on the topic “Impact of Soundscape in Diners’ Experience: A Study in Assam”. I would like to request you to kindly spare me your valuable time and provide me the requisite information. The information provided by you would be used only for academic purpose and would not be used for any other purpose.

Regards,

Barsha Borah, Research Scholar

Dept. of Business Administration

Tezpur University, Napaam

Thank you for your response!

1. Do you like the present music played in this restaurant? Yes ☐ No ☐
2. Rate these statements from 0-5 by putting a tick mark

	0	1	2	3	4	5
i) I can accept the music played in the restaurant with the food served in the restaurant ( 0 being <b>Not at all acceptable</b> and 5 being <b>Highly Acceptable</b> )						
ii) The music fits with the food served (O being <b>Does Not Fit</b> and 5 being <b>Strongly Fit</b> )						
iii) How important is the ethnic music in enhancing your dining experience when consuming ethnic food in a restaurant? (0 being <b>Not important at all</b> and 5 being <b>Very important</b> )						

3. Rate these items in 7 point scale by putting a tick mark

	1	2	3	4	5	6	7
i) To what extent the music in the restaurant defines the authenticity of the experience in the restaurant?							
ii) The choice of music played in the restaurant enhances my liking towards the food which leads to a pleasant dining experience							



<b>iii) I find the sound in the restaurant is appealing to me</b>							
<b>iv) Overall, I am satisfied with my restaurant experience</b>							
<b>vi I find the restaurant ambience welcoming</b>							
<b>vi) Willingness to pay more for the meal because of the ambience</b>							

6. **Music Tempo preference:** i) Fast Music ☐ ii) Medium ☐ iii) Slow Music ☐
7. **Music Volume preference:** i) Soft ☐ ii) Medium ☐ iii) Loud ☐

**Personal Details:**

- Ethnic Background:
- How many times in an average you eat outside in a month? ☐
- Frequency of consuming ethnic food:
- Age (in Years):**
- Gender:** i) Male ☐ ii) Female ☐ iii) Transgender ☐
- Marital Status:** i) Currently Single ☐ ii) Married ☐
- Occupation:** i) Self Earning ☐ ii) Not Earning ☐
- Monthly Income:** i) Upto Rs. 35000 ☐ ii) Rs. 35000- Rs. 65000 ☐  
iii) Rs. 65000- Rs.100000 ☐ iv) Above Rs. 100000 ☐
- Average spending while Dining out:** i) Upto Rs. 2500 ☐ ii) Rs. 2501- Rs. 5000 ☐  
iii) Rs. 5001-Rs. 10000 ☐ iv) Above Rs. 10001 ☐
- Treat type :** i) Sponsored ☐ ii) Self Paid ☐
- Visit type:** i) Pre-booked ☐ ii) Instant Visit ☐
- Order Type:** i) Thali ☐ ii) Specific Item from the Menu ☐

***(For Control Group)***

## Annexure A3 (B)

### Questionnaire for Experiment

L No :  R  C

Dear Respondents,

A warm greeting to you! I am pursuing my Ph.D on the topic “Impact of Soundscape in Diners’ Experience: A Study in Assam”. I would like to request you to kindly spare me your valuable time and provide me the requisite information. The information provided by you would be used only for academic purpose and would not be used for any other purpose.

Regards,

Barsha Borah, Research Scholar

Dept. of Business Administration

Tezpur University, Napaam

Thank you for your response!

1. Do you like the present music played in this restaurant? Yes ☐ No ☐
2. Rate these statements from 0-5 by putting a tick mark

	0	1	2	3	4	5
i) I can accept the music played in the restaurant with the food served in the restaurant ( 0 being <b>Not at all acceptable</b> and 5 being <b>Highly Acceptable</b> )						
ii) The music fits with the food served (O being <b>Does Not Fit</b> and 5 being <b>Strongly Fit</b> )						
iii) How important is the ethnic music in enhancing your dining experience when consuming ethnic food in a restaurant? (0 being <b>Not important at all</b> and 5 being <b>Very important</b> )						

3. Rate these items in 7 point scale by putting a tick mark

	1	2	3	4	5	6	7
i) To what extent the music in the restaurant defines the authenticity of the experience in the restaurant?							
ii) The choice of music played in the restaurant enhances my liking towards the food which leads to a pleasant dining experience							

iii) I find the sound in the restaurant is appealing to me							
iv) Overall, I am satisfied with my restaurant experience							
vi I find the restaurant ambience welcoming							
vi) Willingness to pay more for the meal because of the ambience							

6. **Music Tempo preference:** i) Fast Music ☐ ii) Medium ☐ iii) Slow Music ☐
7. **Music Volume preference:** i) Soft ☐ ii) Medium ☐ iii) Loud ☐

**Personal Details:**

- Ethnic Background:
- How many times in an average you eat outside in a month? ☐
- Frequency of consuming ethnic food:
- Age (in Years):**
- Gender:** i) Male ☐ ii) Female ☐ iii) Transgender ☐
- Marital Status:** i) Currently Single ☐ ii) Married ☐
- Occupation:** i) Self Earning ☐ ii) Not Earning ☐
- Monthly Income:** i) Upto Rs. 35000 ☐ ii) Rs. 35000- Rs. 65000 ☐  
iii) Rs. 65000- Rs.100000 ☐ iv) Above Rs. 100000 ☐
- Average spending while Dining out:** i) Upto Rs. 2500 ☐ ii) Rs. 2501- Rs. 5000 ☐  
iii) Rs. 5001-Rs. 10000 ☐ iv) Above Rs. 10001 ☐
- Treat type :** i) Sponsored ☐ ii) Self Paid ☐
- Visit type:** i) Pre-booked ☐ ii) Instant Visit ☐
- Order Type:** i) Thali ☐ ii) Specific Item from the Menu ☐

***(For Treatment Group)***

## **Annexure A4**

**Snapshot of interview with the Late Nanda Banerjee, Famous Music Composer, Assam**



## Annexure B1: Normality Test

### Descriptive Statistics for Normality

Variables	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Usual personal level of listening music	824	.264	.085	-.791	.170
Preferred music level in a restaurant	824	.061	.085	-.079	.170
Music level experienced in restaurant	824	-.372	.085	-.417	.170
Enjoy dining with pleasant music	824	-.414	.085	-.805	.170
Background music sounds like something I would hear in this type of restaurant	824	-.126	.085	-.453	.170
Music in the restaurant corresponds with music I listen to privately	822	-.376	.085	-.633	.170
Effect of Background music produced in restaurant is positive	824	-.261	.085	-.576	.170
Music in the restaurant reduces my stress and refreshes my mood	824	-.466	.085	-.279	.170
Music transforms my negative mood to positive mood	824	-.481	.085	-.279	.170
Music in restaurant leads to favourable wait time and longer stay there	824	-.347	.085	-.565	.170
Communicating with the staff is positive because of music	824	-.368	.085	-.371	.170
Music enhances taste and flavour of food	824	-.494	.085	-.255	.170
Music becomes a barrier in my purpose of visitation	824	.166	.085	-1.167	.170
Pleasant music helps in favourable service evaluation	824	-.506	.085	-.093	.170
Prefer ethnic music with ethnic food	824	-.422	.085	-.303	.170
Interior design and decor of restaurant matches background music	824	-.322	.085	-.397	.170
Music induces revisit and more frequent visit to restaurant	824	-.439	.085	-.270	.170
Music influences decision in recommending the place to others	824	-.371	.085	-.360	.170
Music induces buying without planning or ends up with buying more	824	-.481	.085	-.591	.170
Music played in restaurant is appropriate for the atmosphere therein	824	-.615	.085	-.255	.170
Sound of cooking affects my mood positively	824	.554	.085	-.603	.170

Sound of food ordered by co-diners enhances my appetite and temptation to order the same	824	.134	.085	-.126	.170
I paid attention to music during meal	824	.122	.085	-.956	.170
Overall, I am satisfied with my restaurant experience	824	-.244	.085	-.277	.170
I find the restaurant ambience convivial	824	-.231	.085	-.891	.170
How pleasant the sound environment is?	824	-.106	.085	-1.060	.170
How chaotic the sound environment is?	824	-.082	.085	-.947	.170
How exiting the sound environment is?	824	-.266	.085	-.343	.170
How uneventful sound environment is	824	-.402	.085	-.417	.170
How calm sound environment is?	824	.045	.085	-.891	.170
How annoying the sound environment is?	824	-.064	.085	-.817	.170
How monotonous the sound environment is?	824	-.101	.085	-.475	.170
Valid N (listwise)	822				

## **Annexure C1A**

### **List of Publications**

#### **Conference:**

- [1] Borah, B., & Sarma, M. K. (2024). Soundscape, a Critical Element in Building Diners' Experience: A qualitative study using FGD. In AMANTHRAN: Advances in Management Tourism Hospitality, and Research Analytics, International Hospitality and Management Conference jointly organized by GNIHM and JIS University, Kolkata, India in association with Confab 360 Degree.

#### **UGC-CARE Journal:**

- [1] Borah, B., & Sarma, M. K. (2022). A Bibliometric Analysis of Soundscape in Service Marketing. JIMQUEST, Journal of Management and Technology, 18(1).

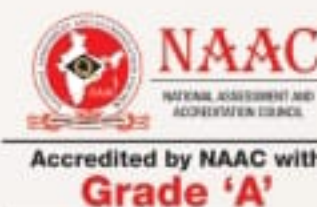
#### **ABDC-C Journal:**

- [1] Borah, B., & Sarma, M. K. Acoustic Appetite: How Restaurant Soundscapes Shape Dining Experiences. Acta Universitatis Bohemiae Meridionalis.



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# JIM QUEST

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**A Bibliometric Analysis of Soundscape in Service Marketing**  
*Barsha Borah, Dr. Mrinmoy Kumar Sarma*

**A Review on use of Google Trends in Stock Market Research**  
*Ms. Divya Jain, Dr. Meghna Chhabra*

**A Systematic Literature Review on Consumer Behaviour Concerning Its Darker Side**  
*Saurabh Gupta, Dr. Sushil Pande*

**Omnichannel Retailing Seamless Interaction Experience Driving Shopping Behavior During The Covid-19 Pandemic**  
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**Consumer Decision Making Styles: Purchase Intension While Online Shopping during Pandemic**  
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**Impulse Buying Behaviour Related to Online Shopping Among the Generation Y- A Study with Reference to Pune City.**  
*Pooja Jasbirsingh Gill, Dr. Chetan Chaudhari*

**Modeling Service Quality and Customer Satisfaction with Specific Reference to Cab Aggregation Industry in National Capital Region in India**  
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**A Study on Factor Analysis Regarding Customer Satisfaction with E-Banking Services in Lucknow, Uttar Pradesh**  
*Mr. Shankar Singh Bhakuni, Mr. Himanshu Pandey*

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**Social Entrepreneurship Intention among Management Student: Role of Self efficacy, Subjective Norms, Perceived Attitude, Emotional Empathy and Social Connectedness**  
*Dr. Anil Sharma, Dr. Hiren Harsora*

**OneClick E-Services Portal By Using Linear Regression Algorithm**  
*Rounak Annasaheb Goje, Shiv kumar Nagre, Vaishnavi Kale, Geeta Atkar, Ritik Raj, Geeta Zaware*

**An Empirical Study For Measuring The Job Satisfaction of Co-operative Banks Employees.**  
*Dr Dileep Kumar Singh, Dr Shailesh Kediya, Dr Pradeep Kumar Asthana*



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# A Bibliometric Analysis of Soundscape in Service Marketing

Barsha Borah \*

Dr. Mrinmoy Kumar Sarma \*

## Abstract

*Environment, physical or artificial has its own acoustic profiles help in identifying, creating and moulding one's experience of sound perception. All the sound that a human ear can hear or listen to in any environment is the soundscape. When talking in marketing context soundscape can be the auditory or aural cues used by the marketer that a person encounters while availing or consuming a service offer. Soundscape research refers to how an individual perceive, experience, or understand the acoustic environment including both indoors and outdoors as a whole(1). In recent years publications in the area of soundscape is emerging with different holistic approaches in different disciplines. This paper attempts to present a comprehensive bibliometric analysis of published articles concerning soundscape in context of service marketing. The Web of Science database(WoS) and VOSViewer software have been used to extract, analyse and to identify and visualize key trends, prominent authors and journals focusing on this topic. The dataset comprising articles suggests that although many researches have been done in the recent past among different disciplines but also this topic is relatively centralised among few authors in their respective disciplines. The current growth trend predicts the increase in the global publications in this topic. This paper will definitely help scholars, managers, practitioners and policy makers who are interested to have an understanding of the concept of soundscape in their respective field and will act as a base for soundscape research specially in the field of marketing for further research.*

**Keywords:** Soundscape, Acoustics, Auditory cues, Aural, and Service Marketing.

## 1. Introduction

Sound generates powerful reactions in human beings by interacting with and interpreting their everyday surrounding and environment. There are medical researches which states how sound affect the movement and functionality of the Central Nervous System and the Peripheral Nervous System. The brain and human body respond to various forms of sounds namely-music, natural sounds, and urban sounds (or anthropogenic) all the time and every time(2). In case of experiential marketing, sound plays a crucial role. All the sound and noise a customer hears at the time-of-service encounter or they are in a particular outlet is the sonic environment or better called as soundscape. The term 'Soundscape' can be perceived as the product of a single sound or a blend of various different sounds when a person engaged in an environment. The Canadian composer and naturalist R. Murray Schafer had carried out so many original works to advance research in the field of soundscape by taking reference from the term originally used and the scientific article written by the Michael Southworth, 1969 in the field architecture, city planning, urban planning and

design(3,4). After Schafer made the term popular, researchers from different field presented multi-dimensional classification for soundscape. The main components of soundscape as classified by Schafer comprises the keynote sounds, sound signals and soundmarks(5). Krause identified three active sources of soundscape present in the environment with wide spectrum of sounds-biophony (organic but non-human sources), geophony (non-organic elements of nature) and anthrophony (all environmental sounds generated by human sources). Individuals encounter these sources independently or intrinsically by making various combinations out of these sources(6). However, in 2008, ISO established a working group ISO/TC 43/SC1/WG 54 "Perceptual assessment of soundscape quality" to bring in consistency and compatibility between theoretical and methodological approaches of soundscape studies and practice, by developing the definition, as given in ISO 12913-1, Section 2.3: "Soundscape is an acoustic environment as perceived or experienced and/or understood by a person or people, in context."(7,8). There is a paradigm shift in the soundscape research as it firstly counts on human sciences and social sciences (medicine, anthropology, architecture,

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Ekonomická  
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Jihočeská univerzita  
v Českých Budějovicích  
University of South Bohemia  
in České Budějovice

in České Budějovice 22. November 2024

Dear Mr/Mrs Barsha Borah,

Dr. Mrinmoy Kumar Sarma ,

I would like to inform you that your article „Acoustic Appetite: How Restaurant Soundscapes Shape Dining Experiences” was acceptable and will be published in the journal Acta Universitatis Bohemiae Meridionalis.

doc. Ing. Ladislav Rolínek, Ph.D.

head of editorial board Faculty of Economics, University of South Bohemia in České Budějovice



Guru Nanak Institute  
of Hotel Management



# Certificate of Presentation

This is to certify Ms. Barsha Borah from  
Tezpur University had presented the paper  
title Soundscape, a Critical Element in Building Diners' Experience: A Qualitative  
study using FGD in **AMANTHRAN: Advances in Management Tourism Hospitality, and**  
**Research Analytics** held on 20th and 21st June, 2024 at GNIHM and JIS University, Kolkata, India

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