

Joystick Junction

Establishing a Gaming Cafe with a Mexican Restaurant

LAB University of Applied Sciences
Bachelor of Tourism and Hospitality Management
Nethma Nanayakkara
Tharun Krishna

Abstract

<p>Authors</p> <p>Nethma Nanayakkara</p> <p>Tharun Krishna</p>	<p>Publication type</p> <p>Thesis, UAS</p> <p>Number of pages</p> <p>42</p>	<p>Completion year</p> <p>2024</p>
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<p>Name, title and organisation of the client.</p>		
<p>Abstract</p> <p>This thesis investigates the feasibility and implementation of Joystick Junction, a unique establishment of a gaming cafe with a Mexican restaurant, in Lappeenranta, Finland. The primary aim is to create a concept that creates an immersive experience catering to gamers and food enthusiasts while fostering social interaction and community building.</p> <p>To achieve this, a mixed-methods approach was employed. Quantitative data was gathered through online surveys distributed to a diverse sample, assessing preferences for gaming options, dining experiences, and the appeal of the combined concept. Qualitative insights were obtained through covert observations at existing gaming cafes and restaurants, focusing on customer behaviours, interactions, and preferences.</p> <p>Key findings reveal a strong interest in the Joystick Junction concept among the target audience, with preferences for diverse gaming options and culturally inspired cuisine. The research underscores the importance of perceived value, social interaction, and community engagement in establishing Joystick Junction as a distinctive brand in the competitive gaming and hospitality industry.</p> <p>Joystick Junction can become a unique entertainment hub in Lappeenranta by catering to gamers and food enthusiasts. Strategic marketing and branding, guided by consumer behavior insights, are key to its success. With innovative strategies and immersive experiences, Joystick Junction can enhance the local cultural scene and attract a diverse audience.</p>		

Keywords

Concept, Consumer behaviour, Brand and Marketing strategies

Contents

1	Introduction.....	1
	1.1 Objectives & Delemitations.....	2
2	Consumer Behaviour.....	4
	2.1 Learning model.....	6
	2.2 Psychoanalytical Model of Consumer Behaviour.....	8
	2.3 Sociological Model.....	8
	2.4 Economic Model of Consumer Behaviour.....	9
3	Brand Management and Marketing Strategies.....	10
	3.1 Significance of Brand Management.....	10
	3.2 Different Marketing Strategy Types.....	11
	3.3 Importance and purpose of Marketing.....	13
4	Restaurant Concepts and Ideas: Why they are important ?.....	14
	4.1 Family or casual dining restaurant concept.....	15
	4.2 Fast food restaurant concept.....	15
	4.3 Fine dining restaurant concept.....	15
	4.4 Cafe Concept.....	16
	4.5 Food Truck Concept.....	16
	4.6 Bar Concept.....	16
5	Research Methodologies for Concept.....	18
	5.1 Research questions.....	18
	5.2 Data collection & survey results.....	19
6	Concept of the Café.....	33
	6.1 Interior Design and Atmosphere: Creating a Welcoming Haven for Gamers and Food Enthusiasts.....	34
	6.2 Gaming Experience: Elevating Gaming to New Heights at Joystick Junction.....	35
	6.3 Dining Experience: Savour the Flavours of Mexico, Sri Lanka, and India at Joystick Junction.....	36
	6.4 Community Impact: Fostering Connections and Enriching Lives at Joystick Junction.....	38
7	Summary and Discussion.....	40
	References.....	43

Appendix 1: Survey Questions.

1 Introduction

This thesis aims to create a unique concept for the launch of Joystick Junction, an innovative endeavour that combines a restaurant and a gaming arena. The goal is to develop a concept that is distinctive and creates an immersive experience to the interests and tastes of gamers through market research, feasibility analysis, and strategic business planning. Joystick Junction aims to draw both die-hard gamers and casual customers by capitalising on the expanding market of gamers looking for social spaces where they can engage in their passion while enjoying food and drinks. This will help the business build a devoted following and become successful.

Joystick Junction aims to be a lively and inviting space that caters to both gamers and food enthusiasts. The interior design will be modern and diverse, with comfortable seating that works well for both gaming and dining. To create a welcoming ambiance, they plan to incorporate warm lighting, stylish decorations, and bright colours reminiscent of Mexican culture. The arrangement will be planned to maximise available space and support a variety of gaming configurations, such as VR gaming stations, pool tables, foosball tables, and PS5 consoles. Gamers can choose from a wide variety of games at Joystick Junction, each one tailored to their own interests and ability level. With everything from immersive virtual reality games to cherished favourites like pool and foosball, our gaming café is sure to impress.

Modern consoles and gaming accessories will be installed in the gaming area to provide the best possible gaming experience. In addition, frequent gaming competitions and events will be planned to promote a sense of community and fair competition among customers. Joystick Junction will have a mouth-watering menu influenced by Mexican, Sri Lankan, and Indian food in addition to its gaming selection. Our restaurant will serve a delectable array of food and drinks, including fresh juices, handmade coffee, and flavourful tacos and burritos. The dining room will provide cosy seating options so that customers can savour their meals in a laid-back atmosphere. We intend to include interactive features like table games and touchscreen ordering devices to improve the eating experience and promote engagement and social interaction among diners.

In addition to offering delicious food and entertainment, Joystick Junction hopes to develop into a centre for community building and social interaction in Lappeenranta. Our establishment aims to fill the gap in the city's alternative leisure options by providing a warm and inviting atmosphere where guests can unwind, socialise, and rest. In addition, Joystick Junction organises networking events, gaming and technology-focused courses, and gaming tournaments to assist local talent and aspiring gamers.

1.1 Objectives & Delemitations

The objective of this thesis is to develop a concept for the establishment of Joystick Junction, a gaming arena with a restaurant, that effectively caters to the needs and preferences of gamers while ensuring financial viability and sustainability.

Primary Objective: To create a concept that seamlessly integrates gaming and dining experiences, providing a unique and immersive environment for gamers to socialize, compete, and enjoy high-quality food and beverages.

Specific Objectives: To conduct thorough market research to understand the demographics, preferences, and behaviours of the target audience, including gamers and potential restaurant patrons. To assess the financial feasibility of Joystick Junction by conducting a comprehensive feasibility analysis, including factors such as location, start-up costs, operational expenses, and revenue projections. To develop a detailed business plan that encompasses all aspects of the establishment, including branding, marketing strategies, menu development, technology infrastructure, staffing, and customer experience design. To incorporate case studies and best practices from existing gaming cafes and restaurants to inform decision-making and optimize the business model for success.

Delimitations:

Geographic Scope: The business plan will focus on the establishment of Joystick Junction in a specific city or region, with considerations for local market dynamics and consumer preferences.

Target Audience: This thesis endeavours to address a prevailing social need in Finland, where individuals, particularly the younger demographic, are actively seeking inclusive spaces for socializing with friends while enjoying quality entertainment and food. The primary target audience will be gamers of all ages and backgrounds, with a secondary focus on attracting non-gamers who appreciate unique dining experiences.

Business Model: The business plan will explore a hybrid model that combines elements of a gaming cafe with a restaurant, with specific attention to menu offerings, gaming equipment, and customer experience design.

Timeframe: The scope of this thesis will be limited to the development of the business plan and feasibility analysis, with implementation and operational considerations beyond the scope of this study.

By achieving these objectives and acknowledging these delimitations, this thesis aims to provide a comprehensive concept for the successful establishment of Joystick Junction, positioning it as a leader in the emerging market of gaming-focused dining experiences.

2 Consumer Behaviour

Understanding insights from consumer behaviour theory, marketing strategies and brand management and concept, this framework focus on how understanding consumer motivations and implementing effective marketing and branding strategies can upscale into a distinctive and compelling brand in the competitive gaming and hospitality industry.

A consumer behavior theory is a framework that explains why and how consumers make purchasing decisions. A theoretical framework for elucidating the rationale and process behind customers' purchase decisions is known as a consumer behavior theory. consumer behavior models offer a predictable roadmap of consumer decisions up until conversion, which is meant to assist you in navigating each stage of the buyer's journey.

Models of consumer behavior are straightforward despite their seeming complexity. With their assistance, you may create a "buyer behavior story" that will improve and optimize the customer experience. All things considered, buyer behavior explains how people make purchases based on a range of criteria, such as their upbringing, education, personal beliefs, goals, needs, and desires. Furthermore, recognizing the social influences shaping consumer choices enables Joystick Junction to foster a sense of community and belonging that is essential for building a loyal customer base. By applying concepts as, (Needle, 2021.)

Perceived value: Considering how consumers perceive the value proposition factors such as the quality of gaming equipment, the variety of gaming experiences and the affordability and taste of the cuisine. (Needle, 2021.)

Needs and wants: Identifying the underlying needs and desires of the target audience, whether it is the desire for social interaction, the need for entertainment the craving for delicious food or they can try everything for a new and exciting experience. (Needle, 2021.)

Psychological factors: Exploring the psychological factors that influence consumer behaviour, such as the role of emotions, attitudes and personality traits in shaping preferences and the decision-making processes. (Needle, 2021.)

Social influences: Understanding how social networks, peer groups and cultural norms influence consumer choices and leveraging social dynamics to create a sense of community and belonging. (Needle, 2021.)

Consumer journey: Mapping out the consumer journey from awareness to purchase and beyond, identifying touchpoints where consumers can engage and deliver memorable experiences. (Bulboaca, 2020)

Businesses aim to understand customer behavior through customer behavior analysis, which comprises qualitative and quantitative examination of a target market. If you don't know why your clients chose a particular brand of socks, even knowing which brand they prefer won't help you. Consumer behavior models can be useful in this regard. Consumer behavior models, which contextualize the results of customer behavior research investigations, can help understand the "why" behind purchasing decisions. (Needle, 2021.)

Model of Consumer Behavior: Using models of consumer behavior to better understand your target audience will help you draw in, interact with, and keep customers. One might categorize these models as modern or conventional.

Traditional behaviour model: Economists created traditional behaviour models to comprehend what consumers buy based on their needs and desires. Traditional models consist of the following:

- Learning model
- Model of Psychoanalysis
- Economic Model
- Sociological Model

(Needle, 2021.)

2.1 Learning model

The learning model of consumer behavior states that consumer behavior is a response to both basic needs like hunger and learned needs like fear or guilt that are acquired through life experiences. This paradigm was inspired by psychologist Abraham Maslow's Hierarchy of Needs. (Needle, 2021.)

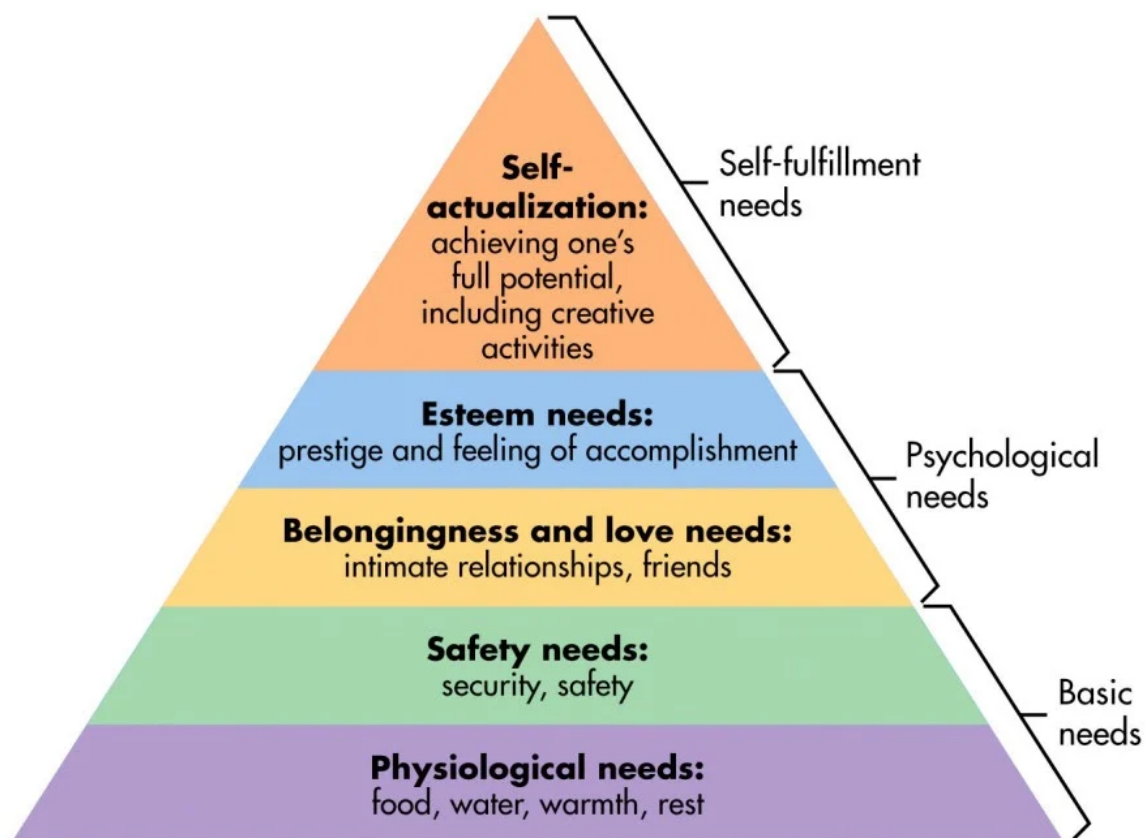


Figure 1: Abraham Maslow's Hierarchy of Needs (Saul Mcleod, 2024.)

This hierarchy's bottom level corresponds to basic requirements, whereas the portions that go up indicate learnt needs, or secondary desires, which provide consumers a sense of self-fulfilment. The learning model states that consumers purchase products to first fulfil their basic needs before moving on to fulfil their acquired demands. For example, a consumer in need of food might prioritize their needs over the desire to dress stylishly. (Needle, 2021.)

This model applies to you if your company is multifunctional and offers goods that satisfy a wide range of consumer demands. For instance, the department store Target, situated

in the US, offers hundreds of items. The chain's biggest locations, known as Super Targets, also offer groceries. (Needle, 2021.)

The grocery department at Super Target is where customers first find goods to meet their fundamental necessities. Produce is what they are seeing first as well since it is seen to be the healthiest food and essential for survival. Following the produce section, shoppers proceed to other aisles that cater to their acquired tastes, such as buying their preferred cookies, clothes, or cosmetics. (Needle, 2021.)

Consider it this way: If your company offers a large variety of in-store merchandise, guide customers toward items that will initially meet their basic needs. This will enhance their experience and speak to their purchasing habit. If you do not do this, customers can come into your store nervous about getting what they need and spend less time looking at other items and buying more. (Needle, 2021.)

2.2 Psychoanalytical Model of Consumer Behaviour

The father of psychoanalysis was Sigmund Freud. His opinions form the basis of the psychoanalytical paradigm, which asserts that each individual consumer has a conscious and unconscious underlying motivations influencing their purchasing decisions. These reasons could be internal yearnings, suppressed desires, or hidden fears. Thus, buyers base their decisions on how your company's stimuli—like an Instagram ad—appeal to their desires. It's important to keep in mind because these impulses might be unconscious, customers might not even be aware of the reasons for their attraction to a product—they can only know that owning it feels good. (Needle, 2021.)

Businesses who sell an image in addition to their products or services should find this method valuable, even though its implementation is distinct. Consider the sale of glasses as an example. Everyone want a sense of acceptance and respect for their skills and intelligence. Remember that some people see glasses as a sign of intelligence while creating a client experience. (Needle, 2021.)

You can tell marketing to create ad campaigns with pictures of individuals using your glasses in classrooms or participating in "smart" crowd-oriented activities.

2.3 Sociological Model

The Sociological Model of Consumer Behaviour states that an individual's purchasing choices are influenced by their affiliation with different societal groups, such as their workgroups, family, friends, and less definite groupings like yoga fans or Millennials. What is considered typical or acceptable by the organizations to which a person belongs influences their purchasing decisions. (Needle, 2021.)

For example, C-Suite executives must act with formality and professionalism. Individuals holding these roles makes the purchases that uphold and reflect the standards of the group, such as a formal business wear. This strategy is applicable to most businesses, especially those that offer market-driven products and services. In order to use the Sociological Model, you must create experiences that fit these groups' normal behaviors.

Brands that sell fitness equipment are one example. The customers you sell to and find enticing are those who are part of a social group that appreciates exercising. They will be thrilled if you sell them things that will meet their demands, such equipment that will improve their performance or insulated water bottles that will keep them cold during breaks. By practicing this, you are conversing directly to that customer base and showing them how your product will help them keep their place in the group. (Needle, 2021.)

2.4 Economic Model of Consumer Behaviour

The most fundamental of the conventional models used to explain consumer behavior is the economic model. According to this paradigm, clients want their demands to be satisfied with the least amount of resources (like money, for instance). This implies that companies and product producers can forecast sales by factoring in the income brackets of their clientele and the price of their goods. Businesses may believe that charging as little as possible for their goods will always enable them to make a profit. The economic model is simple to comprehend, but also the most limiting. (Needle, 2021.)

Purchases can be undertaken for purposes other than cost and affordability. Prescription drugs are one example of this in the US healthcare system. Patients must still find a way to obtain prescription drugs even in situations where they are unable to pay for them while still meeting their needs. They can apply for a personal loan or use a credit card to pay for the prescription. (Needle, 2021.)

3 Brand Management and Marketing Strategies

Strategy is essential to brand management. It is a procedure that maintains and improves the perceived reputation, value and positive associations that people have with your brand. The term "brand management" is broad and includes a range of marketing tactics and approaches that can assist you in strengthening your brand's positioning.

Fundamentally, managing your brand involves making a commitment to your customers and keeping that promise. To build customer loyalty, a successful plan involves doing this in a way that improves the reputation of your brand. This might include anything from your brand's layout and appearance to the messaging and material you create.

A key function in the marketing context is brand management. It involves more than just spreading the word about the goods or services you offer; it also entails controlling how the public views your company. It is imperative to guarantee that the identity of the brand and values are conveyed lucidly and uniformly through all available marketing platforms. Building and maintaining brands that connects with consumers and stands out in the market is, at its core, the goal of managing a brand in marketing. Building brands that consumers want to interact with and trust is crucial to the success of any organization.

(Smith, 2023.)

3.1 Significance of Brand Management

It is very important to focus on brand management in today's corporate climate. To keep up with competitors' and the industry's benchmarking efforts, you have to do it well. This is where it could be advantageous to use competitor analysis tools. Brand management is effective and essential for many reasons. First and foremost, brand management helps build a strong, unique brand in the marketplace. In a world when consumers have an abundance of options, a well-managed brand stands out and leaves an impact. It encourages customer loyalty as well. (Smith, 2023.)

When a company consistently keeps its promises, consumers gain confidence in it, and when the consumers trust is upheld over time choosing over other brands, they are inclined to stick with that brand. Strong brand equity and the value that a brand adds to a good or service, can also result from brand management. High equity brands get more market share, more negotiating power with retailers, and the capacity to set higher pricing, among other advantages. Each brand may gain from this. Effective brand management also aids in bringing in new clients. (Smith, 2023.)

A powerful brand draws in potential consumers and entices them to interact with it, acting as a lighthouse. In the contemporary corporate landscape characterized by intense competition, proficient brand management is an essential requirement for every enterprise striving for sustained prosperity. (Smith, 2023.)

Marketing refers to the actions a business does to influence customers to purchase or utilize its goods or services. In addition to helping companies sell goods and services to customers, other companies, and organizations, marketing also involves advertising. Advertising is a tool used by experts in a company's marketing and promotion departments to try and attract important target audiences. Some examples of promotional methods include enduring slogans or slogan designs, endorsements from celebrities, appealing taglines or slogans, and significant coverage in the media. They are intended for specific groups of people. (Smith, 2023.)

The subject of marketing encompasses all the activities a business undertakes to attract and retain clients. Examples of networking with past or potential clients that are part of the profession include writing thank-you cards, taking clients golf, answering calls and emails right away, and meeting for coffee or dinner. Finding customers who are interested in a company's products and services is the core objective of marketing. Ultimately, product-customer matching ensures profitability. (Smith, 2023.)

3.2 Different Marketing Strategy Types

The breadth of strategies that make up marketing is incredibly broad and diverse. Given how quickly the industry is evolving, some firms may find greater success with the following strategies than others. (Twin, et al., 2024.)

Traditional Methods of Marketing: Prior to the Internet and other technological advancements, traditional marketing was the primary means by which companies promoted their goods to customers. (Twin, et al., 2024.)

Conventional marketing strategies can be broadly divided into two groups: Placing adverts in public areas outside of a customer's house is known as "outdoor marketing." This includes billboards, advertisements on public transportation, automobile stickers, posters, and advertisements printed on benches. (Twin, et al., 2024.)

Print marketing: This refers to small-format, readily repeatable content that is printable. Businesses used to regularly produce printed things in big quantities since the printed text was the same for every customer. (Twin, et al., 2024.)

Direct Marketing: Delivering targeted content to prospective clients is known as direct marketing. It is possible to mail some print marketing materials. On the other hand, direct marketing materials could be brochures, coupons, or vouchers for free merchandise. (Twin, et al., 2024.)

Advertising on TV and radio: Is a form of electronic marketing. A business can provide a customer with information through brief bursts of digital content in visual or audio formats that might capture their attention more quickly than printed materials. (Twin, et al., 2024.)

Event marketing is the process of attempting to gather potential customers at a specific location in order to discuss products or do product demos. Roadshows, conferences, trade exhibitions, seminars, and private parties are all included in this. (Twin, et al., 2024.)

Digital Advertising: The marketing landscape has been irreversibly changed by the emergence of digital marketing. Businesses are now able to reach their customers in novel and inventive ways thanks to the introduction of pop-up advertising and targeted placements that are based on viewing history in the early days of digital marketing. (Twin, et al., 2024.)

Search engine marketing companies attempt to increase the search traffic in two ways. Initially, companies might choose to pay search engines to show up on result pages. Secondly, companies who want to naturally rank highly on search results should give priority to search engine optimization tactics. (Twin, et al., 2024.)

Email marketing is the process by which businesses gather the email addresses of current or potential clients and send out newsletters or communications. These messages could include coupon codes, discounts, or announcements of upcoming promotions. **Social media marketing** is the process of establishing an online presence on targeted social media platforms. Similar to search engine marketing, companies can circumvent algorithms and boost the possibility that viewers will see their adverts by utilizing paid advertising. If not, a company could attempt organic growth through posting content, interacting with followers, and producing images and videos. Using third-party advertising to generate client interest is known as **affiliate marketing**. Affiliates that get paid a commission for a sale are more likely to participate in affiliate marketing since the third party has an incentive to recommend a product that they did not develop themselves. (Twin, et al., 2024.)

3.3 Importance and purpose of Marketing

Marketing is important for a number of reasons. First, marketing campaigns may provide a customer with their first opportunity to interact with or become aware of a company's goods. A company can educate, encourage, and inspire potential clients.

One way that a corporation shapes its intended brand image is through marketing. A business that sells outdoor camping gear, for example, and wants to build a reputation for making durable items might run focused advertising campaigns that invoke these attributes and make an impression on prospective customers. (Twin, et al., 2024.)

Increasing growth for a firm is one of marketing's primary goals. Acquiring and retaining new customers is one approach to prove this. Businesses can employ a variety of marketing strategies to achieve these goals. Finding the right problem to solve at the core level, forecasting, and customizing products are a few examples of how to match products with client expectations. Creating value through the customer experience is another strategy. Examples of this include efforts to increase customer satisfaction and resolve any problems with the product or service. (Twin, et al., 2024.)

4 Restaurant Concepts and Ideas: Why they are important ?

Restaurant idea serves as the cornerstone of your brand and the first step towards creating a successful, market-leading enterprise. Your restaurant's dining concept will play a major role in how you manage and administer the establishment as well as how your patrons view and interact with it. (Valencia, n.d.)

When selecting a restaurant idea, keep the following information in mind:

A restaurant concept: what is it? - Let's begin with the fundamentals. Your restaurant idea is, in essence, the kind of restaurant you hope to operate. It serves as both the initial impression that patrons will have of your restaurant and the general concept and aesthetic of the establishment. Numerous inventive restaurant ideas exist, such as the following:

- A quick-casual idea where customers can place their orders at the counter and choose to remain and eat.
- A restaurant with table service that can provide a formal or informal dining experience.
- A restaurant with quick service or takeout, like a comfortable café.
Customers will have preconceived notions about the kind of cuisine supplied, the kind of service to anticipate, and the approximate price range after they grasp the concept.
- Or a trendy concept like running a Restaurant with a gaming cafe

(Valencia, n.d.)

Why Is the Concept of a Restaurant Important: The cohesiveness and stability that a well-defined restaurant concept ensures is good for the patron experience. A well-thought-out concept helps restaurateurs get more return on their investment (ROI) by improving brand equity, optimizing operations, and assisting in attracting and retaining patrons, Customers leave with a memorable impression when everything is in harmony, from your design and location to your menu items and service approach. (Valencia, n.d.)

Many restaurants exist in all shapes and sizes, modern restaurant concepts go beyond the conventional ideas of fine dining and casual dining. Fast food is becoming more sophisticated, fine dining is loosening its bow tie, and food trucks are offering more than just hot dogs and French fries. It might be challenging for restaurant operators to create their own restaurant concept because the clear boundaries that once separated these concepts have given way to overlapping gray areas. You can begin developing your own restaurant

idea for your business by learning about the definition of each concept, their average pricing range, and the demographics of their clientele. (Valencia, n.d.)

4.1 Family or casual dining restaurant concept.

Casual dining eateries use a full service or table service approach. A specialized server sits at a table with customers, taking and delivering their orders. Since these are family-friendly restaurants, paper tablecloths, crayons, and an endless supply of dinner rolls are typical. Family-friendly restaurants aim to create a laid-back vibe where adults may still enjoy a full bar while children are welcome. Breakfast, lunch, and supper are frequently served in casual, family-style restaurants. They serve a wide variety of cuisine, such as seafood, Chinese, Italian, Mexican, steak, and cheeseburgers. The dishes prepared are usually larger portions than conventional fast food establishment in family-style eateries that portions food individually. Family-friendly and casual dining establishments frequently are part of a chain franchise. (Valencia, n.d.)

4.2 Fast food restaurant concept

Fast food restaurants or it can be referred to as quick service restaurants, frequently cook meals in large quantities to satisfy the need for grab-and-go options. Fast food restaurants typically operate under a franchise and cook food to go, with little table service and cafeteria seating. Though cheap burger places traditionally dominated the fast food restaurant idea, fast food has recently extended to include finer venues with more expensive dishes and no seating, as well as fast casual restaurants. The majority of fast food restaurants are burger joints, pizza parlors, sandwich shops, fried chicken eateries, and burrito shops. (Valencia, n.d.)

4.3 Fine dining restaurant concept

Fine dining is usually service done by hand-and-foot service, formal attire, and an aura of elegance. It is also expensive. Fine dining may evoke images of chefs with formal training, sommeliers, and fine linen napkins. A "chef's table" is a feature of many upscale dining establishments where guests can speak with the chef one-on-one. Smaller menus at fine dining establishments are subject to weekly or even daily changes. The freshest ingredients, frequently obtained locally around the area, are used by chefs. Fine dining establishments also provide a pre-fixed menu since their customers usually like an appetizer or salad, main meal, and dessert. Customers who usually attend fine dining establishments drink expensive alcohol than beer since these establishments offer old barrels, cognacs, and top shelf liqueurs. Although restaurants serving steak, seafood, French, and Italian

cuisine are frequently categorized as fine dining establishments, fine dining is not limited to any one cuisine. Chefs at upscale restaurants view what they cook as an art form. Fine dining isn't just about eating for the sake of eating; it's about the experience. (Valencia, n.d.)

4.4 Cafe Concept

Cafes, which are most renowned for their pastries, biscotti, coffee, and espresso, offer service at the counter and create a relaxed, comfortable environment. Cafes are a great place for a romantic cake, a quick latte and a meeting spot for a business meeting or catch-up with friends. Although they frequently serve sandwiches, little pastries, and sometimes even a daily soup, cafés are more about their coffee and dessert than they are about lunch. . (Valencia, n.d.)

4.5 Food Truck Concept

From being a mobile eatery serving greasy chips, food trucks are now mobile restaurants. Even though the idea for food trucks originated with the chip truck, we now see food trucks arrive in crowded cities with unique menus that provide more options than classic hot dog and French fries combo. Food trucks frequently set up shop outside of breweries, concerts, festivals, and offices in order to deliver food to hungry customers. A recent trend in street food promises the quality of quick, informal dining. Anything that can be served out of a truck is acceptable here, including lobster rolls, fish tacos, pulled pork on a bun, pakora, and banh mi. Several prosperous food truck operators move on to open restaurants once they make enough profit. (Valencia, n.d.)

4.6 Bar Concept

Bars and pubs are popular places to get drunk and have a communal vibe that frequently aims to unite people. Pubs and bars frequently feature pool tables, dart boards, pinball machines, and other games in addition to live music and sports nights.

What distinguishes pubs from bars?

Pubs typically serve informal food that is categorized as finger food, pub food or comfort food, along with table service. Conversely, bars may open during the day as a pub or restaurant and transform into a legally permitted drinking place with limited seating and alcohol service, complete with a bar bouncer and strict age restrictions, at night. Pubs with British and Irish influences are typical cultural spaces. They can be anything from inexpensive, lively dive bars to fancy pubs that serve better food in an equally communal setting. (Valencia, n.d.)

The theoretical framework outlined above serves as a guiding compass for Joystick Junction, facilitating a deeper understanding of consumer behaviour, informing strategic decisions in brand management and marketing and discussing about the restaurant and its concepts. By leveraging insights from consumer behaviour theory and implementing innovative branding and marketing strategies. Joystick Junction may become a top destination for both foodies and gamers by utilizing innovative branding and marketing techniques along with insights from consumer behaviour theory. With a solid theoretical foundation in place, Joystick Junction is poised to thrive in the dynamic and competitive landscape of gaming cafes and restaurants.

5 Research Methodologies for Concept

The systematic empirical analysis of observable events using statistical, mathematical, or computer approaches is a key component of quantitative research methodologies. These approaches place a strong emphasis on objective measurements, numerical analysis of data gathered by surveys, polls, and questionnaires, as well as the use of computer techniques to modify pre-existing statistical data.

The goal of qualitative research methodologies is to comprehend human behaviour and the factors that influence it. Through approaches like interviews, focus groups, and content analysis of various textual and visual resources, these methods emphasise subjective judgement and seek to provide insights into the underlying reasons, opinions, and motives.

The survey was distributed through including email outreach to LAB University networks and social media platforms like Instagram and WhatsApp groups within the Lappeenranta community. Students who have a student email received the survey via email. Additionally, the survey has been distributed through WhatsApp groups, including those related to online food markets, lost and found groups, and other student-focused communities. Concurrently, qualitative research methods has been employed to delve deeper into customer experiences and preferences in real-world settings. Through covert observations conducted at existing gaming cafes and restaurants, detailed insights into customer interactions, gaming preferences, and dining experiences were meticulously documented. These observations, analysed using qualitative data analysis techniques such as theme coding and pattern identification, provided valuable qualitative information complementing the quantitative findings from the surveys. (Ranti et al., 2017).

5.1 Research questions.

Our study aims to investigate key factors that are necessary for Joystick Junction in Lappeenranta, Finland, to be established and promoted successfully. Joystick Junction is envisioned as a unique location that combines a Mexican restaurant and a gaming cafe, providing an innovative setting where foodies and game aficionados may come together. Owing to the distinctiveness of this endeavour, our study intends to explore two vital domains to guarantee its feasibility and accomplishment.

First, we will investigate the target audience's preferences in gaming and eating habits in Lappeenranta, so that we can create a concept that is wanted by the students and public.

To effectively design our solutions to fit the demands of our potential clients, it is imperative that we have a thorough understanding of their preferences, behaviours, and expectations. Through this investigation, we will be able to design a gaming environment and menu that appeal to the neighbourhood, increasing joystick junction relevance and appeal.

1. What are the specific gaming preferences and dining habits of the target audience in Lappeenranta, Finland.

This is a crucial question since it gives us information about the eating and gaming habits of our target audience, which is made up of students and gamers. By getting to know their tastes, we can better cater our cuisine and gaming options to suit their demands. It will also assist us in developing an engaging and distinctive experience at Joystick Junction that appeals to the neighbourhood.

2. What are the most effective marketing and branding strategies for promoting Joystick Junction in Lappeenranta, Finland?

The development of strategic initiatives that clearly convey our value proposition and set Joystick Junction apart from rivals in the local market depends on the answers to this research question. We can increase visibility, draw clients, and position Joystick Junction as a top Lappeenranta destination for both foodies and game aficionados by figuring out the best branding and marketing techniques.

5.2 Data collection & survey results

Qualitative method used

The goal of qualitative research methodologies is to comprehend human behaviour and the factors that influence it. Through approaches like interviews, focus groups, and content analysis of various textual and visual resources, these methods emphasise subjective judgement and seek to provide insights into the underlying reasons, opinions, and motives.

This method was used to give a more thorough insight of client experiences and preferences in real-world settings, in addition to the quantitative data gathered through surveys. This method was used to give a more thorough insight of client experiences and preferences in real-world settings, in addition to the quantitative data gathered through surveys. To get a firsthand look at the interactions, interests, and behaviors of customers, observations were made at gaming cafes and restaurants that already existed.

When the researcher visited different places, she took thorough notes on things like menu options, customer demographics, layout and decor, and the general ambience as well as the availability of gaming equipment.

We chose several gaming cafes in Helsinki, Finland, and Sri Lanka for our observations. We conducted in-depth interviews with a wide range of stakeholders in Sri Lanka, including the proprietors, staff members, and patrons of these gaming cafés, in addition to our observational research. We specifically spoke with two staff members and five patrons from each gaming cafe. We interviewed eight staff members and twenty patrons from the various gaming cafes together. These interviews enhanced the qualitative data and gave a complex picture of the dynamics within these institutions by giving a thorough grasp of the business operations, employee viewpoints, and customer experiences.

Interviews with Entrepreneurs

We interviewed with business owners and operators of cafes and restaurants. The purpose of these interviews was to learn more about their perspectives on industry trends, customer interaction tactics, and business operations. A range of topics were discussed, including:

- **Business Challenges:** Entrepreneurs talked about the challenges they have in bringing in new clients and keeping existing ones coming back. They mentioned topics including competition, shifting consumer tastes, and economic conditions.
- **Menu Design and Pricing:** A thorough understanding of the selection and pricing of menu items was obtained, considering variables such as the cost of ingredients, consumer demand, and market positioning.
- **Customer Behaviour:** By sharing their insights on preferences, behaviour, and feedback, entrepreneurs offered a useful viewpoint on what motivates and satisfies customers.
- **Technology and Gaming Facilities:** The incorporation of gaming components and technology into their businesses was investigated, with an emphasis on how these aspects improve the entire clientele experience and encourage return business.

Potential customers

- The objective of conducting interviews with prospective clients was to acquire a more profound comprehension of their gaming and dining inclinations, decision-making procedures, and general contentment. Important research topics included:
- Dining Preferences: Patrons were questioned about the cuisines they liked most, the settings in which they felt most comfortable dining, and the key elements in selecting a café or restaurant.
- Service and Quality: Input was gathered regarding the calibre of food and drinks, encounters with customer support, and recommendations for enhancement.
- Overall Experience: Patrons' evaluations of the venues' ambiance, décor, and general environment were included in their comprehensive reports on their visits.

observation sessions were held at various times of the day and week to guarantee neutrality and dependability. These sessions captured a wide variety of events and client behaviours. To reduce the researcher's impact on the normal course of events within the facilities, the observations were carried out covertly. The observations were methodically examined after the data collecting stage to find reoccurring themes, patterns, and insights about the behaviour and preferences of the customers. Using qualitative data analysis techniques like theme coding and pattern identification, significant insights were drawn from the observational data.

The observations were centred around

- Menu Options: Consumer responses and preferences were recorded along with the variety, appeal, and presentation of the menu items.
- Customer Demographics: Data was routinely documented regarding the age, gender, and group dynamics of the patrons.
- Layout and Decor: The venues' visual components and general design were examined to determine how they affected the overall experience of its patrons.

- Gaming Equipment: To determine how gaming equipment affected consumer engagement, the availability, calibre, and usage trends of the equipment were continuously observed.

Customer Dynamics

Aspects like the following were noted in the observations that focused on how customers interacted with their surroundings.

- Social Interactions: How patrons engage with the personnel, other patrons, and the gambling establishments.
- Participation in Activities: The extent to which gaming activities are combined with meal encounters.
- Use of Facilities: Trends in the usage of the gaming and dining areas, including peak hours and well-liked locations within the establishments.

The thesis then presented and analysed the observational data, offering insightful qualitative information about patron preferences and behaviours at gaming cafes and restaurants. These revelations enhanced the comprehension of consumer requirements and preferences and provided guidance for creating concept, complementing the quantitative results from the polls. (Wajid, 2021).

Quantitative method used

The systematic empirical analysis of observable events using statistical, mathematical, or computer approaches is a key component of quantitative research methodologies. These approaches place a strong emphasis on objective measurements, numerical analysis of data gathered by surveys, polls, and questionnaires, as well as the use of computer techniques to modify pre-existing statistical data.

To collect quantitative data for the thesis, a methodical strategy was used, utilising Google Forms to administer online surveys to the intended audience. The method's effectiveness in reaching a representative and diverse sample led to the decision to employ it to gather information about prospective customers' tastes and perceptions of Joystick Junction, a gaming cafe and restaurant.

The study questions were thoughtfully constructed to address a range of topics pertaining to the suggested establishment, including preferences for gaming options, dining establishments, and the allure of the combined concept. The purpose of these questions was to

collect quantitative ratings on a 5-point scale, which would make it easier to analyse the responses in an organised manner.

The research questions and questionnaire were built using Google Forms to make it simple for respondents to access and submit. Various methods were used to distribute the survey, such as sending emails to people connected to LAB University to reach responders through the university's network. To reach a larger audience, the poll link was also advertised on social media sites like Instagram and shared among Lappeenranta community WhatsApp groups. Clear directions on how to access and submit their comments were provided, and respondents were invited to finish the survey whenever it was convenient for them. For gathering enough data, the survey was made available for a predetermined amount of time.

We received 152 replies from the targeted groups for the thesis survey. The answers offer a thorough picture of the tastes, habits, and degrees of satisfaction of possible patrons for the suggested gaming cafe and Mexican eatery. These quantitative findings support the qualitative information gathered and provide a solid basis for assessing consumer needs and guiding Joystick Junction's development.

After the data collection phase was over, the answers were compiled and examined to derive important conclusions. The data was interpreted and trends or patterns in the respondents' preferences and views were found using quantitative analytic approaches, such as computing mean scores and frequency distributions.

The findings were then discussed and evaluated in the thesis, offering insightful information about the preferences and opinions of the intended audience in relation to the suggested idea of Joystick Junction. The business plan was developed with these findings in mind, making sure that it reflected the requirements and preferences of potential customers in Lappeenranta.

The burgeoning popularity of gaming cafes underscores a significant shift in consumer preferences towards integrated entertainment experiences. Recent surveys reveal a strong demand for gaming cafes that combine diverse elements such as a variety of gaming options, high-quality equipment, and an inclusive atmosphere with comprehensive food and beverage services. Specifically, over 74.7% of respondents consider the presence of a restaurant in a gaming cafe crucial, while 79.9% prioritize a wide selection of games. Additionally, 83.1% value the availability of food and drink, and 82.6% appreciate the socializing opportunities these venues offer. The data also highlight the importance of stress relief and inclusivity, with 63.8% likely to visit a cafe designed for relaxation and 73.6% favouring friendly, inclusive environments. These insights suggest that gaming

cafes that offer a multifaceted experience are well-positioned to meet the evolving demands of today's gamers, providing not just gaming but a holistic environment that fosters social interaction and culinary enjoyment.

Preference for Gaming Cafe with Restaurant: In figure 2, over 74.7% said that having a gaming cafe with a restaurant was important or extremely important.

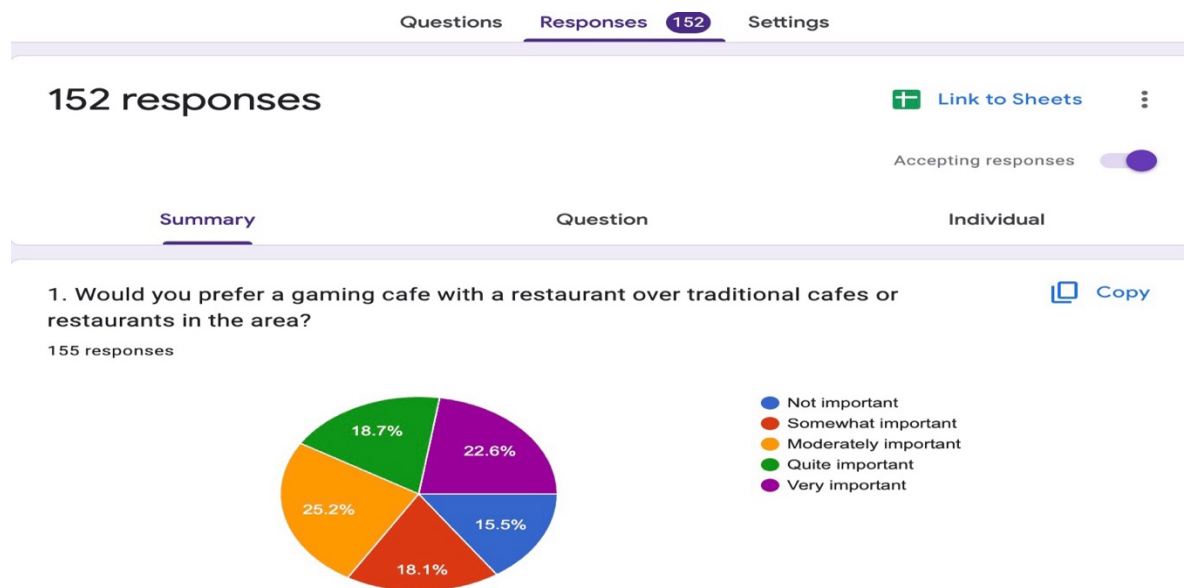


Figure 2: Preference of gaming cafe or traditional cafe

Variety in Gaming Options Is Important: In figure 3, gaming cafe that offers a wide selection of games is important or extremely important, according to almost 79.9% of respondents.

2. How important do you think it is to have a variety of gaming options (such as PS5, billiards, foosball, VR games) available in a gaming cafe?



154 responses

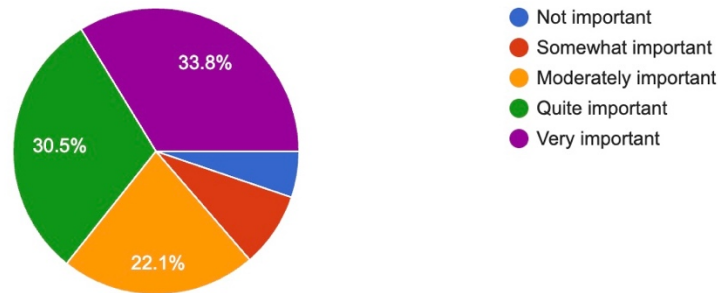


Figure 3: Variety of Gaming options

Appeal of Socializing in a Gaming café: in Figure 4, approximately 82.6% of respondents said they found it appealing or very appealing to think about interacting with others, meeting new people, and competing in a gaming café.

3. How appealing is the idea of a gaming cafe where you can socialize, make new friends, and compete with others while enjoying games and food?



153 responses

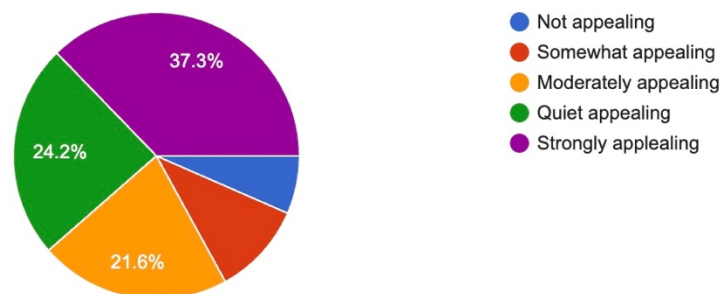


Figure 4: Idea of Gaming Cafe

Importance of Food and Drink Options: Figure 5 shows the significance of food and drink options for a gaming cafe's overall eating and entertainment experience is deemed by around 83.1% of participants to be important or very important. Significance of food and drink options for a gaming cafe's overall eating and entertainment experience is deemed by around 83.1% of participants to be important or very important

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4. How important do you find it for a gaming cafe to offer food and drink options, allowing customers to have a complete dining and entertainment experience?

155 responses

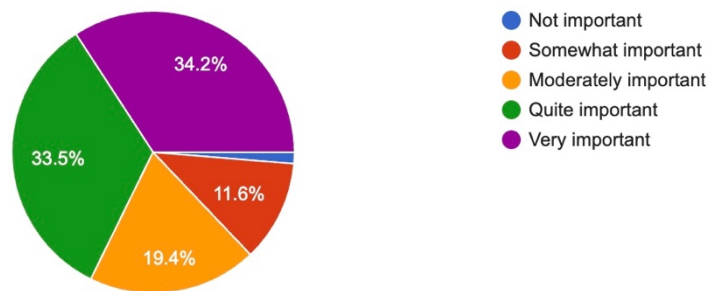


Figure 5 Gaming cafe offering food and drinks

Propensity to Visit a Gaming Cafe That Reduces Stress: Figure 6 shows over 63.8% of participants said they would or extremely likely go to a gaming cafe like Joystick Junction, which uses entertainment and social interaction to help people decompress.



5. How likely are you to visit a gaming cafe like Joystick Junction, knowing that it aims to reduce stress through entertainment and socialization?

154 responses

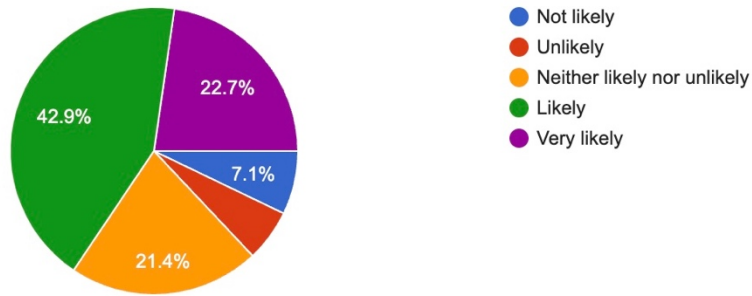


Figure 6: How likely are you to visit a gaming cafe

Would You Like to Try Mexican Food at a Gaming Cafe? Figure 7 shows around 58.4% said they would be open to sampling Mexican food at a gaming cafe that also offers gaming entertainment.



6. How interested are you in trying Mexican cuisine at a restaurant combined with gaming entertainment?

154 responses

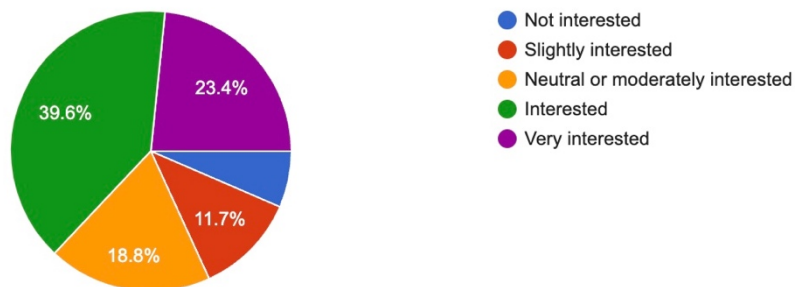


Figure 7: How interested are the students in trying mexican food

Significance of Providing Food and Drink Options for Various Tastes and Preferences: The below figure 8 tells approximately 64.3% of participants think it is important or extremely important for a gaming cafe to provide food and drink options that satisfy a range of tastes and preferences, including vegetarian or vegan alternatives.

7.How significant do you think it is for a gaming cafe to offer food and drink options that cater to different tastes and preferences, including vegetarian or vegan options?



154 responses

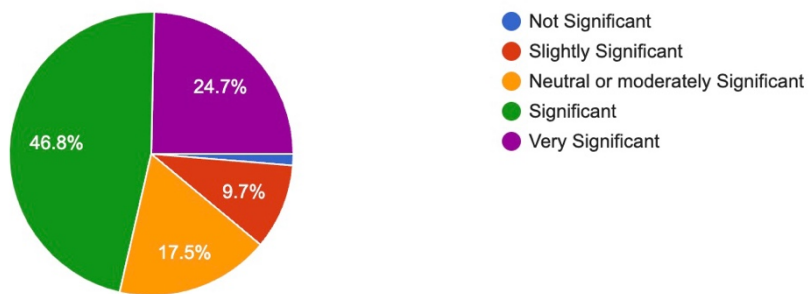


Figure 8: How significant do gaming cafes offers vegan options

High-quality gaming equipment is important: According to the below figure 9, it shows over 68.3% of respondents, having high-quality gaming equipment at a gaming cafe is important or extremely significant.

8.How significant is the availability of high-quality gaming equipment in a gaming cafe to you?



153 responses

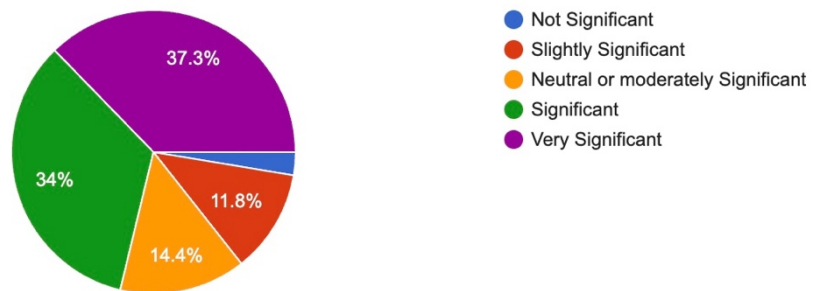


Figure 9: Availability of quality gaming equipment

Probability of Visiting a Friendly and Inclusionary Gaming Cafe: Figure 10 shows that over 73.6 percent of those surveyed said they would or extremely likely visit a gaming cafe that advertises a friendly, inclusive environment.

9. How likely are you to visit a gaming cafe that promises a welcoming and inclusive atmosphere?

 Copy

155 responses

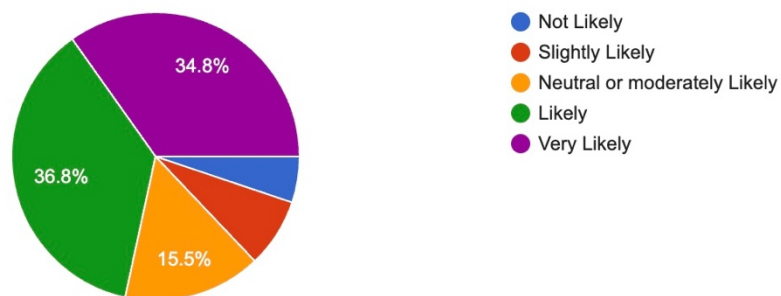


Figure 10: Gaming cafe with a welcoming and inclusive atmosphere

Figures 11 & 12 shows how likely they would recommend a gaming café with a restaurant to their friends.

10. How likely would you be to recommend a gaming cafe with a restaurant to your friends?

113 responses

6
I think I would recommend it to all my friends because it will be a very good entertainment experience together with food.
5
It's fine
For me personally ,a cafe is a place of tranquility. However ,if anyone's interested in a gaming cafe, obviously ,I'd give recommendations
I would highly recommend a gaming cafe with a restaurant to my friends, especially if they enjoy gaming and good food.
quite likely
I would. But the issue with mexican food is that it is usually eaten with hands. And gaming is also very hands on so there is the issue of hygiene and also grease getting on the equipment

Figure 11: Recommending a gaming cafe to friends

10. How likely would you be to recommend a gaming cafe with a restaurant to your friends?

113 responses

Yes
Highly recommended
Likely
As a 60 years of age, I play games at home ;)
7
Not much
None
I really don't know
Good

Figure 12: Recommending a gaming cafe to a friend

Figures 13, 14 & 15 shows how likely would the students visit a gaming café that offers student discount and promotions.

11. Would you be more likely to visit a gaming cafe with a restaurant if it offered student discounts or promotions?

120 responses

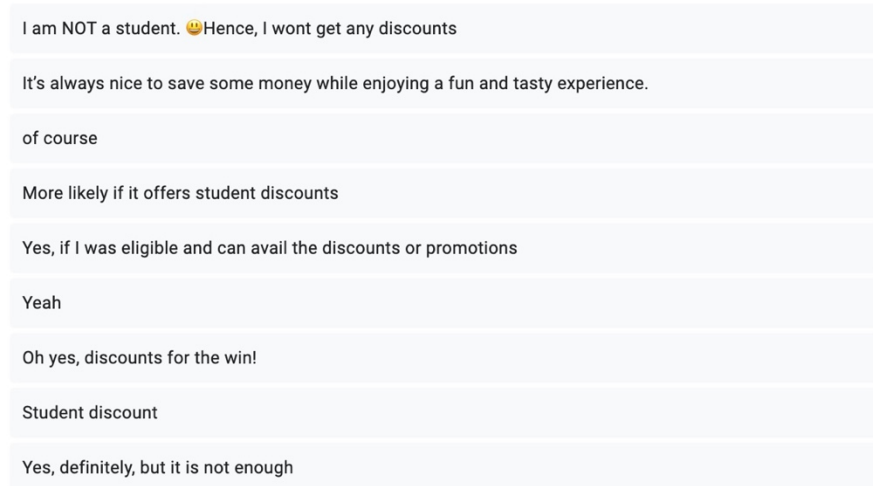


Figure 13: Recommending a gaming cafe that offers student discounts

11. Would you be more likely to visit a gaming cafe with a restaurant if it offered student discounts or promotions?

120 responses

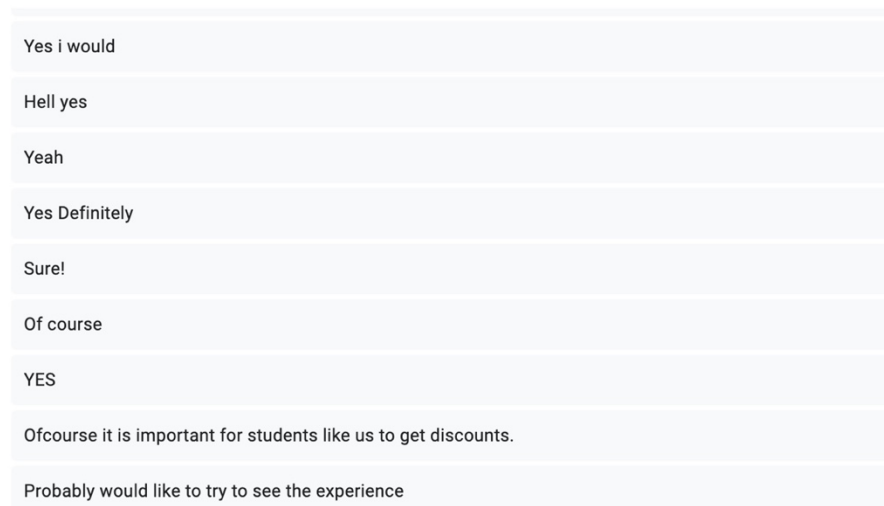


Figure 14 Recommending a gaming cafe that offers student discounts

11. Would you be more likely to visit a gaming cafe with a restaurant if it offered student discounts or promotions?

120 responses



Figure 15 Recommending a gaming cafe that offers student discounts

The survey's findings indicate that participants have an ardent desire for gaming cafes that go beyond traditional options. They exhibit a distinct preference for venues that offer a complete range of experiences, including a variety of gaming options, a mouth-watering assortment of culinary treats, innovative gaming technology, and welcoming environments that promote relaxation and social interaction. This group's preference highlights a growing trend in which customers look for immersive spaces that satisfy their many requirements by skilfully fusing food, entertainment, and companionship. Therefore, gaming cafés that possess these attributes will be well-positioned to surpass the expectations of their customers, creating enduring bonds and winning over a lot of praise from the gaming community. (Alho, 2015)

6 Concept of the Café

In response to the need for diverse entertainment options in Lappeenranta, particularly among international students, we propose the establishment of "Joystick Junction," a unique fusion of a gaming café and Mexican restaurant. This thesis outlines the concept and design of Joystick Junction, focusing on its interior ambiance, gaming offerings, dining experience, and its potential impact on the local and international community.

Joystick Junction aims to provide a vibrant and inviting atmosphere that appeals to gamers and food enthusiasts alike. The interior design will feature a modern and eclectic style, with comfortable seating arrangements conducive to both gaming and dining experiences. To create a welcoming ambiance, we plan to incorporate warm lighting, stylish décor elements, and vibrant colours reminiscent of Mexican culture. The layout will be designed to optimize space and accommodate various gaming setups, including PS5 consoles, pool tables, foosball, and VR gaming stations. Additionally, strategically placed sound systems will enhance the atmosphere with a selection of curated music playlists that complement the gaming experience without overpowering conversations.

At Joystick Junction, gaming enthusiasts will have access to a diverse range of gaming options, catering to different preferences and skill levels. From immersive VR games to classic favourites like pool and foosball, our gaming café will offer something for everyone. The gaming area will be equipped with state-of-the-art consoles and gaming peripherals, ensuring an optimal gaming experience. Moreover, regular gaming tournaments and events will be organized to foster a sense of community and friendly competition among patrons.

In addition to its gaming offerings, Joystick Junction will boast a tantalizing menu inspired by Mexican cuisine plus Sri Lankan and Indian cuisine. From flavourful tacos and burritos to refreshing fresh juices and homemade coffees, our restaurant will offer a mouth-watering selection of dishes and beverages. The dining area will feature comfortable seating arrangements, allowing patrons to enjoy their meals in a relaxed and casual setting. To enhance the dining experience, we plan to incorporate interactive elements such as touchscreen ordering systems and tabletop games, encouraging social interaction and engagement among diners.

Beyond providing entertainment and culinary delights, Joystick Junction aims to become a hub for socialization and community building in Lappeenranta. By offering a welcoming environment where patrons can relax, socialize, and unwind, our establishment seeks to address the need for alternative leisure options in the city. Furthermore, Joystick Junction

endeavours to support local talent and aspiring gamers by hosting gaming tournaments, networking events, and educational workshops focused on gaming and technology.

6.1 Interior Design and Atmosphere: Creating a Welcoming Haven for Gamers and Food Enthusiasts

Creating a Welcoming Haven for Gamers and Food Enthusiasts. Joystick Junction's ability to create an environment that goes above expectations and transports customers to an exciting and relaxing world is what makes it successful. The interior design is essential to this idea since it acts as the background against which the Joystick Junction experience is created.

- **Contemporary and Diverse Style:** Joystick Junction's interior will have a modern and eclectic feel, drawing inspiration from vivid Mexican decor and modern gaming culture. The combination of vivid colours, geometric patterns, and sleek lines will produce an environment that is visually interesting and perfectly embodies both Mexican culture and gaming. Combining these components will give Joystick Junction a unique character and position it as a location where innovation and tradition coexist.
- **Comfortable Seating Setups:** Joystick Junction's design philosophy is based on a dedication to both comfort and functionality. To this purpose, the seating configurations will be thoughtfully chosen to meet the various needs of the audience. Numerous seating options for both lone gamers and groups of friends will be provided by the thoughtful placement of communal tables, ergonomic seats, and plush sofas throughout the area. Every chair section will be created with comfort in mind, offering the ideal ratio of support to relaxation.
- **Optimal Layout:** Joystick Junction's success depends on making effective use of available space, especially considering the variety of services it provides. Every square inch of the layout will be carefully planned to enhance flow and use, making sure that it is ideal for both dining and gaming. There will be distinct zones set aside for various activities, with easy transitions between the dining and gaming sections. Customers will be able to easily explore the area thanks to the cohesive and flowing layout design created by this all-encompassing approach.
- **Immersive Gaming Setups:** Gaming is an experience at Joystick Junction, not just a way to pass the time. The location will have a variety of gaming sets, each designed to provide an immersive and captivating experience, to accommodate the

wide range of tastes of players. Modern PS5 consoles, vintage arcade games, virtual reality gaming stations, and more will all be available for customers to enjoy at Joystick Junction. The positioning of gaming stations will be carefully thought out to encourage player friendships and social interaction, creating a feeling of community within the venue.

- **Enhanced Atmosphere:** The ambiance of Joystick Junction, which is intended to arouse emotions of excitement, relaxation, and camaraderie, is a vital component of the experience. Vibrant colours, chic décor pieces, and warm lighting will all work together to create a welcoming atmosphere that envelops guests as soon as they walk through the door. Strategic lighting will draw attention to essential elements like game consoles, artwork, and dining spaces by improving visibility and creating focal points inside the room. Furthermore, well-chosen music playlists with a variety of genres, from mellow acoustic songs to lively electronic beats, will make the ideal background music for gaming sessions. To captivate the senses and make an impression on guests, Joystick Junction's interior design is a seamless blend of style, utility, and mood. Joystick Junction creates an unparalleled gaming and dining experience with its modern design, cosy seating, well-thought-out layout, immersive game setups, and improved ambiance. (Itcreations And Esablog, 2022)

6.2 Gaming Experience: Elevating Gaming to New Heights at Joystick Junction

Elevating Gaming to New Heights at Joystick Junction Gaming is more than just a pastime at Joystick Junction; it is a passion, a way of life, and an experience. With an unmatched selection of games to suit every preference and ability level, our gaming café is set to completely transform the Lappeenranta gaming scene.

A Wide Variety of Gaming Choices: Joystick Junction is known for its dedication to offering a varied and welcoming gaming environment. Our gaming café caters to all types of gamers, from casual enthusiasts to experienced professionals. Joystick Junction is a virtual playground of gaming delights, ranging from old games like pool and foosball that bring back fond memories to innovative VR games that take you to immersive virtual worlds. Joystick Junction offers a wide variety of games that cater to different play styles, genres, and platforms, so there is never a dull time.

Cutting Edge Gaming Technology: Modern gaming gear is the foundation of Joystick Junction's gaming experience. We do not cut corners to make sure that every part of your gaming experience is optimised for optimal enjoyment, from top-tier gaming consoles to

finely tuned gaming accessories. Top-tier consoles like the PS5 and Xbox Series X, as well as state-of-the-art VR headsets and motion controllers, are all part of our gaming area's equipment. With each play session, our gaming gear transports you to new worlds of thrill and adventure thanks to its sharp graphics, snappy controls, and rich audio. Frequent Gaming Tournaments and Events: At Joystick Junction, playing video games is just one aspect of the experience; other aspects include friendly competition, friendship, and camaraderie. We take pride in regularly organising gaming competitions and gatherings that unite players from diverse backgrounds. (Sandeepachamoth, 2023)

Our gaming competitions have something to offer everyone, whether you are an experienced player eager to put your abilities to the test against the best or a casual player hoping to have some fun with friends. Our events, which range from intense single-player tasks to hectic multiplayer showdowns, are made to encourage customers to work together and build a sense of community. Our gaming tournaments are guaranteed to entice you back for more since they offer rewards, bragging rights, and the excitement of victory on the line. Immersive Gaming Environment: Playing video games is an experience at Joystick Junction, not merely a way to kill time. Whether you are facing off against time in a fast-paced confrontation or facing off against aliens in deep space, our gaming environment is made to take you to new and exciting places filled with excitement and adventure. (Global, 2024)

Our gaming area combines dynamic lighting effects, deep soundtracks, and colourful images to create an engaging and exciting atmosphere that will have you on the edge of your seat the entire time. Joystick Junction provides an unmatched gaming experience that is unmatched, whether you are going it alone or joining friends for a multiplayer battle.

Joystick Junction's gaming environment is evidence of our dedication to community, innovation, and diversity. Joystick Junction is positioned to become the preeminent destination for gamers of all ages and skill levels in Lappeenranta and beyond thanks to its extensive selection of gaming options, innovative equipment, frequent competitions and events, and immersive gaming environment. (King, 2023)

6.3 Dining Experience: Savour the Flavours of Mexico, Sri Lanka, and India at Joystick Junction

Savour the Flavours of Mexico, Sri Lanka, and India at Joystick Junction. Joystick Junction celebrates the many mouth-watering flavours of international cuisine in addition to

gaming. Apart from our gaming options, our restaurant will present a delectable menu influenced by the culinary customs of Mexico, India, and Sri Lanka. Our dining experience aims to transport your taste senses on an exciting global tour, featuring everything from hot sambals to aromatic curries and savoury tacos and burritos. International Culinary Delights: Get ready for a flavourful feast at Joystick Junction that will delight your senses. Our menu offers a variety of mouth-watering dishes that highlight the strong and varied ingredients of each country, celebrating the rich and colourful cuisines of Mexico, Sri Lanka, and India. Our menu offers something to suit every palate, whether you are in the mood for the rich richness of Indian curries, the aromatic combination of Sri Lankan herbs, or the Smokey fire of Mexican peppers. Every meal, from exotic delicacies like Sri Lankan hoppers and Indian biryanis to traditional favourites like tacos and burritos, is skilfully prepared to entice your taste buds and take you to far-off places. (Peter, 2001)

Comfortable Seating: Joystick Junction's dining room is created with your pleasure and comfort in mind. Savour your lunch in a comfortable and informal setting as you cuddle up on plush sofas and cosy seating configurations. Our cosy seating makes it possible for you to eat in comfort and style whether you are dining by yourself, with friends, or with other gamers. Our goal is to establish a warm and friendly space where you can relax, mingle, and replenish yourself following an intense gaming session.

Interactive Dining Experience: At Joystick Junction, dining is more than just indulging in delicious food; it is also about interacting with the environment and making new friends. To improve social interaction and engagement, we have integrated interactive components into our eating experience. There is always something to keep you occupied in between bites, from tabletop games that encourage competition and conversation to touchscreen ordering systems that put the power of customisation in your hands. Additionally, you will spend more time socialising with your fellow gamers and less time waiting thanks to the speedy 5-minute turnaround time for meal preparation. (The Indian Cookery Book - Complete text online, 2018)

Personalised Service: At Joystick Junction, we think that each dining occasion ought to be as distinctive as the person partaking in it. For this reason, our hardworking staff of cooks and servers is committed to giving you individualised service that goes above and beyond. We will go above and above to accommodate any special requests or dietary requirements you may have so that your dining experience is customised to meet your requirements. Our goal is to make your experience at Joystick Junction authentically remarkable, from suggesting the ideal cuisine to meeting your preferences for seating.

Joystick Junction is a restaurant that offers a tantalising array of meals influenced by the flavours of Mexico, Sri Lanka, and India. (mexicanfoodjournal.com, n.d.) It is a culinary excursion that transcends boundaries. Joystick Junction is a place where foodies and gamers can join to enjoy the finest of international cuisine. It boasts cosy seating arrangements, interactive features, and attentive service.

6.4 Community Impact: Fostering Connections and Enriching Lives at Joystick Junction

Joystick Junction is a thriving centre for community building, socialisation, and cross-cultural exchange in the centre of Lappeenranta. It is not just another gaming café. In addition to offering culinary pleasures and entertainment, our establishment is dedicated to fostering a warm and inviting atmosphere where guests may congregate to decompress, mingle, and rest, as well as fulfil the demand for alternative leisure options in the city.

Resolving the Need for Alternative Recreational Options: We recognise the difficulties in discovering interesting and fulfilling activities in Lappeenranta because we are also international students. Though the city has beautiful scenery and excellent educational prospects, there are few options for fun and amusement in the city.

Many students frequently express feelings of loneliness and boredom, longing for social interactions and exposure to diverse cultures. Joystick Junction seeks to close this gap by offering a vibrant and welcoming environment where both locals and international students may congregate to socialise, interact, and have fun.

A Haven for International Students: Joystick Junction is a lifeline for international students, not just a place to hang out and play games and grab some food. Even though Lappeenranta is a beautiful place, people who live distant from home may find it to be alienating. Joystick Junction gives students a feeling of community and camaraderie by creating a comfortable, familiar environment where they can relax, make new acquaintances, and talk about their experiences. Joystick Junction turns becomes a home away from home for international students, providing comfort, friendship, and a sense of belonging—whether they are bonding over a game of pool, competing in a gaming tournament, or just hanging out over a meal.

Encouraging Up-and-Coming Artists and Future Gamers: At Joystick Junction, we think that anyone can be inspired and empowered by gaming. For this reason, we are dedicated to helping up-and-coming artists and gamers in the area by organising a range of

programmes and events. Joystick Junction offers a venue for gamers to demonstrate their abilities, meet like-minded people, and follow their enthusiasm for gaming and technology. It does this by arranging networking events, educational workshops, and gaming tournaments and competitions. Our goal is to empower the upcoming generation of gamers and innovators by creating a collaborative and supportive community, while also contributing to the enrichment of Lappeenranta's cultural fabric.

Diversity and Cultural Exchange: Joystick Junction is a melting pot of viewpoints, ideas, and cultures, not just a hangout for gamers. Joystick Junction embraces the rich tapestry of global culture with a diversified menu inspired by Mexican, Sri Lankan, and Indian food. It invites customers to discover new flavours and cultures from around the globe. Joystick Junction promotes cultural interchange, communication, and understanding by uniting individuals from many origins and ways of life, resulting in a more open and peaceful society in Lappeenranta.

Joystick Junction is more than simply a gaming café; it serves as a spark for community development, social reform, and cultural enrichment in Lappeenranta. Joystick Junction hopes to make an impression on the community by uniting people and fostering lifelong memories through its friendly environment, varied programming, and dedication to fostering local talent and international students.

7 Summary and Discussion

The proposal for "Joystick Junction: Establishing a Gaming Arena with a Mexican Restaurant" combines Mexican food and gaming to create a one-of-a-kind dining and entertainment experience. This proposal is motivated by the desire to solve Lappeenranta's dearth of entertainment choices, especially for international students who frequently perceive the city to be uninteresting in leisure activities. Joystick Junction combines a restaurant and gaming areas to serve a wide range of customers, including foodies and gamers.

This topic is applicable because it can fill a vacuum in the local entertainment scene and satisfy the needs of the target audience. The thesis attempts to acquire information about consumer preferences and expectations using both qualitative and quantitative research techniques, making sure Joystick Junction successfully satisfies their demands. Furthermore, the research findings' dependability will be maintained by means of meticulous data collection and analysis protocols, augmenting the validity of the study results.

The thesis will follow informed consent, participant autonomy, and confidentiality guidelines from an ethical perspective. Participants' rights and well-being will be given priority in all research activities, and their privacy will always be protected. Given the circumstances, the thesis topic has the potential to offer insightful information about the viability and attractiveness of creating Joystick Junction, which will aid in the creation of creative dining and entertainment alternatives in Lappeenranta.

The thesis survey results for "Joystick Junction: Establishing a Gaming Arena with a Mexican Restaurant" provide insightful information about the expectations and preferences of potential customers. More than 74.7% of respondents to the poll expressed how important it is to have a gaming café in addition to a restaurant, underscoring the importance of doing so. Furthermore, around 79.9% of participants stress the value of having a wide selection of gaming options, demonstrating a desire for a diversity of entertainment options.

Furthermore, the survey highlights the allure of interacting with others in a gaming café, as 82.6 percent of participants found the idea of interacting and competing in such a setting appealing. About 83.1% of participants stress the value of food and drink options, and many of them say they would like a full eating and entertainment experience.

In addition, the poll shows that participants are inclined to go to a gaming café such as Joystick Junction, especially if it provides inclusive settings and stress-relieving activities. The results also point to respondents' willingness to sample Mexican food at a gaming

café, suggesting that they may be interested in Joystick Junction's distinctive dining options.

Overall, the survey findings support Joystick Junction's concept and emphasise how crucial it is to offer a thorough and engaging experience that meets the wide range of demands and interests of visitors. These results are essential for guiding Joystick Junction's creation and application and guaranteeing its applicability and attractiveness to the intended audience.

Further research on "Joystick Junction: Establishing a Gaming Arena with a Mexican Restaurant" should concentrate on several areas to improve comprehension and application of the idea:

suggestions for further research.

Analyse the possibility of broadening the target market beyond the initial concentration on gamers and overseas students. Examine the inclinations and pursuits of diverse demographic segments, including local inhabitants, families, and visitors, to evaluate the viability of expanding the clientele.

- **Research on Cultural Integration:** Examine how Mexican food has been incorporated into the Finnish culture. Examine the ways in which cultural quirks and inclinations impact the acceptance and uptake of Mexican cuisine in Lappeenranta, including suggestions for menu modifications and advertising tactics.
- **Long-Term Customer Satisfaction Research:** Use longitudinal research to monitor client loyalty and satisfaction over a prolonged period. Evaluate Joystick Junction's business model's longevity and its capacity to retain client engagement and retention over time.
- **The effect of entertainment activities in lowering stress levels** Examine the effectiveness of socialising and gaming as forms of entertainment in lowering stress levels and enhancing patron well-being. Employ qualitative techniques, such focus groups, and interviews, to investigate the advantages people believe coming to Joystick Junction for leisure activities will provide.
- **Comparative Study with Similar Venues:** To find best practices and areas for improvement, compare your establishment to similar gaming cafés or restaurants in other places. For Joystick Junction, this research can offer insightful information about market trends and rival positioning tactics.

- Scholars can enhance their comprehension of the dynamics underlying Joystick Junction and aid in its further growth and prosperity as a trailblazing establishment in Lappeenranta by investigating these study avenues. (Editorial, 2021)

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Appendix 1: Survey Questions.

1. Would you prefer a gaming cafe with a restaurant over traditional cafes or restaurants in the area? (1 - Not important, 5 - Very important).
2. How important do you think it is to have a variety of gaming options (such as PS5, billiards, foosball, VR games) available in a gaming cafe? (1 - Not important, 5 - Very important)
3. How appealing is the idea of a gaming cafe where you can socialize, make new friends, and compete with others while enjoying games and food? (1 - Not appealing, 5 - Very appealing)
4. How important do you find it for a gaming cafe to offer food and drink options, allowing customers to have a complete dining and entertainment experience? (1 - Not important, 5 - Very important)
5. How likely are you to visit a gaming cafe like Joystick Junction, knowing that it aims to reduce stress through entertainment and socialization? (1 - Not likely, 5 - Very likely)
6. How interested are you in trying Mexican cuisine at a restaurant combined with gaming entertainment? (1 - Not interested, 5 - Very interested)
7. How significant do you think it is for a gaming cafe to offer food and drink options that cater to different tastes and preferences, including vegetarian or vegan options? (1 - Not significant, 5 - Very significant)
8. How significant is the availability of high-quality gaming equipment in a gaming cafe to you? (1 - Not significant, 5 - Very significant).

9. How likely are you to visit a gaming cafe that promises a welcoming and inclusive atmosphere? (1 - Not likely, 5 - Very likely)
10. How likely would you be to recommend a gaming cafe with a restaurant to your friends?
11. Would you be more likely to visit a gaming cafe with a restaurant if it offered student discounts or promotions?