

The Effect of Authenticity on Customers' Positive Emotions and Perceived Value in Korean Restaurants

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Abstract

Authentic aspects of food and atmospherics reflecting a particular culture of ethnic restaurants are very unique and distinctively different from aspects of food and atmospherics in non-ethnic restaurants. Because of the importance of the authenticity in restaurant business, this study examined the impact of food and atmosphere authenticity on customers' emotions and perceived value. For achieving this aim, data were collected using questionnaires. Regarding population and sample, there were only 10 Korean restaurants in Cairo. Therefore, it was possible to collect data from the entire population. From the 400 questionnaires distributed to customers in the ten restaurants, only 320 valid questionnaire forms were received from respondents with response rate of 80 per cent. To analyze these forms, descriptive analysis, correlation analysis, and multiple regression analysis were used. With regards to research findings, authentic aspects of the food and authentic environmental factors induced positive emotions and higher perceived value. In addition, the regression results showed that food and atmosphere authenticity had a higher effect on positive emotions than perceived value. The results also reflected that food authenticity were more important than the dining environment authenticity regarding the impact on customers' emotions. Thus, it was recommended that Korean restaurant managers should keep up the good performance in terms of authenticity dimensions. However, they should improve perceived value, particularly the dimension of hedonic value.

Keywords: Korean restaurants; authenticity; constructive authenticity; positive emotions; perceived value.

Introduction

Ethnic restaurants are different from other types of restaurants because they show their own culture to attract customers. Also, they are different from other restaurants in terms of the purpose of visiting the place (Jang *et al.*, 2012). The majority of diners who eat at ethnic restaurants are interested in having exotic and unique foods and going through distinguishing cultures during the meal experience. For instance, there is an increasing interest in spicy ethnic cuisines, e.g. Korean cuisine (NRA, 2000). This cuisine is appealing to adventurous customers preferring hot and spicy food (Mills, 2000), which is important in new restaurant menu trends.

Customers were concerned about several important factors when they visited an ethnic restaurant. One of these factors is authenticity, which represents the unique traits of a country's culture. Therefore, the managers of ethnic restaurants pay more attention to authenticity because they think that their potential customers recognize the value of authenticity (Lu and Fine, 1995; Jang *et al.*, 2012).

Authenticity brings about several benefits for ethnic restaurants. It plays an important role within the context of ethnic restaurants since it offers a unique experience to customers (Germann-Molz, 2003; Ebster and Guist, 2004; Wood and Munoz, 2009). It creates particular identity distinguishing a restaurant from other restaurants. Hence, authenticity achieves a differential competitive advantage compared to competitors (Hughes, 1995; Boyce and Sukalakamala, 2007; Weber *et al.*, 2008).

Moreover, authenticity is a very important factor for the success of ethnic restaurant because it helps to describe the consumption behaviors of ethnic restaurant customers (Tsai and Lu, 2012). It is also an important characteristic in attracting customers who

seek authentic experiences (Boyle, 2003). The perceived authenticity significantly contributes to satisfying such type of customers (MacCannell, 1976; Kozinets, 2001; Roseman, 2006; Boyce and Sukalakamala, 2007; Wood and Munoz, 2007). Furthermore, it affects customers' visiting behaviors, which can certainly make profit for the restaurant (Chang, 2016). Authentic dining experiences also influence customer repurchase intention (Tsai and Lu, 2012).

Ethnic restaurants which aim to offer authenticity should have characteristics relating to authenticity in atmosphere, facilities, and equipment layout, as well as in the staff attitudes and presentation (Wang, 1999; Jang and Namkung, 2009; Jang and Ha 2010). Workers who enjoy a higher degree of awareness and behavior of authenticity are highly satisfied.

Several previous studies concerned about the issue of authenticity in ethnic restaurants. For example, Lego et al. (2002) stated that authenticity is one of the most important aspects in Irish pubs. Ha and Jang (2010) found that there was a positive impact of the unique aspects of Korean restaurants on customer satisfaction and behavioral intentions. However, there is a little research relating to Korean restaurant authenticity (e.g. Ha and Jang, 2010; Jang *et al.*, 2012).

Therefore, the study examined the authenticity in Korean restaurants from customers' point of view. It intended to explore the extent to which Korean restaurants applied authenticity to food and atmosphere. The study also investigated customers' positive emotions toward Korean restaurants as well as customers' perceptions of value. Specifically, this study examined the impact of food and atmosphere authenticity on customers' positive emotions and perceived value.

Literature review

Customer emotions

Izard (1977) defined emotion as a kind of feeling managing and controlling the perceptions, beliefs, and behaviors of people. Emotion is a key factor in customers' decision-making process (Laros and Steenkamp, 2005). In addition, consumption emotions significantly influence the customer selection decisions of the hospitality organization (Barsky and Nash, 2002). Moreover, several researchers in the field of service study (e.g. Han *et al.*, 2009; Jung and Yoon, 2011; Brunner-Sperdin *et al.*, 2012; Han and Jeong, 2013) found that customer emotions are directly related to customer satisfaction which in turn increases his willingness to repurchase (Donovan and Rossiter, 1982). Customer emotions are also positively linked to perceived value (Laverie *et al.*, 1993) and loyalty (Han and Back, 2008; Jang and Namkung, 2009; Ladhari, 2009).

In particular, there are different types of emotions generated in restaurants, i.e. employee emotions and consumption emotions. Concerning the first one, employees are required to manage their emotions at work and present pleasant facial expressions or body language to the public (Hochschild, 1983). The second one refers to customers' affective responses which are generated particularly during the consumption of product or service (Lewis and McCann, 2004). For example, pleasure and arousal are customers' emotional responses produced during the service (Russell and Pratt, 1980; Ward and Russell, 1981).

Consumption emotions can typically be classified into two different dimensions, which are positive emotions and negative emotions (Laros and Steenkamp, 2005; Han and Back, 2006). Positive emotion is a kind of state produced by the preexisting mood of an individual influenced by responses to the environment (Rock and Gardner,

1993). Customers' positive emotions result in subsequent behaviors more actually than do negative emotions (Yalch and Spangenberg, 2000; Jang and Namkung, 2009).

Perceived value

Zeithaml et al. (1996) defined perceived value as the prospective customer's evaluation of the net worth of a product (or service) based on perceptions of what is received (benefits obtained from the service) and what is given (costs related to the service). Perceived value is considered one of the major cues of success or failure in foodservice settings (McDougall and Leveque, 2000; Spiteri and Dion, 2004). To some extent, it is controllable by restaurant management (Anderson and Srinivasan, 2003). It leads to loyal customers who will frequently visit the restaurant over a long period as well as will suggest it to their contacts (Davis *et al.*, 2008).

Several researchers (e.g. Holbrook and Hirschman, 1982; Park, 2004; Jones *et al.*, 2006) stated that there are two dimensions of perceived value, which are: hedonic and utilitarian value. This classification is one of the most-used classical approaches (Monroe, 1979; Gallarza and Saura, 2006). Utilitarian value is related to usefulness of products or services. It is based on a number of characteristics and attitudes, e.g. efficiency, high value for the money, and time savings (Holbrook and Hirschman, 1982; Jarvenpaa and Todd, 1997; Teo, 2001). On the other hand, hedonic value is associated with emotional aspects of products or services, such as entertainment and escapism (Overby and Lee, 2006).

For restaurants to provide superior value, they should be value-producing organizations (Weinstein and Pohlman, 1998). This calls for the best quality, best prices, and best service as well as innovative thinking at all levels in the organizations (Knox, 2002). In addition, excellent value requires other things, such as effective core competencies (Walter *et al.*, 2001), mission, strategy, and systems (Dummond, 2000). Perceived value is an indicator of purchase behavior and provides a competitive edge (Cronin *et al.*, 2000). It also affects financial performance (McDougall and Leveque, 2000); customer retention and customer satisfaction (Eggert and Ulaga, 2002).

Authenticity

Definitions of authenticity are very complex and have been widely disputed (Silver, 1993; Selwyn, 1996; Graham, 2001; Wall and Xie, 2005; Conran, 2006; Beer, 2008). Some academics have concluded that the concept of authenticity must be completely neglected because there is a great confusion surrounding its meaning (Reisinger and Steiner, 2006; Beer, 2008).

However, authenticity is typically defined by Taylor (1991) as something considered genuine or real. It acts as a label assigning a specific character to an object, subject or person (MacCannell, 1973; Wang, 1999). Authenticity can be seen from different points of view: objective; constructive; and existential (Trilling, 1972; Appadurai, 1986; Cohen, 1988; Wang, 1999).

Objective authenticity

According to objective views, authenticity refers to an object's origin (Wang, 1999), therefore authenticity can be decided by an expert who investigates whether objects of an art are what they appear to be (Trilling, 1972; Appadurai, 1986). Thus, the expert determines whether these objects deserve the price requested for them (Trilling, 1972). Objective authenticity is a realist concept supporting an apparent origin for the authenticity of tangible things, such as artifacts, events, food, dress, and so on. Accordingly, objective authenticity can be applied to food at ethnic restaurants when

natives, who follow traditions, prepare it (Lu and Fine, 1995). In addition, the dining ambiance of ethnic restaurants can be described as objectively authentic. Therefore, natives can judge the objective authenticity of ethnic food or environmental dining aspects more perfectly (Ebster and Guist, 2004).

Constructive authenticity

There are several common viewpoints about constructive authenticity. Firstly, the constructive approach of authenticity emphasizes symbolic meanings (Cohen, 1988). When customers seek authenticity, they search for symbolic not objective authenticity. The objects (e.g. food items in ethnic restaurants) are experienced by customers as authentic not because they are originals, but because they are perceived as the signs or symbols of authenticity (Culler, 1981).

Secondly, according to constructivist views, authenticity is created from social construction. In other words, authenticity is socially and personally originated, therefore ultimately all customers' experiences and judgments of the authenticity are personal (Reisinger and Steiner, 2006; Beer, 2008). Therefore, it is staged, constructed, and negotiated (Eco, 1986; Cohen, 1988, 1989; Wang, 1999).

Thirdly, within this view, authenticity and inauthenticity stem from how individuals see things and from their perceptions and interpretations of objects and expressions (Reisinger and Steiner, 2006; Beer, 2008). Thus, the experience of authenticity is pluralistic, relative to each kind of customer who may have particular definition and interpretation of authenticity (Littrell *et al.*, 1993; Whyte, 1996; Iwashita, 2003; Hollinshead, 2006; Kim and Jamal, 2007). Accordingly, constructive authenticity refers to an object attribute expected by customers and derived from their imagery, expectations, preferences, beliefs, and consciousness (Duncan, 1978; Adams, 1984; Reisinger and Steiner, 2006; Beer, 2008). Fourthly, although objects can be initially inauthentic, it may then become emergently authentic with the passage of time. Finally, authenticity is also context-bound, i.e. dependent on context rather than objectively determined (Cohen, 1988).

Symbolic authenticity is expected from dining experiences at ethnic restaurants (Cohen, 1988; Wang, 1999). Ethnic restaurants usually provide foodservice for residents of the country where the restaurant is situated rather than those of the home country. Thus, what ethnic restaurant clients would like to go through is dependent on images and expectations created by previous experiences or knowledge of the culture from foreigners' viewpoints. These images and expectations may be formed by mass media or other marketing tools (Lego *et al.*, 2002).

Existential authenticity

Existential authenticity is defined as the true self. It tends to be perceived through services that strengthen happiness and customer taking part (Arnould and Price, 2000). Thus, existential authenticity was defined in ethnic restaurant as the customer's subjective feeling of the meal experience authenticity in ethnic restaurants.

The experience of existential authenticity entirely differs from the experience of objective and constructive authenticity because existential authenticity is not related to objects (Goulding, 2000; Kjell, 2002; Olsen, 2002; Steiner and Reisinger, 2006; Kim and Jamal, 2007). It concerns with being true to oneself, being happy, being human, being in touch with one's inner being, etc. (Berman, 1970; Berger, 1973; Hegel, 1977; Sartre, 1992; Golomb, 1995; Crang, 1996; Heidegger, 1996; Steiner and Reisinger, 2006). Actions or expressions may be perceived as authentic when they reflect who a person really is (Grayson and Martinec, 2004).

Ethnic food and atmospherics

Ethnic restaurants can reflect authenticity in terms of both food and dining environment. Boyce and Sukalakamala (2007) identified that the main reasons for customers to dine out at ethnic restaurants are to feel authenticity in food. They expect unique and exotic tastes from the ethnic food itself. This uniqueness of cuisine is one of the most important factors influencing customers' decision to dine at an ethnic restaurant. Thus, the authenticity of food is an important characteristic ethnic restaurant managers should take into account (Jang *et al.*, 2012). With regards to authentic atmosphere, previous studies (e.g. Wood and Munoz, 2007; George, 2009) showed that ethnic restaurant customers recognize authenticity through environmental dining factors that reflect the culture of a specific country or region.

Several previous studies concerned about the issue of authenticity in ethnic restaurants. For example, Lego *et al.* (2002) stated that authenticity is one of the most important aspects in Irish pubs. Ha and Jang (2010) found that there was a positive impact of the unique aspects of Korean restaurants on customer satisfaction and behavioral intentions. However, there is a little research relating to Korean restaurant authenticity (e.g. Ha and Jang, 2010; Jang *et al.*, 2012).

Because of the recognition of authenticity importance in restaurant business and based on the reviewed literature, the following hypotheses can be concluded.

Hypothesis 1. Food authenticity positively influences positive emotions

Hypothesis 2. Food authenticity positively influences perceived hedonic value.

Hypothesis 3. Food authenticity positively influences perceived utilitarian value.

Hypothesis 4. Atmosphere authenticity positively influences positive emotions.

Hypothesis 5. Atmosphere authenticity positively influences perceived hedonic value.

Hypothesis 6. Atmosphere authenticity positively influences perceived utilitarian value.

Methodology

Based on the literature review, there are four variables, which can be assessed, in Korean restaurants: two independent variables (i.e. food and atmosphere authenticity) and three dependent variables (i.e. positive emotions; hedonic value; utilitarian value). This study investigated all previously mentioned variables from Egyptian customers' viewpoints which based on their previous experiences or knowledge of the Korean culture. Also, customers' judgement about the authenticity in Korean restaurants stems from their perceptions and interpretations of certain objects, such as food taste and decorations. Hence, this study adopted the constructive type of authenticity (Reisinger and Steiner, 2006; Beer, 2008).

Measurement and instrument

Questionnaire items were previously validated in prior research. To be appropriate to this study, these items were slightly adjusted. The questionnaire consisted of four main parts: The first part (food authenticity) comprised four items: presentation; taste; side dishes; and self-cooking (BBQ). The measurement items for food authenticity were adjusted and modified from the study of Stevens *et al.* (1995). The second part (atmosphere authenticity) encompassed exterior design, interior design, decorations, and music (Ebster and Guist, 2004). As regards to the measurement of the third part (positive emotions), this study utilized 6 items: joy; excitement; peacefulness; refreshment; interest; relaxation (Jang and Namkung, 2009).

The fourth part (perceived value) was measured by assessing hedonic value and utilitarian value. It was adopted from previous studies (e.g. Oh, 2000; Liu and Jang,

2009). Items used to measure the first type included the value of interior design, Korean music, traditional aspects of Korean foods, mood, and layout and facilities aesthetics (Zeithaml *et al.*, 1996; Evanschitzky *et al.*, 2006). The second type was composed of 5 items, i.e. cost, tasty, food portion, menu variety, and healthy food options. The respondents were asked to respond to a five-point Likert scale (1 = strongly disagree and 5 = strongly agree) in the all parts of the questionnaire.

Population and sample

According to Yp.eg. (2018), the number of Korean restaurants in Cairo was only ten restaurants. Because this number of restaurants was limited, it was possible to select a sample of customers from the entire population.

The number of customers of Korean restaurants in Cairo was unlimited. Therefore, the sample size of customers is computed according to formula described by (Freund and Wilson, 1997) as follows:

$$n = \frac{(Z_{\alpha/2})^2 p (1-p)}{(d)^2}$$

Where n is the required sample size; z is the value of standardized normal variant corresponding to the level of the significance; α is probability of type 1 error; p is estimated prevalence; and d is the rate of errors in population.

Through the previous equation, it was possible to select a sample of 400 customers. For data collection, 400 questionnaire forms were distributed to this sample in the ten Korean restaurants in Cairo during a month (October 2017). The participants were requested to answer the questions based on their meal experiences. A sum of 320 usable forms was returned, representing a response rate of 80 percent.

Validity and reliability of the study instrument

With regards to the validity of instrument, face validity was established by seeking the perceptions of several Korean restaurant customers toward the suitability of the questionnaire and whether it rang true for them or not. Furthermore, the questionnaire was initially pre-tested for its validity by handing it out to two Korean restaurant managers. Based on those responses, necessary corrections were made. In addition, the four scales comprising the survey were used and tested by previous researchers as mentioned above.

Concerning the reliability of instrument, Cronbach's alpha reliability test was used to ensure the accuracy of the study. The reliability of the instrument is acceptable when $\alpha \geq 0.7$ (Pallant, 2007). In this study, all the values of Cronbach's coefficient alpha were above .7 which indicated that the instrument was reliable.

Data analysis

The Statistical Package for Social Sciences (SPSS) for Windows v.16.0 was used to analyze the data descriptively. In addition, Pearson correlation coefficient was used at a significance level of 5% to examine the relationships among variables. Moreover, the hierarchal multiple regression was used to determine the strength of the relationships among variables of the study.

Results and discussion

Demographic profile of respondents

Demographics section involved gender, age, and educational level. Among the 400 restaurant customers, 55.5% of restaurant customers were male and 44.5% of them

were female. Regarding the age of the customers, the majority of them (75%) of them were aged from 35 to less than 45 years, while approximately 25% of them were aged from 45 to 65 years. This result indicates that young diners desire more adventure and new experiences than the older ones. In terms of educational level, 95% of respondents had a bachelor's degree, while only 5% of them were post graduates. This indicates that the level of education of customers determined the extent to which they visit ethnic restaurants

A descriptive analysis of authenticity, positive emotions, and perceived value dimensions

Table (1) shows that food and atmosphere authenticity had general means of 4.4 and 4.5 respectively, while positive emotions recorded a general mean of 4.2. The results also clarified that perceived value had the lowest mean score among all variables (mean = 3.7). These findings highlighted three points: (1) Korean restaurants had a high level of authenticity; (2) customers had high positive emotions towards Korean restaurants; and (3) value was not perceived high as the other two variables.

From table (1), it could be noticed that food authenticity elements (FA₁ and FA₂) had the highest means of 4.6 and 4.5, respectively, while FA₃ and FA₄ reported 4.4 and 4.2, respectively. Also, the results in table (1) clearly stated that the atmosphere authenticity element (AA₁) had the highest mean of 4.6, while AA₂, AA₃, and AA₄ have reported 4.5, 4.5, and 4.4, respectively. It is clear from the previous results that all authenticity items had average scores above four, indicating that Egyptian customers were satisfied with the Korean restaurants authenticity as well as they had high positive emotions towards them.

In addition, table (1) indicated that positive emotions items (PE₁, PE₂, PE₃, PE₄, PE₅, and PE₆) reported the means (4.5, 4.4, 4.3, 4.2, 4, and 4), respectively. These findings showed that the items of positive emotions had average scores four and above, indicating that Egyptian customers had high positive emotions towards the Korean restaurants authenticity.

Table 1: A descriptive analysis of authenticity, positive emotions, and perceived value items

Authenticity	Cronbach's alpha	Mean	Std. deviation
Authenticity (food)	.901	4.4	.6753
FA ₁ : I perceived the self-cooking BBQ at the Korean restaurant as authentically Korean.	.912	4.6	.5654
FA ₂ : I perceived the presentation of the food as authentically Korean.	.901	4.5	.5820
FA ₃ : I perceived the taste of the food as authentically Korean.	.911	4.4	.4943
FA ₄ : I perceived providing side dishes as authentically Korean.	.901	4.2	.3803
Authenticity (atmospherics)	.911	4.5	.4560
AA ₁ : I perceived the decorations in the restaurant as authentically Korean.	.901	4.6	.4633
AA ₂ : I perceived the interior design of the restaurant as authentically Korean.	.911	4.5	.4603
AA ₃ : I perceived the traditional or contemporary music at the restaurant as authentically Korean.	.913	4.5	.4560
AA ₄ : I perceived the exterior appearance of the restaurant as authentically Korean.	.901	4.4	.4734
Positive emotions	.912	4.2	.4263
PE ₁ : I felt joy.	.911	4.5	.5756
PE ₂ : I felt peacefulness.	.901	4.4	.9540
PE ₃ : I felt refreshed.	.911	4.3	.8790
PE ₄ : I felt excited.	.902	4.2	.7860
PE ₅ : I felt interesting.	.901	4	.8540
PE ₆ : I felt relaxed.	.901	4	.9487

Perceived value	.905	3.9	.8633
Hedonic value	.903	3.7	.8404
HV ₁ : Layout and facilities aesthetics of the Korean restaurant were fun and unique to me.	.901	4.4	.9809
HV ₂ : Mood of the Korean restaurant made me feel exotic.	.911	4.2	.6790
HV ₃ : Traditional aspects of Korean foods made me feel like an escape from ordinary life.	.901	3.9	.7689
HV ₄ : Interior design of the Korean restaurant made me feel Korean culture.	.901	3.2	.7864
HV ₅ : Korean music played in the restaurant entertained me.	.901	2.8	.9867
Utilitarian value	.907	4	.8862
UV ₁ : I liked a variety of menu choices in the Korean restaurant.	.911	4.2	.9867
UV ₂ : The foods I had were tasty, so I enjoyed.	.901	4.1	.8976
UV ₃ : Food portion in the Korean restaurant was enough, satisfying my hunger.	.901	4	.8777
UV ₄ : I liked healthy food options in the Korean restaurant.	.912	4	.6790
UV ₅ : The cost of food was reasonable in the Korean restaurant.	.911	3.7	.9899

Furthermore, the tabulated data indicated that utilitarian value items (UV₁, UV₂, UV₃, UV₄, and UV₅) as well as hedonic value items (HV₁, HV₂, HV₃, HV₄, and HV₅) reported the means (4.2, 4.1, 4, 4, and 3.7) and (4.4, 4.2, 3.9, 3.2, and 2.8), respectively. These findings showed that the lowest three items with mean scores below 4 were: HV₄ (Interior design of the Korean restaurant made me feel Korean culture); HV₅ (Korean music played in the restaurant entertained me); and HV₃ (traditional aspects of Korean foods made me feel like an escape from ordinary life). All these three items are related to hedonic value. This indicates that there are still three areas need to be improved in Korean restaurants.

Relationship between authenticity dimensions, positive emotions, and perceived value dimensions

To indicate the relationship between food authenticity and atmosphere authenticity as independent variables and positive emotions and the two dimensions of perceived value (hedonic value; utilitarian value) as dependent variables, a correlation was measured. The results obviously exposed that, there were significant relationships among all these variables, as shown in tables 2 and 3.

The findings in table (2) showed that there is a positive relationship between food authenticity and positive emotions ($r= 0.901$, Sig. <0.000). The results also showed that food authenticity is positively related to the two dimensions of perceived value: hedonic value ($r= 0.543$, Sig. <0.000) and utilitarian value ($r= 0.442$, Sig. <0.000).

Moreover, table (3) shows that there is a positive relationship between atmosphere authenticity and positive emotions ($r= 0.876$, Sig. <0.000). Furthermore, it was clearly noticed that utilitarian value achieved higher score of correlation with atmosphere authenticity ($r= 0.411$, Sig. <0.000) than hedonic value ($r= 0.403$, Sig. <0.000).

Table 2: Correlation between food authenticity, positive emotions, and perceived value dimensions

		Authenticity food	Positive emotions
Authenticity food	Pearson correlation	1	.901
	Sig. (2-tailed)		.000
	N	320	320
Positive emotions	Pearson correlation	.901	1
	Sig. (2-tailed)	.000	
	N	320	320
		Authenticity food	Hedonic value
Authenticity food	Pearson correlation	1	.543
	Sig. (2-tailed)		.000

	<i>N</i>	320	320
Hedonic value	Pearson correlation	.543	1
	Sig. (2-tailed)	.000	
	<i>N</i>	320	320
		Authenticity food	Utilitarian value
Authenticity food	Pearson correlation	1	.442
	Sig. (2-tailed)	.000	
	<i>N</i>	320	320
Utilitarian value	Pearson correlation	.442	1
	Sig. (2-tailed)	.000	
	<i>N</i>	320	320

Correlation is significant at the 0.05 level (2-tailed).

Table 3: Correlation between atmosphere authenticity, positive emotions, and perceived value dimensions

		Authenticity atmosphere	Positive emotions
Authenticity atmosphere	Pearson correlation	1	.876
	Sig. (2-tailed)		.000
	<i>N</i>	320	320
Positive emotions	Pearson correlation	.876	.1
	Sig. (2-tailed)	.000	
	<i>N</i>	320	320
		Authenticity atmosphere	Hedonic value
Authenticity atmosphere	Pearson correlation	1	.403
	Sig. (2-tailed)	.000	
	<i>N</i>	320	320
Hedonic value	Pearson correlation	.403	1
	Sig. (2-tailed)	.000	
	<i>N</i>	320	320
		Authenticity atmosphere	Utilitarian value
Authenticity atmosphere	Pearson correlation	1	.411
	Sig. (2-tailed)	.000	
	<i>N</i>	320	320
Utilitarian value	Pearson correlation	.411	1
	Sig. (2-tailed)	.000	
	<i>N</i>	320	320

Correlation is significant at the 0.05 level (2-tailed).

Regression results of food authenticity with positive emotions and perceived value dimensions

A regression analysis was showed to determine whether the two independent variables, which are food and atmosphere authenticity affect the three dependent variables (i.e. positive emotions; hedonic value; utilitarian value) or not, as shown in tables 4 and 5.

When assessing the influence degree of Korean food authenticity on the first dependent variable (positive emotions) based on the previous correlation results, they were found to positively affect positive emotions (R-square =.670, P-value=.000), supporting hypothesis 1 (see table 4). This finding is supported by Jang et al. (2012) who found that authentic food was a significant predictor of positive emotions. This result also confirms the studies of Jang and Namkung (2009) and Liu and Jang (2009) in that food authenticity significantly affects positive emotions at ethnic restaurants.

Table 4: Food authenticity influencing positive emotions and perceived value

	Un-standardized Coefficients			Sig.	Model Statistics
	B	Std. Error	R-square		
Constant	.056	.095		.000	<i>F: 10.1643</i>
Positive emotions	.065	.021	.670	.000	

Hedonic value	.125	.078	.432	.000	
Utilitarian value	.045	.089	.400	.000	

Regression equation can be formed as authenticity (food) = .056 + .065 positive emotions + .125 hedonic value + .045 utilitarian value

With regards to the influence of food authenticity on the two dimensions of perceived value based on the previously mentioned correlation results, it was found to significantly affect hedonic value (R-square =.432, P-value=.000) as well as utilitarian value (R-square =.400, P-value=.000), supporting hypotheses 2 and 3 (see table 4). These findings accept with those of Jang et al. (2012).

Regression results of atmosphere authenticity with positive emotions and perceived value dimensions

A regression analysis was conducted to identify the influence degree of Korean dining environment authenticity on the first dependent variable (positive emotions) based on the previous correlation results. Atmosphere authenticity was found to positively affect positive emotions (R-square =.542, P-value=.000), supporting hypothesis 4 (see table 5). This finding is in agreement with Jang's et al. (2012) findings which showed that atmospherics authenticity has a positive impact on customers' positive emotions. This result also confirms the studies of Jang and Namkung (2009) and Liu and Jang (2009) in that atmosphere authenticity significantly affects positive emotions at ethnic restaurants.

In terms of the impact of atmosphere authenticity on the two dimensions of perceived value, it was found to significantly affect utilitarian value (R-square =.401, P-value=.000) as well as hedonic value (R-square =.400, P-value=.000), supporting hypotheses 5 and 6 (see table 5). These results are in the same line with the study of Liu and Jang (2009) which found that dining environment was a significant factor influencing perceived value at ethnic restaurants. However, these findings are inconsistent with those of Jang et al. (2012).

Table 5: Atmosphere authenticity influencing positive emotions and perceived value

	Un-standardized coefficients			Sig.	Model statistics
	B	Std. Error	R-square	.000	
Constant	1.427	.041		.000	<i>F: 14.1806</i>
Positive emotions	.952	.001	.542	.000	
Hedonic value	1.56	.442	.400	.000	
Utilitarian value	.457	.009	.401	.000	

Regression equation can be formed as authenticity (atmosphere) = 1.427 + .952 positive emotions + 1.56 hedonic value + .457 utilitarian value

Based on the previous regression results, a model has been developed (see Fig. 2). As shown in this figure, there are three important notes: (1) the two dimensions of authenticity (i.e. food; atmosphere) had positive effects on the three dependent variables (i.e. positive emotions; hedonic value; utilitarian value); (2) the effect of authenticity on positive emotions is stronger than its effect on perceived value; (3) Food authenticity was more influential than the dining environment authenticity on customers' positive emotions.

Conclusion and recommendations

All previously mentioned results suggest that tangible aspects, including food and dining environment, induce customers' positive emotions and perceived value at Korean restaurants. In addition, the perceptions and opinions of customers regarding the authenticity of Korean food and atmosphere are based on their images and

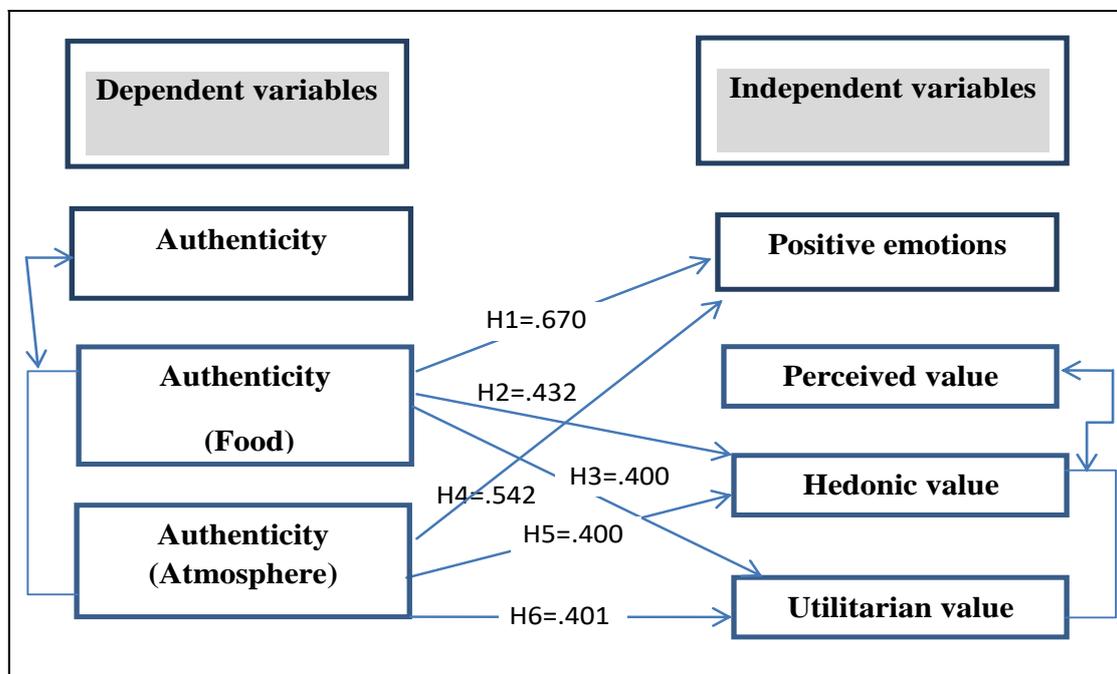
expectations created by previous experiences or knowledge of the Korean culture. This is consistent with the concept of constructive authenticity (Wang, 2000; Lego *et al.*, 2002).

Moreover, Korean restaurant management should take into consideration the following: (1) food and atmosphere authenticity in Korean restaurants were perceived high by customers, so management should keep up this good performance; (2) when the authenticity of food and atmospherics are high, customers display more positive emotions and their perceptions of value increase; and (3) some dimensions related to hedonic value in Korean restaurants still need to be improved by management, such as the interior design of the Korean restaurant, Korean music played in the restaurant, and the traditional aspects of Korean foods because these dimensions were perceived low by customers.

Limitations and future research

Although the findings discussed above provided meaningful implications for Korean restaurant managers, the study has some limitations. Indeed, this study explored the impact of food and atmosphere authenticity on customers' positive emotions and perceived value in Korean restaurants. Therefore, it is proposed that further research extend the research to include the other types of ethnic restaurants, such as Chinese, Indian, Japanese restaurant, etc. in order to clearly indicate the importance of authenticity that make ethnic restaurants unique and distinctively different from non-ethnic restaurants. In addition, this study adopted one type of authenticity, which is constructive in spite of the importance of the other two types (objective and existential authenticity). Therefore, it is worthwhile to focus in further studies on measuring the impact of these types of authenticity on customers' positive emotions and perceived value.

Figure 1: A proposed model



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