

THE IMPORTANCE OF AUTHENTICITY OF ATMOSPHERIC THEMING TO REVISIT  
INTENTION OF FOOD AND BEVERAGE VENUES IN THEME PARKS

Billy R. O'Dell

Thesis Prepared for the Degree of

MASTER OF SCIENCE

UNIVERSITY OF NORTH TEXAS

May 2020

APPROVED:

Young Hoon Kim, Committee Chair  
Tammy Kinley, Committee Member  
Han Wen, Committee Member  
Kim Williams, Chair of the Department of  
Hospitality and Tourism Management  
Jana Hawley, Dean of College of  
Merchandising, Hospitality and  
Tourism  
Victor Prybutok, Dean of the Toulouse  
Graduate School

O'Dell, Billy R. *The Importance of Authenticity of Atmospheric Theming to Revisit Intention of Food and Beverage Venues in Theme Parks*. Master of Science (Hospitality Management), May 2020, 92 pp., 4 tables, 1 figure, 4 appendices, references, 56 titles.

Atmospheric theming is the use of the sensory experience in connection to a theme. The purpose of this research is to examine the effects of atmospherics with theming and their effects on customer behavior in food and beverage operations of a theme park. The official research questions developed for this study include: Does the impact of the authenticity of atmospheric theming influence an effect on revisit intention? Does the type of theme (land's theme or venue's theme) influence the effect of visitor revisit intention? These questions guided the current research in previously non-evaluated fields of study.

This study used the Mehrabian–Russel (M-R) model to create a new research model. In the current study, atmospheric theming was the stimuli, emotional value was the emotional response, and visitor revisit intentions was the behavioral intention. Restaurant image was added to the model to obtain a cognitive reason. The results from the multiple regression indicated that all hypotheses were accepted. Restaurant image had a positive influence on both authenticity variables, and both authenticity variables had a positive influence on emotional value. Finally, emotional value was found to have a positive influence on revisit intention. These results indicated that atmospheric theming influenced revisit intention through emotional value. Furthermore, the results indicated that when it comes to the different types of themes within a venue, as indicated in the second research question, the venue's theme has a stronger influence on the emotional value than the land's theme.

Copyright 2020

by

Billy R. O'Dell

## ACKNOWLEDGEMENTS

I want to first acknowledge and thank God, Jesus, and the Holy Spirit for the mental strength and physical capability to complete this research. Without them, I truly would not have the ability to complete this type of research. Second, I would like to thank my family for all the care and love they have given to me. To my father, Danny R. O'Dell, thank you for the love and example you have given me. You have shown me the strength and leadership within our family as a spiritual leader and as a family leader. To my mother, Monica L. O'Dell, thank you for the love and care you have given me. You are my emotional support and have given me the physical needs throughout my life. To my sister, Ashlyn K. O'Dell, thank you for always loving me and being there for me. You have always been by my side and helped me whenever needed. Finally, thank you to all of my close and extended family for being there and caring for me. You are all amazing. I love all of you.

I also want to thank my committee chair, Dr. Young Hoon Kim for supporting my thesis study, for his help during difficult times, and his guidance throughout the research. I would also like to express gratitude to the rest of my committee members, Dr. Han Wen and Dr. Tammy Kinley, for their guidance and input in the research. I am also grateful to the graduate coordinator, Dr. Lisa Kennon, for her support throughout this process. My admiration also goes to all the hospitality and tourism professors and administrators across the University of North Texas for the knowledge they bestowed to me. Without their influence in my academic career it would not have been possible to conduct this research. Finally, I would also like to thank all the participants of this study as they were more than willing to help a fellow theme park enthusiast.

## TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS .....	iii
LIST OF TABLES AND FIGURES .....	vi
CHAPTER 1. INTRODUCTION .....	1
1.1 Problem Statement .....	1
1.2 Significance of the Study .....	2
1.3 The Purpose of the Study .....	4
CHAPTER 2. LITERATURE REVIEW .....	5
2.1 Theoretical Background: Mehrabian-Russell Model.....	5
2.2 History of Theme Parks .....	10
2.3 Modern Theme Parks .....	11
2.4 Atmospheric of Theme Parks and the Sensory Experience .....	14
2.5 The Use of Atmospheric in Restaurants.....	15
2.6 Atmospheric Influence on the Consumer’s Reaction and Consumer Behavior Response .....	16
2.7 The Role of Authentic Atmospheric that are Congruent.....	24
2.8 Restaurant Image .....	25
2.9 Theming .....	27
2.10 Authenticity.....	31
2.11 Emotional Value .....	33
2.12 Revisit Intention.....	35
2.13 Hypothesis Development .....	35
2.13.1 Restaurant’s Image and Its Relationship to Authenticity of Atmospheric Theming as it Relates to the Venue’s Theme and the Land’s Theme .....	35
2.13.2 The Authenticity of Atmospheric Theming as it Relates to the Venue’s Theme and Land’s Theme and Their Relationship to Emotional Value... .....	38
2.13.3 Emotional Value and Its Relationship to Revisit Intention .....	39
CHAPTER 3. METHODOLOGY .....	41
3.1 Research Design.....	41
3.2 Instrument Development.....	43

3.2.1	Restaurant Image .....	43
3.2.2	The Authenticity of Atmospheric Theming with Venue and Land Themes .....	44
3.2.3	Emotional Value .....	45
3.2.4	Revisit Intention.....	46
3.3	Data Analysis .....	46
CHAPTER 4.	RESULTS .....	48
4.1	Sample Profile.....	48
4.2	Measurement Validity and Reliability .....	49
4.3	Descriptive Statistics.....	50
4.3.1	Hypotheses Testing: Multiple Regression Analysis .....	51
4.3.2	Analysis of Variance between Groups.....	55
CHAPTER 5.	DISCUSSION.....	62
5.1	Findings.....	62
5.2	Theoretical Implications .....	63
5.3	Managerial Implications .....	64
5.4	Limitations .....	68
5.5	Future Research Possibilities .....	69
5.6	Conclusion .....	70
APPENDIX A.	CONCEPTUAL MODEL WITH FACTOR BREAK DOWN .....	71
APPENDIX B.	INFORMED CONSENT FORM .....	73
APPENDIX C.	SURVEY INSTRUMENT .....	77
APPENDIX D.	INSTRUMENT DEVELOPMENT.....	84
REFERENCES	.....	88

## LIST OF TABLES AND FIGURES

	Page
Tables	
Table 4.1: Sample Demographics .....	48
Table 4.2: Reliability Test.....	50
Table 4.3: Hypotheses Testing through Multiple Regression and Linear Regression.....	55
Table 4.4: Analysis of Variance between Groups: Mean and Standard Deviation .....	58
Figures	
Figure 2.1: Conceptual Model .....	40

## CHAPTER 1

### INTRODUCTION

#### 1.1 Problem Statement

In the theme park industry, there is the idea that areas of the park are themed to specific concepts. If that is the case, then the atmospherics used should, therefore, match the theme. They should seem or be perceived as authentic to that which they are trying to portray. Atmospheric theming should then also apply to the restaurant and food and beverage options within the park. Currently, many parks are struggling to do so, as Broemel (2015) has explained. Some of the parks have been able to figure this concept out, but there are still many who have not (Waysdorf & Reijnders, 2016). If atmospherics improve, so will the experience and it is expected therefore revisit intention will also improve. Since there is a lack of studies on this topic and the professional industry has not invested the time and effort to evaluate these circumstances, then it leaves it up to new researchers to evaluate the circumstances. The current study aims to do this.

The problem found in this line of the industry is how sensory experiences through the use of atmospherics can enhance the whole perception of the event. These kinds of results are important because by identifying the effects of sensory experience, the company can then place improvements. The general question to ask is how can theming be appropriately used to enhance the experience of theme park food and beverage guests through the use of atmospherics. The answer to this question will help to improve operations and revisit intentions. The information gathered from this study helps to improve revenue methods like the results found by Madzharov, Block, and Morrin, (2015). They found that perceived cool and warm scents affect the purchasing of premium products, the number of items purchased, and the amount spent in the store (Madzharov et al., 2015). Other authors found that “attributes such as aesthetics, design,



layout, facilities, and tangible services have a substantial impact on satisfaction and excitement” of guests (Chang, Shu, & King, 2013, p.693). All of these findings found significant roles in atmospherics and their relation to consumer behavior.

The official research questions developed for this study include; Does the impact of the authenticity of atmospheric theming influence visitors’ revisit intention? Does the type of theme (land’s theme or venue’s theme) influence the effect of revisit intention? This study evaluated how the authenticity of atmospheric theming impacts consumer behavior, and more specifically, visitors’ revisit intention. As mentioned, this topic should be evaluated as atmospherics have a significant impact on consumer behavior. By using the results found within this study, a theme park’s food and beverage operations can improve and needs to be refined in order to advance the industry and greatly enhance operations.

## 1.2 Significance of the Study

In previous research, there have been many studies on the effects of atmospherics (Broemel, 2015; Chang et al., 2013; Garlin & Owen, 2006; Guéguen & Petr, 2006; Imschloss & Kuehnl, 2017). Some studies have looked at the effect of atmospherics on senses while also creating congruent sensory experiences, which are significantly important (Bosmans, 2006; Mattila & Wirtz, 2001). Congruent sensory experiences are the backbone of theming because atmospherics that is not congruent to the theme will not be authentically represented. There have also been some studies done in theme parks about atmospherics and service quality (Bae, Moon, Jun, Kim, & Ju, 2018; Basarangil, 2016; Camp, 2017; Milman & Tasci, 2017). Finally, there have been studies on theming and its relationship to perceived expectations (Kim & Moon, 2009).

Even though such research has been conducted, little research has been conducted

concerning the theme park industry and the topic of authenticity of atmospheric theming or atmospherics in general. The most extensive research done on this topic was in 2015 in the thesis by E.T. Broemel titled, *Food, Fantasy, and the Spectacle: The Role of Food and Illusion at the Wizarding World of Harry Potter*. This study helped explain the role of authenticity and the use of theming in food and atmospherics.

The current study aims to evaluate concepts from each of these topics. The connections made in this study show promising results for the industry. The research sought to understand a subject matter not previously studied in any significant manner. This matter includes theming of a theme park and how it plays a role in the food and beverage operations through the use of atmospherics. In addition, the role of authenticity is tested to determine the importance of authenticity to the theme.

Authenticity in theming is an important topic as there is a gap in the current literature that this study fills. As stated, all other studies have looked at different parts of the current topic, but none have looked at it in its entirety. The first gap filled is knowledge of proper theming in theme park restaurants. The second is theming in relationship to multiple entities such as the venue or the land around the venue. It helped determine what the guest wants and expects from a food and beverage operations within a theme park, and, therefore, improvements can be made to the industry.

The findings will lead to new procedures that help to maximize the efforts of a theme park. Some of these procedures include: an increase in authentic atmospheric theming, improvement in food and beverage options that relate to the theme, and naming menu items to fit the theme. The study also gave a full understanding of the factors that play a part in influencing consumer behavior in order to use this information in a professional setting. This research can be

used to improve atmospheric stimuli in theme parks' food and beverage operations and increase guest revisit intentions.

### 1.3 The Purpose of the Study

The purpose of this research is to examine the effects of atmospherics in relation to theming, and to then test its effect on customer behavior within the food and beverage operations of a theme park. The purpose of this study is to fully understand how ambiance theming influences the emotions of guest, and how these emotions can create a reaction of revisit intention. According to the Mehrabian-Russell model, these variables are connected. Therefore, the perception of theming through the use of atmospherics should induce an emotional reaction that leads to consumer behavior (Liu & Jang 2009).

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Theoretical Background: Mehrabian-Russell Model

“The theoretical model developed in work by environmental psychologists Mehrabian & Russell 1974; Mehrabian 1980; and Russell & Pratt 1980, appears to be particularly valuable in studying the effects of store atmosphere on shopping behavior” (Billings, 1990 p.4). The Mehrabian–Russel model (M-R model) is a model that has significantly been used in research of atmospherics and their effects on behavioral intentions. The model explains “the effect of physical environment on human behavior. The model posits that emotional response acts as a mediator in the relationship between environmental stimuli and human behavior” (Liu & Jang 2009, p.494). To break down this theory, Mehrabian and Russell (1976) created the idea that environmental stimuli have an impact on emotions and behavior. The model goes on to break down the three emotional responses in reaction to the physical environment. These include pleasure, arousal, and dominance. These emotions then affect behavior by stimulating an individual’s approach or avoidance decision toward the environment. These decisions are based on the emotional response, and if the negative or displeasing emotional response occurs, then an avoidance action is decided within the brain.

The theory was published by Mehrabian and Russell (1976) in a book titled *An Approach to Environmental Psychology*. The book walks through the development of the new model or theory. Environmental psychology had already been an area of study for an extended time. Willy Hellpach (1935) wrote the book *Geopsyché* that introduced the topic in publication. The idea that the environment could influence behavior has been studied significantly since the release of Hellpach’s book. What Mehrabian and Russell (1976) fully developed was the theory that

atmospheric stimuli induce an emotional response that then leads to the behavioral response. The three emotional states used in the study area on a Bipolar range. Pleasure ranged from unhappiness to happiness (Bakker, Voordt, Vink, & Boon, 2014; Mehrabian and Russell, 1976). Arousal ranged from inactive to active or arousing to not arousing (Bakker et al., 2014; Mehrabian and Russell, 1976). Dominance dwelt with feelings of control ranged from dominance to submissiveness (Bakker et al., 2014; Mehrabian and Russell, 1976). While the three emotional states were stated as constructs, there were many different words used to describe emotional states on the content for each primary emotional state. By the time the publication of the theory was released, the two authors had determined that emotional response to stimuli was the trigger to an approach or avoidance behavior. When a positive emotional response was given, participants in the studies approached the area or item presented, whereas a negative response would lead to avoiding it.

The constructs of the M-R theory include environmental stimuli, emotional states, and response behavior. Stimuli, pleasure, arousal, dominance, approach, and avoidance are the variables within this theory. The propositions of the M-R theory are multifaceted and connect constructs and variables together. The theory states that environmental stimuli cause individuals to create learned cognitive and emotional responses based on past experiences. These emotional responses then help to determine the appropriate response, which leads them to approach or avoidance response. This theory explains that the factors that affect perception, such as ambiance stimuli, can cause specific responses. The perception of the senses, which includes sight, smell, touch, taste, and hearing, lead to an emotional response due to learned behavior through experiences of life. The emotional response, whether it is positive or negative, leads to a mental process of decision making. The decision making will then determine the physical response to be

part of the experience or avoid the experience. The boundary conditions found for this theory are the restrictions of emotional state and response behavior and the physical capability to receive and process environmental stimuli. The restrictions include that individuals only process three emotional states, but people can have many emotions and mixed emotions. The other restriction states that people only avoid or approach; however, they cannot have a mixed action response. The last boundary condition states that only people who can receive these stimuli and respond to it can participate. This boundary condition takes away the ability for disabled guests who are unable to receive stimuli or those who cannot respond to it.

There has been a multitude of studies conducted to test environmental stimuli, servicescape, and atmospherics in relationship with using the M-R model. Some have even researched restaurants. Ryu & Jang (2007) did an extensive study to determine different environmental factors that played a role in restaurants and put them into the M-R model. Constructs for environmental stimuli included facility aesthetics, lighting, ambiance, layout, dining equipment, and employees (Ryu & Jang, 2007). They also used pleasure and arousal as emotional states and behavioral intention as the outcome (Ryu & Jang, 2007). In another study conducted by Liu and Jang (2009), they used the model to conduct similar research in a restaurant setting. They sought to find how dining atmospherics influenced both positive and negative emotions (Liu & Jang, 2009). It is from here that they also determined the effects of positive and negative emotions on behavioral intentions (Liu & Jang, 2009). The final addition to the original model is the construct of perceived value (Liu & Jang, 2009). They tested atmospherics and how positive and negative emotions influence perceived value and then, in return, perceived value influence on behavioral intentions (Liu & Jang, 2009).

A thesis conducted by a University of North Texas student evaluated the effects of

atmospheric music on mood change (Turner, 2012). Turner (2012) tested the effects of environmental stimuli (music genre) and perceived environmental stimuli (volume, tempo, and familiarity) to see if mood changed from before entering the store to leaving the store. The study examined whether the emotional state (mood upon entry as well as mood change) could impact the length of time spent shopping, the amount of money spent, and overall satisfaction of the three behavioral implications. The study also looked at how the same behavioral implications affected the existing emotional response (exit mood) (Turner, 2012).

Bambauer-Sachse (2012) tried to find how scent influenced ambiance evaluation and mood. The mood and ambiance evaluation are used to find how they influence the perception of salespeople and assortment evaluation (Bambauer-Sachse, 2012). These are then evaluated to find their impact on the behavioral action of purchase intention.

The final study to look at that incorporated the M-R Model was a study done in a mall environment where the researchers, Teller and Dennis (2012), tested ambient scent to see if it had a positive influence on consumers' perception of a shopping mall, consumers' emotions, and consumers' behavior. They found that ambient scent did influence the perception of the mall, but not on emotions or behavior (Teller & Dennis, 2012). Along with this study, there have been hundreds of studies that have used Mehrabian and Russel's theory to advance the study of atmospheric and environmental stimuli. The extensive use of their theory gives it reliability and therefore was be used.

The structure of this theory was applied to develop further academic knowledge on the topic. It was used to help create an empirical model to conduct research. This model used the authenticity of atmospheric theming with the venue's theme and the land's theme, in comparison to the original environmental stimuli. Although atmospheric theming is tested, actual measures

were based on environmental stimuli, but it compared this with authentic theming with the use of environmental stimuli. These practices are similar to the works of Broemel (2015) in which the authenticity of theming was used. The emotional state has changed to a similar topic out of the need to evaluate something new in the research. More specifically, it looked at perceived emotional value as an extension to emotional response. Emotional value is an extension as it takes the first three emotional responses, pleasure, arousal, and dominance, and applies it to a practical and all-encompassing construct. For example, emotional value measures pleasure and arousal by evaluating if the experience was pleasurable and enjoyable. Emotional value also measures dominance by evaluating the control factors in emotional value, such as the emotional response to price. The behavioral response used in the current study was revisit intention.

The current study adds to the body of knowledge by applying atmospherics in relationship to theming as a way of determining how important theming is to customers. The current study changes the original emotional states into a more complex value system that relies on emotional aspects. The study's chosen behavioral response is that of revisit intention. Revisit intention allowed the study to focus on an area uncommonly looked at. Other ideas, such as satisfaction and purchase behavior, have already been studied within this theory. Revisit intention is essential to a theme park as a whole as it adds value per customer. When revisit intention is applied to the food and beverage operations within the park, it is crucial because it secures the perception of future higher revenue for guests who return to the park. If a specific operation knows that guests are more likely to revisit the food and beverage venue when they return because theming is improved, then it is reasonable for them to update the atmospherics. Also, as revisit intention to a venue increases it means that guests are more willing to spend more money on their trip to eat because they believe atmospherics are essential. This kind of



information explains why adding this material to the entire body of knowledge is valuable.

## 2.2 History of Theme Parks

Amusement parks were the predecessors to theme parks, and they began as a combination of multiple facilities such as picnic areas, “beer gardens,” open space, concert areas, and bathing areas. They always included drink and food facilities (“Amusement and Theme Parks,” n.d.). The combination of these facilities grew in popularity, so companies started investing in property to create the first small-scale amusement parks. Trolley companies tried this first because they paid for electricity by the month and used the properties to boost weekend travel (“Amusement and Theme Parks,” n.d.). One of the first full and permanent amusement parks in America was built on Coney Island in New York City (*The Early History of Theme Parks in America*, 2017). Its first ride consisted of a racetrack designed for the first-class guests (“Amusement and Theme Parks,” n.d.). The amusement park industry charged customers based on a ticket system for each ride. As time progressed, the amusement park industry grew on Coney Island. One of the significant parks on Coney Island was Luna Park. The park was known for its elaborate light and technical displays and its grand and colorful entrance (“Amusement and Theme Parks,” n.d.; Amsellem, 2008). The Grand Entrance was one of the significant attractions of the park and involved major atmospheric stimuli.

Atmospherics or atmospheric stimuli can be defined in a business manner as, “factors such as display design and fixtures, flooring, smell, sound level, store lighting, and temperature, wall coverings, and other elements of store's ambiance, which can be studied and controlled” (Business Dictionary, n.d.a). Ambiance is the, “look and feel of a place (mall, restaurant, tourist destination, etc.) that evokes a unique atmosphere or mood and makes it 'sticky' (compels people to come and stay around)” (Business Dictionary, n.d.b). Luna Park’s entrance influenced

consumer behavior by attracting guests into the park and influencing them to make purchases in order to use the attractions (“Amusement and Theme Parks,” n.d.; Amsellem, 2008). Sullivan (2015) stated that approximately 60,000 guests looked with amazement at the 250,000 light park display. These practices had a significant impact on business. They were able to pay off the \$700,000 expense to create the park in about six weeks (“Amusement and Theme Parks,” n.d.; Sullivan, 2015). This was done in the early 1900s when the admission price was about \$2.00 a person or less, which means that there were approximately 9,000 guests a day if open every day (“Amusement and Theme Parks,” n.d., Sullivan, 2015).

Another major amusement park on Coney Island relied on the sense of sight through the appeal of watching performances and seeing the unusual in humans. This park was called Dreamland, and it had a sizable gate-like entrance, similar in scale to Luna Park. Within Dreamland, they had unusually humans of all shapes and abilities including; a 300 person city of little people or midgets, Filipino blowgun shooters, Algerian horsemen, Somali warriors, “Wild Men from Borneo” and plate-lipped Ubangi women (“Amusement and Theme Parks,” n.d.; Amsellem, 2008; Arcadia Publishing, 2017). Coney Island is an excellent example of the early use of atmospheric stimuli to influence consumer behavior by attracting guests to participate in the facility (Sullivan, 2015).

### 2.3 Modern Theme Parks

The industry improved over time with technology, but there was no significant advancement in the industry until the creation of Disneyland. Walt Disney wanted to improve the amusement park industry. By using his already household name, Walt created a very successful park (“Amusement and Theme Parks,” n.d.; Beattie, 2019; Pak, 2019). He created one of the first official theme parks. Up until then, most parks did not have themes, but were instead a

combination of random attractions (“Amusement and Theme Parks,” n.d.). He created lands within Disneyland that fit specific themes such as Fantasyland that involved design elements of storybook characters. Along with attractions that fit the theme, the guest are able to eat food and interact with the characters of that land. These types of stimuli interactions were the beginning of the immersive guest experience and, already at its infancy, involved multiple atmospherics that affect all the primary senses. Some examples include: the design of facilities and attractions, food-themed to the land, interactions with childhood storybook characters, and music played in the park to fit the land. In more recent years, Disney has also created a machine to stimulate the sense of smell in order to attract guests by authentically engulf the guest in the theme. These devices are called air smellitizers, and they expose specific smells according to their surroundings (“Disney’s Air Smellitizers,” 2014). Some great examples of the machine at work include smells of salty air near the Pirates of the Caribbean ride and fresh cookies near Main Street, U.S.A., and the bakeries on it (“Disney’s Air Smellitizers,” 2014).

Some events hosted by Disney, such as Run Disney and Disney weddings, use atmospherics to make the experience over the top and memorable. Without these atmospheric stimuli, the experience could be less relevant and meaningful. Run Disney organizes the Disney Wine & Dine Half Marathon Weekend and the Walt Disney World Marathon Weekend (“Run Disney,” n.d.). Both races include; Disney characters and entertainment on the course, the ability to dress up as Disney characters, pyrotechnic starts, pictures, and interactions with characters, music entertainment, medals, and food and beverage options (“Run Disney,” n.d.). The behavior of guests is affected through the environment of the course, through character interactions, entertainment, and pyrotechnics. Taste influences the perception of the experience through the food and beverage options offered. These interactions with the environment have an impact on

the emotional state of guests (Imschloss & Kuehnl, 2017). Music, announcements, entertainment, and other auditory cues enhance the experience and place the guest in the storyline of the experience (Garlin & Owen, 2006; Morrison, Gan, Dubelaar, & Oppewal, 2011; Yalch & Spangenberg, 2000). All these factors act to affect customer behavior by giving them reasons to purchase merchandise, visit parks, stay at resorts, and give them a memorable and fantastic experience.

Weddings at Disney are always elaborate and memorable, and they tend to help an individual reach a heightened emotional state. This is a moment in life where one has a vast connection with the ones around them and the environment where the event is conducted. Since there is a substantial connection to the environment in which the event occurs, it can be expected that atmospherics are very important. There are over 75 different venues within all the parks owned by Disney (“Disney's Fairy Tale Weddings,” n.d.). The choice of venue is significant in the experience. This is because the view and design matter greatly to what a couple wants. They want to see a venue that is magnificent and looks beautiful, especially for pictures to capture the moment. The interactions with the environment add significant value to the experience (Bouzaabia, 2014; Imschloss & Kuehnl, 2017). The bride can choose to ride up on Cinderella’s coach, which is significant in experiencing another aspect of the environment and the atmospherics of it. Food, beverages, and cake choices can make a big difference in the entire experience due to taste factors and visual appeal that adds to the experience. This appeal creates self-connection and involvement with the brand should lead to a higher number of return visits. Run Disney and Disney weddings are just two examples of how theme parks have branched out with the use of atmospheric, but it is also important to look at the use of atmospherics in the entire theme park.

## 2.4 Atmospherics of Theme Parks and the Sensory Experience

Sensory experiences involve the ability to process atmospherics. Sensory experiences can be defined as experiences “relating to sensation — something that you feel with your physical senses. Sticking a knife into a toaster will give you a sensory experience, but so will smelling a rose” (vocabulary.com, n.d.). In the theme park industry, atmospherics have an impact on the guests’ perceptions of the attraction due to sensory experiences. Guests spend a significant amount of time in the line waiting to get on a ride. If there are not atmospheric stimuli while in line, the guest increasingly become agitated. This agitation occurs because properly applied atmospherics add to the sensory experience and, therefore, occupy the mind. Dr. Gregory Camp (2017) found that Disney’s incorporation of atmospheric stimuli adds more value to the experience as a whole. He stated that music helps build the story that is told and places the guest in the story as a character (Camp, 2017). This scenario was evident in his observation of the Tower of Terror in which the music enveloped the guest in the story of the *Twilight Zone*, as the protagonist (Camp, 2017). Music has many different influences on guests. Familiar songs decrease the perceived amount of time spent waiting on an event in comparison to the perception of time with an unfamiliar song (Bailey & Areni, 2006). When song familiarity is applied, it helps attractions to determine what type of music should be played in order to reduce the perception of time guests wait in line.

It is essential to create an atmosphere that enhances the sensory experience because it can influence consumer behavior. Kotler (1974) examines the importance of atmosphere in relation to consumer behavior. He found that there were three main influences that atmospherics have on purchase behavior. These three influences included the use of stimuli to create attention to a product, to create a message for the customer to receive that informs them about the intended

type of customer they want, and to create through stimuli favorable actions of the guest.

Favorable actions include purchasing behavior and revisit intention (Kotler, 1974; Wu, Ai, Yang, & Li, 2015). The authors state that a pleasant atmosphere will “trigger sensations in the buyers that create or heighten an appetite for certain goods, service, or experiences” (Kotler, 1974 p.54). Creating sensory experiences through atmospherics help create value and desire for the products offered. The increase in desire for products due to atmospherics should be highly favorable as they will increase revenue and revisit intention. The critical sections of a theme park include the attractions, food and beverage, and retail shops. Knowing that these sections are most important, it is essential to evaluate why atmospherics matter in each of these outlets individually.

## 2.5 The Use of Atmospherics in Restaurants

In the hospitality industry, professionals are creating a friendly environment and an exceptional and memorable experience. This means that in the time guests are cared for, an environment that is comfortable and is perceived as memorable and extraordinary must be created. In order to accomplish this, what better way to enhance the experience than to create a sensory experience. Sensory experiences through atmospherics have an effect on the views guest have about service quality, pleasure-feeling, situational factors, and revisit intention, among other things (Kim & Moon, 2009).

Kim and Moon (2009) found that “customer's favorable behavior is not just a matter of getting a satisfying meal but also a psychological (cognitive-emotional) matter” (p.152). Thus the fulfillment of food alone is not the only qualifier for the satisfaction of the experience. Kim and Moon (2009) determined that the environment and perception of the servicescape influenced guest emotions and behavioral intentions. Servicescape is defined as “totality of the ambiance and physical environment in which a service occurs” (Business Dictionary, n.d.c). If a hospitality

property accurately creates a pleasant environment for their guests, then positive emotions will be created within the guests and revisit intentions will also increase. This process will lead to greater satisfaction among guests and, in return, lead to more revenue opportunities.

## 2.6 Atmospherics Influence on the Consumer's Reaction and Consumer Behavior Response

Atmospherics can affect the physiological and emotional responses of a guest. A sensory experience through the use of atmospherics adds to the feeling of belonging, which is a positive feeling (Pogosyan, 2017). Atmospherics help people feel a sense of belonging to the social group of a large number of other guests. They get everyone involved in the environment around them and, therefore, connect them through mutual experience and communal relationships or communication (Pogosyan, 2017). Atmospherics also advances the intimate relationships by increasing the enjoyment of experiences of family or friends (Jang & Namkung, 2009). According to Bosman (2006), it helps to improve the perception of the product or service. If Bosman (2006) is correct, then it can be assumed that the memories associated with the experience will be more enjoyable to recall and might influence future revisit intention (Hung, Lee, & Huang, 2014). Atmospherics and the experiences involved also appeal to guest's ego needs and are developed with receiving recognition, status, importance, and respect from others. The ego appeal is a positive emotion as long as the ego is not elevated too high, but in a guest aspect, ego elevation is positive (Bissell, 2009). Ego needs can be met through atmospherics by creating an extraordinary experience with atmospheric appeal and theming that builds confidence in their choices and makes the guest feel important. These types of experiences help one to feel as though they are part of the story instead of just watching the story, which, according to Broemel (2015), adds to one's self-ego. Overall, atmospherics can add to the emotional state either positively or negatively by giving a sense of belonging and elevation of status.

In studies, mood or emotions have also been seen to change based on the presence of atmospheric stimuli (Bambauer-Sachse, 2012; Turner, 2012). Scent has influenced the emotional states of the participant and the view of the entire venue (Bambauer-Sachse, 2012; Teller & Dennis, 2012). Atmospheric music has had similar results to influence mood (Turner, 2012). Almost every factor of the ambiance influences mood, including food options and design (Broemel, 2015; Chang et al., 2013). Theming plays into this as well, as we have seen with Disney and Universal Studios (Broemel, 2015). In all, it is crucial in this study to find how much authenticity of atmospheric theming plays in influencing emotional states and whether they are positive or negative.

As defined previously, atmospherics are the controllable ambiance or look and feel of a venue. This is done with stimuli to involve the guest sensorily. Broad categories such as design variables, smell enhancements, music factors, physical interactions with the environment such as textures and temperatures, and any other elements a guest can interact with increase the sensory experience.

Background music has been known to add to the experience by making one feel as though they are part of the story (Camp, 2017). It is also known to affect consumer emotions and behavior (Bruner II, 1990; Garlin & Owen, 2006; Turner, 2012; Smith & Curnow, 1965;). The volume of music can have significant effects on people's perceptions of the experience and their reactions to it. Loud music tends to encourage less favorable emotions than softer music but significantly less, and it increases the rate of speed a customer completes a task (Smith & Curnow, 1965). In a retail setting, this means that the rate of spending increased the amount spent per person-minute (Smith & Curnow, 1965). This can be useful information when applied to theme parks. In the park, it might be favorable to increase the volume within that facility if it



can fit the overall atmosphere of the park. It can also help determine the intensity of the volume of music and its effects on the experience in hospitality venues and attractions. In these locations, it is more appropriate to seek favorable conditions for the guest rather than speed of completing the task, and softer music has a higher satisfaction rate with guests (Smith & Curnow, 1965).

There are several aspects that play a role in music having a significant impact on the mood of guests. Tempo can induce feelings of happiness, tranquility, and arousal based on rhythmic speed (Bruner II, 1990; Garlin & Owen, 2006). Faster paced music leads to emotions of happiness, exhilaration, and joy, while slower-paced music induces a mood of tranquility, sentimentality, and solemnity (Bruner II, 1990). When a property combines a slower tempo, lower volume, and liked music, the guest tends to stay longer and perceive time duration as shorter than high volume, high tempo, and less liked music (Garlin & Owen, 2006). Pitch also affects mood, and the general rule is that higher keys induce emotions of happiness while lower keys are more agitative and upsetting (Bruner II, 1990). Every aspect of music helps to create moods in people, but only in combination does it formulate a mood (Bruner II, 1990). All of the following characteristics of music must be looked: mode, tempo, pitch, rhythm, harmony, and volume (Bruner II, 1990). This is important when developing music designed for all aspects of a theme park because it can help determine the type of music needed to create a specific mood in the atmosphere being created.

The presence of music alone can have a positive effect, but when combined with familiar and liked songs, there is a positive effect, specifically on patronage (Garlin & Owen, 2006). Another study showed though that familiarity increases perceived time in a venue as compared to unfamiliar music or the absence of music (Yalch & Spangenberg, 2000). Both studies found that pleasure and arousal were higher when familiar music was used to enhance the atmosphere

instead of unfamiliar music, at least when shoppers have unlimited time to shop (Garlin & Owen, 2006; Yalch & Spangenberg, 2000). Products are evaluated higher when the individual listens to familiar music in comparison to unfamiliar music (Yalch & Spangenberg, 2000).

It has been found that “music can be very worthwhile if it is used properly” (Michel, Baumann, & Gayer, 2017). In a retail environment that might mean incorporating fast and loud music which increases arousal and purchase intention of a product (Michel et al., 2017). However, for the theme park as a whole, a professional must determine what levels of each aspect of music is needed to influence the mood, satisfaction, and consumer behavior of the guest. If they took the information stated and applied the attributes that fit their properties, then they should see an increase in guest satisfaction, a better guest experience, and an increase in revenue from venues and return visits.

Atmospherics, such as ambient scents, have been widely researched in both the retail and hospitality industry. There is a small amount of research, though, that has pulled the two industries research together to evaluate its role and application in the theme park industry. By looking at the effects stimuli have, one can determine the likely results of manufactured smells when used in food and beverage venues of a theme park. Research done by Guéguen and Petr (2006) shows just how much ambient scents can have an impact on consumer behavior in the hospitality industry. Their study tested the effects of the scents of lemon and lavender on the length of time spent in the studied restaurant and the amount of money spent in comparison to no scent (Guéguen & Petr, 2006). The conclusion was that lavender had a more significant effect on both time and amount spent at the restaurant, and lemon had adverse effects on time spent and only a slight improvement to the amount spent in comparison to no scent at all (Guéguen & Petr, 2006). This shows that having a pleasant scent is better than no scent. Moreover, finding the

right scent for a property can increase revenue and guest experience. These results were also similar in the retail industry when Bouzaabia (2014) pre-tested multiple scents for the study, including lemon in the citrus category. It was found that citrus smells were chosen second out of five categories. Citrus scents were behind a floral scents in its approval rating (Bouzaabia, 2014). Finding the right smell is probably the most important thing when it comes to creating a fragrance based sensory experience.

In order to find the right scent, professionals need to determine first what kind of scents connect with the product. When there is a connection between the ambient scent and the product category, then there are favorable product judgments and evaluations (Bone & Jantrania, 1992; Bosmans, 2006). Also, the perception or knowledge guests have about how a business is using scents to influence them can change the results (Bosmans, 2006). While judgment can be made without congruent scents, some findings suggest that they improve product evaluation because they give more information about the product without the need for a description to describe that specific information (Bosmans, 2006). This can be extremely helpful in the theme park in restaurants or bakeries. If a theme park's food and beverage operation have a congruent scent that matches the design of the restaurant, then it should create a positive evaluation of the operation. An example of this is an under the sea themed restaurant with smells of salt and cooked fish. This should lead to higher guest satisfaction and revisit intention because guests would be likely to enjoy the venue more.

Ambient scents also affect purchase intention through the impact it has on many different factors (Bambauer-Sachse, 2012). The most direct connection between scent and purchase intention is the impact scent has on ambiance evaluation, which, according to Bambauer-Sachse (2012), has a direct connection to purchase intention of a product due to ambiance evaluation.

Scents that are perceived as warm or cold scents also affect purchasing behavior (Madzharov et al., 2015). Some of these behaviors include an increase in the purchasing of premium products, the number of items purchased, and the amount spent in the store when they perceive the scent as warm (Madzharov et al., 2015). This information is essential for venues in a theme park to recognize in order for them to understand how they should manufacture scents to influence consumer behavior in-store.

One significant issue found in theme parks is spatial density between the space available and the number of people occupying that space. The effects of certain ambient scents influence manipulating the perception of spatial density (Poon & Grohmann, 2014). In areas of actual high spatial density (too many people in the area), a scent that stimulates a sense of spaciousness decreases the anxiety found by those who perceive space as high spatial density (Poon & Grohmann, 2014). The opposite is true about areas of low spatial density, where it increases anxiety (Poon & Grohmann, 2014). Also, as mentioned before, warm and cold associated scents affect consumer behavior, and warm scents increase the perception of a higher social density (Madzharov et al., 2015). Again these studies help to analyze the effect scent has on spatial density perception, and the results can be used in theme parks to help calm anxiety associated with high spatial density.

Design is another factor that plays a significant role in atmospherics. As stated in the history of sensory experiences in theme parks, the design has always been a significant influence on consumer behavior. The influence of design can be evaluated through real-life examples and a few articles that examine the topic. Disney and universal are great examples of theme parks that use design to their advantage. Disney presents design throughout every building in the park. The amount of theming they place into their design is immaculate. Take, for example, the design of

Be Our Guest restaurant at the Magic Kingdom in Disneyland. Every aspect of the restaurant is designed to look as though the guest is in the castle of the beast. This includes ballrooms that have the same painting on the ceilings as the movie and digital screens for windows that depict a wintery night. This is a memorable part of the experience at Disney and leads to an increase in guest satisfaction and revisit intention because it is a spectacular spectacle.

Food and beverage options enhance the atmospherics in the operations of food and beverage (Broemel, 2015). Therefore, for the current study, food, and beverage options are considered a factor and a part of atmospherics. A great example of the use of this is the influence it has on consumer behavior and experience in Universal Studio's Wizarding World of Harry Potter. The authenticity of theming was found have a higher perception within the Wizarding World of Harry Potter in comparison to the rest of Universal Studios (Broemel, 2015). This is because the land of Harry Potter had very authentically themed food and highly immersive food and atmospheres (Broemel, 2015). The guest was able to buy food that was themed to fit the world of Harry Potter and it consisted of the names and believed taste profile. In addition, authenticity and immersion perception was very high (Broemel, 2015). The guest felt like it was a more fulfilling experience than traditional theme park food as described by this guest, "It's not like theme park food. It's like real food. There's nothing disgusting about it. It's more than a pizza or a burger, like everywhere else. I mean, this is food, not fast food. You get an actual meal" (Broemel, 2015, p. 53). By creating an experience through themed food that is immersive and authentic, a theme park can help create memories as well as improve guest satisfaction. If the experience is something that can only be experienced at that place, then they will likely return in order to relive the moment and become a part of the story.

Universal Studios also does a great job of creating a sensory experience through visual

design elements with the Wizarding World of Harry Potter. This is a land within the park that was created to be a replica of the movie version of the towns of Hogsmeade and Diagon Alley. This is an immersive area that relies on design as the main factor in the fantasy immersion guests can experience. Both Disney and Universal also use a technique when building structures to make them appear as though they are much bigger than they are; it is called “forced perspective.” This is a design trick to make the building seem larger than actuality. It is an excellent example of how they manipulate design aspects to create a sense of wonder. Another excellent example of this land is the train ride to get between the two parts of the park. The train has a virtual screen as the window of each cart that projects images. This is in an effort to seem as though the guest travels a long distance through many mystical lands, but in reality, it is a short distance, and it creates a visual experience. The cabins that guests ride in are designed to mimic those found in the movie in order to enhance theming.

Interaction with the environment itself is another aspect that plays a part in the atmospherics of a food and beverage operation through visual design elements. Guests of theme parks are continually interacting with things, whether it is the texture of the ground underneath them, the interactive machines such as tabletop tablets, or the feeling of products. Interaction helps guests have a better experience with the park, and in different venues, it helps guests evaluate the product to determine purchasing intentions. Imschloss and Kuehnl (2017) found that flooring texture had an impact on consumers’ product evaluations. This shows that if a professional can find the proper textures to put within the environment, then they can improve and change the evaluations and judgments made about a product, including food. This can likely be applied to any textures guests interact with, such as seats and utensils. Temperature also plays a role in product evaluation (Zwebner et al., 2013). The general feeling a guest gets while in the

venue can play a significant role in the likelihood to be satisfied and revisit.

The use of digital screens is another interaction element that plays a role in visual design elements within atmospherics. There has been a positive correlation between digital screens and guest experience (Dennis, Michon, Brakus, Newman, & Alamanos, 2012). Digital screens are used to convey and show a message or story that they can add to the entertainment value within the store (Dennis et al., 2012). Because of the two main effects, it has been proven to be a positive and productive stimulus and adds positive perceptions of the venue (Dennis et al., 2012). It also seems to increase approach behavior such as spending and interaction with the physical products and digital aspects of the venue (Dennis et al., 2012). With the addition of digital screens in today's venues, the importance of novelty in society can be seen (Chang et al., 2013; Dennis et al., 2012;). Novelty increases the perceptions of the newness in the park and has been seen to have a positive impact on visitor spending (Chang et al., 2013). The authors even state that “attributes such as aesthetics, design, layout, facilities, and tangible services have a substantial impact on satisfaction and excitement” of guests (Chang et al., 2013). All these factors have an impact on the ways people interact with the environment through design.

## 2.7 The Role of Authentic Atmospherics that are Congruent

Atmospheric stimuli that are congruent to each other have been seen to have greater success. This is how theming the operation through atmospheric stimuli works well. Many studies have found that when the stimuli are congruent and connected, then they have a more significant positive outcome than they would have individually (Mattila & Wirtz, 2001). This is the opposite and causes adverse outcomes when there are multiple stimuli, but they are non-congruent to each other or the product/service (Bosmans, 2006). An example of this could be if Disney designed their Be Our Guest restaurant like the castle on a snowy night where the

temperature was 85 degrees, and the food was burgers and hotdogs. This would be horrific as none of the atmospherics would be congruent.

When a guest experiences service, they perceive the quality of the experience holistically, including the ambient factors (Bosmans, 2006). This means that the combination of stimuli must be formulated to influence consumers positively. Since many studies examine multiple factors that affect guests, then it is vital to learn from what they found while comparing different combinations of stimuli. The texture of floors and music was found to correlate, and it was found that there were positive outcomes when music and floor hardness were congruent (soft music with soft flooring) (Imschloss & Kuehnl, 2017). Ryu and Jang (2007) found ample results in their study that helped to evaluate the effects of ambient and service factors and their effects on pleasure and arousal of guests. The combination of music volume and a pleasant aroma was found to be much more pleasant and arousing than music volume alone (Morrison et al., 2011). For when there is authenticity, we can assume good outcomes, and when there is congruency with the different stimuli, the studies have seen great results. These findings from research papers and studies illustrate the need for professionals in the theme park restaurant industry to create the entire sensory experience through atmospherics in an authentic and congruent manner with the product and service offered.

## 2.8 Restaurant Image

It is also proper to mention the importance of restaurants to a theme park. According to Disney's financial records between merchandise and food and beverage, they make almost 7 billion a year while their park admissions are about 7.1 billion (The Walt Disney Company, 2018). Also, Six flags, who trails Disney, makes 5.5 million between merchandise and food and beverage and about 8.1 million from admissions (Six Flags Entertainment Corporation, 2018).



These numbers show the significant role of the food and beverage within the park. This is why restaurant image has a significant role to play.

Restaurant image is a variable that derives from the concept of image. These are the perceptions, beliefs, and impressions of a specific place, in this case, a restaurant. Many studies have examined the idea of image, whether in a product, destination, or restaurant (Byon & Zhang, 2010; Han & Hyun, 2017; Maier, 2019). These different sources of an image helped evaluate the role a restaurant image has in this study. There is evidence to say that the restaurant image influences behavior and perception. According to Hana and Hyun (2017), the restaurant image influenced the quality of the physical environment. According to Karim and Chi (2010), “Many researchers have shown that cuisine has a great impact on travelers’ decisions when choosing their vacation destination. Authentic and interesting food can attract visitors to a destination” (p.533). The study highlights how food or the image of food options influences destination choice and behavior while at the destination. Ryu, Han, and Kim (2008) found a significant relationship between restaurant image, perceived value, customer satisfaction, and behavioral intention. This shows some precedence for the relationship between constructs seen within the current study.

According to Echtner and Ritchie (1991), there are three stages of image formation. They are the personal mental images developed before interaction with location, change in image perceptions due to new information (usually from other people or informative content), and the modification of image based on personal experience with the location (Echtner & Ritchie, 1991 p.3). This is important as it is seen that the image can be changed as one perceives a destination and later experiences the destination. In this fact, we can determine how the experience influences the cognitive vision of the restaurant, and inevitably influences revisit intention.

Image has also been found to influence destination choice or where guests choose to go (Byon & Zhang, 2010). This has a significant role in the current study by showing guests' future choice to return to the venue.

## 2.9 Theming

Theming is defined as the “the use of an overarching theme...to create a holistic and integrated spatial organization of a consumer venue” (Definitions.net, n.d.). Theming is common practice within the hospitality industry. This extends from restaurants like the Magic Time Machine in Dallas, Texas, to hotels like The Legoland Hotel. Theming has an essential role in the industry as it is used to tell a story. The practice, according to Erb and Ong (2016 p.145) is, a “symbolic narrative process, extremely satisfying and intrinsic to human cognitive processes and entertainment pursuits.” If appropriately channeled, theming can be very beneficial for both the consumer and the company. Theme parks are designed to capitalize on the concept of theming.

The reason theme parks are called theme parks is because they use themes or motifs to convey messages. Theming is the application of applying a motif to the environment through the use of atmospheric stimuli. Amusement parks are different because theme parks build all parts of the park based on a theme chosen for the area and are applied to all venues in that area while amusement parks do not. Theme parks and theming is, “derived from history, different cultures and fantasy. Theming can vary in intensity from interior design to entire architecture based on a particular theme, with theme parks being an example of a common large-scale application of theming” (Definitions.net n.d.). Amusement parks focus on the attractions alone rather than the connection they have to each other and any other venue in the same area (Jones & Wills, 2005). The purpose of theming is to design the area around a specific idea, story, or concept.

The theme is designed to mold all elements of the park into a cohesive concept. In the

park, this would include food, design factors, attractions, performances, and any other purpose of the venue (Clave 2007). The purpose of theming is to create immersion in the story. A theme park does this through either choosing a single theme that the entire park is designed around, or it is a collection of multiple themes within many lands. The theme, in a cohesively themed park, involves a whole concept that can break down into smaller parts of the concept. This is where lands, attractions, food and beverage, shows, among other activities connect into a cohesive theme. An example of this would be Animal kingdom in Disney world, in which a single theme of nature exists. There can also be a park centralized around a central theme but still have significantly different motifs within each land. Lands in theme parks tend to either be based on culture, history, or fantasy. An example of a centralized theme is Disney's Magic Kingdom that has many different lands centralized as lands of a magic kingdom connected by Disney characters. A non-connected themed park aligns closer towards an amusement park.

Guests see this theming as authentic because the atmospherics seem realistic to the story being told in comparison to an illusion, which would be seen but not believed (Firat & Ulusoy 2011). This only occurs if the theming is used correctly. Theming is used to create a complete picture, and without doing so, it cannot be authentic as the theme is not clear. Theming should also be elaborate and meaningful in order to create immersion and spectacle.

It is expected that the idea of theme parks can be traced from the performance. This is evident in modern theme park designs as the most successful parks to date are Disney and Universal Studio parks (Hunter, 2019). All the parks in both of these companies rely on video media creation to develop characters and storylines. If this is the case that performance has to lead to a creation of the theme park, then research should also look at historical elements of the theater. Beeman (1993) does this by breaking down the major elements of the different types of

performance. The current research study evaluated the key elements that relate back to creating a theme within the theme park.

Beeman (1993) highlights three forms of media in performance: musical pieces, dance, and textual readings. All of these forms of media can be found in a theme park. Theming should involve atmospherics such as music in order to increase the spectacle and immersion in the story. It helps to develop the narrative and, therefore, increase the use of themes. Textual theatre is based on a script, and this can be seen in the park through voice announcements and performances. It can also be set in the narrative to tell the story with a script and through the use of atmospheric design. Dance is about the use of the body as an extension of the performer's self. Dance also shares the narrative, and atmospherics are used for this purpose as well while being the extension to the venue.

Beeman (1993) also highlights the types of performers. This includes human actors, masked actors, and animated objects. This, although established in theatre, can relate to the theming in theme parks. Human actors can be found in theme parks as staff members or actual performers. Disney is an excellent example of this as they refer to their staff as cast members; they are a part of the narrative through their interactions with the guests. Masked actors are actors who have changed their appearance through the use of masks. This is seen in theme parks with the use of costumed characters such as Shrek in Universal or Bugs Bunny at Six Flags. Finally, animated objects were used in theater and were most commonly used through puppets. In the theme park, animatronics makes this type of performer and can be seen in the new Star Wars land of Disney parks. In the cantina, there is an animatronic DJ that adds more to the theme rather than a functional aspect of music distribution.

Content also has multiple facets to it and adds to theming and immersion. There is

scripted and unscripted content in performance, according to Beeman (1993). This plays a part in theming as the scripted content lays out a narrative, and the unscripted creates an immersion effect. Unscripted content can be found in improvised interactions of staff and guests who speak and act as though they are in the narrative rather than just hearing the narrative. Characters in a land do this by speaking and acting as the character with no script. An example of this is actors in the Star Wars land at Disney who interact with guest in the land, but do not meet and greet in designated areas.

The final area of performance Beeman (1993) wrote about is the audience's role. This can play a significant role in theming as it is perceived. Beeman (1993) states there is the performance that has an audience that participates in the performance or witness to the performance. Both these types influence the effects of theming on immersion in the narrative. In the theme park, guests become participants by interacting with the environment and the staff. This should increase the immersion of the atmospheric theming, and this was tested through interaction factors with the staff. Guests are also witnesses when they are no longer interacting with the environment and the people around them, but instead are only watching the atmospheric stimuli, performance, and interactions around them. This should also play a role in influencing the reaction they have to the experience.

All the factors written about are influencing the use of theming and can influence consumer behavior. Theming is only able to take effect through the use of atmospheric stimuli. By applying a theme to atmospheric stimuli, a narrative can be created. If we see that the atmospheric theming is authentic, then the guest should be more satisfied with the experience. This was tested within this study since it is expected that authenticity will have a significant role in the experience.

## 2.10 Authenticity

Authenticity is the idea that the item, service, or artistic work is congruent to that of which it is portraying (Merriam-Webster, n.d.). In the art industry, this would be when realistic paintings are very similar to that of which they paint and are, therefore, authentic. According to Wang (1999), in the tourism industry, authenticity refers to tourist views or beliefs that what is portrayed have believability in the experience to accurately convey the concept. Many works have been done to advance the study of authenticity and its use in hospitality (Boorstin 1961; Broemel, 2015; Cohen, 1988; Kim & Jamal 2007; MacCannell, 1973; Wang 1999, 2000; Waysdorf & Reijnders, 2016). Authenticity also relies on the perceived ideas of what reality should be based on previous experiences in one's life. They are preconceived thoughts of what should be.

According to Erb and Ong (2016), “what we have said so far indicates that we feel that themed spaces in general, and theme parks, more specifically, are highly significant spaces, and deserve serious attention. There has been a tendency, however, for a range of scholars to see theme parks as ‘superficial’ and the epitome of ‘inauthenticity’ ...” (p. 151). This is a significant statement as it shows the importance scholars see in themed spaces while also showing the need and purpose of this study. Many scholars have ignored its relevance in theme park research. This study worked to fill that gap and present the effects of authentic themed spaces in a theme park.

Authenticity in a tourist setting allows guests to experience theme parks or activities as they are, and guests are able to perceive the fantasy as though it is real (Broemel 2015; Wang 1999; Waysdorf & Reijnders, 2016). Ning Wang (2000), emphasize this stating that the experience created by the tourist becomes authentic based on the ability to be in the moment and interact with it. The feelings brought about by experience such as those found in theme parks

allow guests to rely on the authenticity of the experience itself (Broemel 2015; Kim & Jamal 2007; Turner 1982; Wang 1999, 2000; Waysdorf & Reijnders, 2016).

The authenticity of the fantasy or staged experience is further defended by Yang and Wall (2009). They found that when individuals visited an ethnic culture, the majority of tourists believed the staged performances were authentic although 82.5% did not know about the culture before visiting (Yang & Wall, 2009). They stated, “45.3% of respondents perceived ethnic folk villages as authentic, 65.7% of respondents were satisfied with staged cultural performances, and 45.8% perceived ethnic souvenirs as authentic” (Yang & Wall, 2009 p.244). These percentages are significant as they show that authenticity is a perception of the guest. Since only 17.5% had some knowledge of the ethnic culture, then it is surprising that the percentages of authenticity are high. If this is the case, then theme parks can develop an atmosphere themed to a topic, and the public should be able to see it as authentic to the theme. The issue they have is that authenticity is in the perception of the guest, as shown by Yang and Wall (2009). If that is the case, then parks should develop atmospheres that are authentic to the theme. This study aims to evaluate how much power the perception of authenticity has on guests' behaviors.

Authenticity can also be applied further in the fictional realm of hyperreality. Hyperreality is the concept that allows immersive experiences to be perceived as actual reality, even if the experience is based on fictional stories. These experiences tend to relate to the stories that they are portraying, but they are also original only to the park, as they do not tell the same story. Disney theme parks, as well as Universal Studios with the Wizarding World of Harry Potter, do this by creating a fantasy realm that mimics the movies or stories in which they are designed. Hyperreality is perceived as reality because the experiences are considered authentic to the perceived fictional storyline (Eco 1986; Wang 1999).

Whether the experience is based on actual, realistic stories or places, or they are based on fantasy, they can be perceived as authentic. In previous studies, authenticity occurs in theme parks due to the authenticity of the atmospherics such as design, sounds, and tastes to match those that are seen as authentic to the original content that they are based on (Broemel, 2015). Examples of this are Butterbeer at Universal Studios and facility design at Be Our Guest restaurant in the Magic Kingdom at Disneyland (Broemel, 2015).

As explained previously, atmospherics consists of the entire makeup of a venue. Some of the variables included in this construct include facility visual design, ambient smells, food options or design, ambient music and sounds, and theming elements. Authenticity will also play a part in determining if the theming of atmospherics plays a role in increasing the effectiveness of the atmospherics. The emotional response modeled the works of Sánchez, Callarisa, Rodríguez, & Moliner (2006) in which they change the original concept of the three emotional states within the M-R model into perceived value. This concept of perceived value was used as it involved emotional aspects. The emotional value was one part of the perceived value. In the current study, it only focused on the construct of emotional value.

### 2.11 Emotional Value

There have been several articles that have examined the effects of quality and their impact on perceived value, whether in response to service or atmospheric stimuli (Cronin, Brady, & Hult, 2000; Liu & Jang, 2009; Petrick, 2004). Atmospheric stimuli and the atmospheric space in this study, as in others, is represented as a quality factor of the experience (Kotler, 1974; Liu & Jang, 2009). This means that the quality of the experience can be determined based on atmospheric stimuli. Kotler (1974) made the argument that “the perceived qualities of the atmosphere can affect the person’s information and affective state” (p.54). This states that the



perception of sensory quality gives information to the guest in order to make behavioral decisions. With all this information, this researcher assumes and tested if atmospherics influence the perceived value of the experience through the construct of emotional value.

According to Moliner et al. (2007a) a significant factor within the concept of perceived value is the factor of emotional value. The emotional value in this study is defined as meeting the emotional needs of the guest. This definition can be seen throughout other studies (Liu & Huang, 2017). There is also evidence that satisfaction, trust, and loyalty are determined or influenced by emotional reactions (Moliner et al., 2007a, 2007b). According to Moliner et al. (2007a) “The perceived value of a purchase produces effects on the consumer’s satisfaction both with the establishment and with the product. Satisfaction with the establishment is determined by the emotional value” (p.166). Participation and expectations of the experience have been seen to be some influences on the emotional value. This is why the concepts of image and authentic atmospheric theming were evaluated to determine if participation and expectations of the experience occur and cause emotional value. The concept of emotional value is a motivating factor for participating in tourism (Gallarza & Saura, 2006). As such, the concept was evaluated by testing the influence emotional value has on revisit intention.

Emotional value also has been shown to influence many other factors in life. Emotional value towards a brand relates to positive feelings upon using the brand, which increases consumer loyalty towards the brand. Emotional value is defined as the benefit derived from the feelings or affective states (i.e., enjoyment or pleasure) that a product generates (Sweeney and Soutar, 2001). Emotional value is the benefit which one gets by experiencing something new or different. This includes the emotional value that consumers obtain from fun and enjoyable experiences. All of these factors show the power of emotions and emotional value. As a result,

this study aims to understand its impact in the frame of the research design.

## 2.12 Revisit Intention

According to Wu et al. (2015), revisit intention has been “considered as one of the most important subjects in contemporary marketing” (p.372). The study highlights its importance to the industry. Revisit intention has been described and defined as “affirmed likelihood to revisit the restaurant in both the absence and presence of a positive attitude toward the provider” (Han, Back, & Barrett, 2009 p.564). This definition was used to represent the construct of revisit intention accurately. The reason revisit intention is important and why it is being studied is because it signifies the ability for continued business. Without continued business, a company will be unsuccessful. A study researched how café atmospherics play a role in revisit intention. Although the study did not directly hypothesize that emotion leads to revisit intention, it did test atmospherics effects on emotion and stated it as a potential cause of revisits (Wu et al., 2015). This is why revisit intention is being tested within the hypotheses.

Revisit intention was the behavioral response described in the Mehrabian–Russel (M-R) model. It is significant to the industry as theme parks rely on visitors returning. The desired outcome for every visit is for every guest to leave looking forward to returning. It has been shown from past research that emotions have an influence on revisit intention (Ahn & Kwon 2019; Han et al., 2009). With such evidence, the current study finds the construct as valid and valuable to the industry. This is why the construct has been chosen for this study and represents the behavioral response.

## 2.13 Hypothesis Development

### 2.13.1 Restaurant’s Image and Its Relationship to Authenticity of Atmospheric Theming as it Relates to the Venue’s Theme and the Land’s Theme

The use of restaurant image has been evaluated extensively within previous research (Han & Hyun, 2017; Jiang, Ramkissoon, Mavondo, & Feng, 2017). Restaurant image is used to evaluate the cognitive reason for the view of the restaurant. It should have a significant influence on the perception of atmospherics. As such, it was evaluated through H1 and H2. These hypotheses correlates with Han and Hyun (2017) and Jiang et al. (2017). H1 and H2 relates with Han and Hyun (2017) through its first three in which restaurant image was stated to have positive relationships with atmospherics and service. H1 and H2 also relate to H1 of, a study by Jiang et al. (2017). The hypothesis evaluates the relationship between image and authenticity. Both these studies were used to adapt hypotheses for this study.

*H1: Restaurant image has a positive influence on the authenticity of atmospheric theming with the venue's theme.*

*H2: Restaurant image has a positive influence on the authenticity of atmospheric theming with the land's theme.*

There has been research completed using the variable of restaurant image and its effects on the perceptions of the physical environment. Hana and Hyun (2017) showed that the restaurant image impacted the quality of the physical environment. Within the current study, this is once again evaluated with a completely new area of knowledge. By comparing how the restaurant image affects the use of both the venue's theme and the land's theme within a single restaurant, new results were found.

When looking at the venue's theme, the theme park must determine the restaurant's stated theme. This can be done with or without the consideration of how it fits into the theme of the land or area in which it resides. Image plays a role in theming and its authenticity as the guest expects the restaurant to be a specific way based on experience and expectations. The restaurant should meet or exceed those expectations in order to influence behavioral actions positively. For

example, an image of price is formed in the mind of the guest. If there is an increase in price then expectations of authenticity of the atmospherics in the restaurant will increase. This means that when a theme park charges large amounts of money for food, authenticity of atmospherics must be higher to meet the image of the guest. H1 explains this in simple terms.

Restaurant image was also tested to see if it affects the authenticity of atmospherics as it relates to the land's theme. This is significant for similar reasons as the authenticity of atmospherics as it relates to the venue's theme. It is still essential to evaluate if the stated theme is what is portrayed, but it should also be seen if it matters to the bigger picture. In other words, does the way people see the restaurant or its restaurant image influence the way people believe the theming should be as it relates to the bigger picture or the land's theme? If it is determined that the restaurant image has no significance when applied to land's theme, then it is clear that correlating the themes of the restaurant and the land is not essential. On the other hand, if the restaurant image does affect the authenticity of atmosphere as it relates to the land's theme, then congruency between the venue's theme and the land's theme may be necessary.

When the restaurant image is evaluated to its impact on the authenticity of atmospherics as it relates to the land's theme, congruence may be evident. As mentioned in the literature review, Mattila & Wirtz (2001) showed that when stimuli are congruent, then a much more significant and positive outcome is experienced. Bosmans (2006), on the other hand, found that non-congruent stimuli causes adverse outcomes. He also saw the guests perceive the quality of the experience holistically. These studies show the need for congruence and why it is significant. By looking at the authenticity of atmospherics as it relates to the land's theme, we can determine if guests perceive the atmospheric theming of the restaurant to be congruent with the land's theme. If this is the case, the authenticity of atmospherics as it relates to the venue's theme and

authenticity of atmospherics as it relates to the land's theme should both be high. If congruency occurs, then it is likely that the restaurant will have more significant positive outcomes. H1 and H2 helped determine if this is the case.

#### 2.13.2 The Authenticity of Atmospheric Theming as it Relates to the Venue's Theme and Land's Theme and Their Relationship to Emotional Value

H3 and H4 of the current study correlate to Liu and Jang (2009). H3, of Liu and Jang's (2009) study, states that consumer perception of atmospherics influences the perceived value of a guest. As stated previously, in this study, the emotional value is found within the perceived value. Authenticity has been added to atmospherics in order to test this variable, but the hypotheses found in Liu and Jang (2009) allow us to use atmospherics as an indicator of emotional value. These have been modified to allow for a comparison between the venue's theme and the land's theme. H3 tested authenticity to the venue's theme, and H4 tested authenticity to theme park land's theme.

*H3: Authenticity of atmospheric theming with the venue's theme has a positive influence on the emotional value.*

*H4: Authenticity of atmospheric theming with land's theme has a positive influence on the emotional value.*

Kotler (1974) showed its readers that the atmosphere has an impact on the information and affective state experienced by the guest. As previously mentioned, studies have found that perceived value is influenced by service or atmospheric stimuli (Cronin et al., 2000; Liu & Jang, 2009; Petrick, 2004). Moliner et al. (2007a) found emotional value to be a significant factor within the concept of perceived value. These articles indicate why it was determined that testing the authenticity of atmospheric theming and its relationship to emotional value is necessary.

The research tested the effects of the authenticity of atmospheric theming as it relates to the venue's theme and its relationship to emotional value, as this helps set a standard. It is

expected that as the authenticity of atmospheric theming as it relates to the venue's theme increases, so too will the level of emotional value. The reason this should occur is that the stated theme of the restaurant should be authentic to what is actually presented. If authenticity exists, then authenticity of atmospheric theming as it relates to the venue's theme will influence emotional value (Cronin et al., 2000; Kotler, 1974; Liu & Jang, 2009; Moliner et al., 2007a; Petrick, 2004). If authenticity does not exist with the stated theme, then it is expected that emotional value will inevitably be influenced negatively.

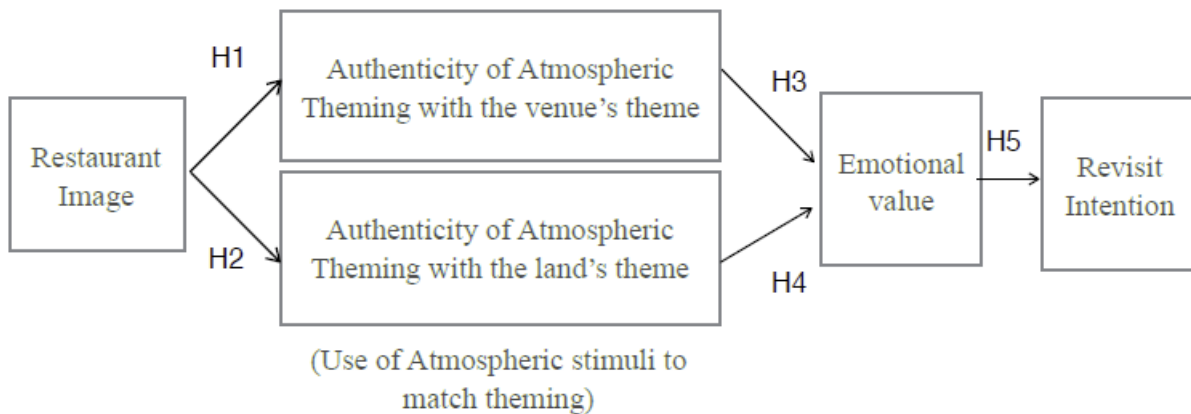
As stated, the reason authenticity of atmospheric theming as it relates to the land's theme is tested, is because, as industry professionals, theme parks should strive towards congruency between stimuli and themes. The authenticity of atmospheric theming as it relates to the land's theme and its relationship to emotional value was evaluated to determine if it is significantly vital for the atmospheric theming to relate to the land's theme. If the emotional value increases with the authenticity of atmospheric theming as it relates to the land's theme, then the land's theme plays a significant role in the creation of the atmospheric theming. If the emotional value is not significantly influenced, then theme park restaurants should not need to focus on relating the atmospheric theming with the land's theme. Mattila & Wirtz (2001) showed us that congruence has importance, so H4 helped determine if congruence between themes and atmospheric theming is significantly essential.

### 2.13.3 Emotional Value and Its Relationship to Revisit Intention

H5 is designed to determine the relationship between emotional values and revisit intention. H5 of the current study correlates to Santini, Ladeira, and Sampaio (2017), in which their study's H1 determines the relationship between Hedonic value (which is an emotional value) and the destination revisit intentions.

*H5: Emotional value has a positive influence on the revisit intention.*

Ahn & Kwon (2019) and Han et al. (2009) showed through their studies that emotions influence revisit intention. If this is the case, then the idea that emotional value can influence revisit intention will also occur. Emotional value is a way to quantify how guests' emotions were positively influenced. Gallarza & Saura (2006) found that emotional value is a motivating factor for participating in tourism. With this finding, it can be concluded that it will also influence revisit intention. As the emotional value increases, their motivating factor in participating in the specific tourism will increase and revisit intention will increase because of it.



**Figure 2.1: Conceptual Model**

## CHAPTER 3

### METHODOLOGY

#### 3.1 Research Design

The current study's entire population consists of theme park guests who take part in the food and beverage venues within a theme park. For the current study, the sample consisted of previous theme park guests who had taken part in the food and beverage venues within the park in the last three years. The sampling method consisted of a convince and snowball sampling by surveying people who were a part of theme park Facebook groups and students at the University of North Texas. The following two questions were asked to screen participants: "have you visited a theme park (e.g., Disney parks, Six Flags, etc.) within the last three years?" As well, "did you purchase food or beverages at the theme park mentioned?" This was done in order to only take surveys from those who are a part of the sample. If they meet the sample requirements, then an online survey using Qualitrics was given in order to evaluate the constructs. A connivance and snowball sample of 906 individuals over the age of 18 was completed. Out of the 906 started surveys, 480 were useable, leading to a 53% usability rate.

A quantitative method was utilized to generate the highest statistical results. The survey generated information across many different theme parks. This was done to gain a high external validity and generalize the results to the entire industry. This method also helped in evaluating the characteristics of the current operations within multiple parks and to collect data from existing phenomena that has occurred within the last three years. The survey tested the hypotheses created based on the relationships described in Figure 2.1. It also helped measure each independent variable as and its influence on dependent variables. Each measure drove the data to conclude each hypothesis positive, or it aided in rejecting the hypotheses.



The variables tested include restaurant image, authenticity of atmospheric theming with the venue's theme, the authenticity of atmospheric theming with the land's theme, emotional value, and revisit intention. The structure of the M-R theory was applied to develop further academic knowledge on the topic. It was used to help create an empirical model to conduct research. The model within the current study used the authenticity of atmospheric theming with the venue's theme and the land's theme, in comparison to the original environmental stimuli. Although atmospheric theming is tested, actual measures were based on environmental stimuli, but in connection with authenticity. These practices are similar to the works of Broemel (2015) in which the authenticity of theming was used. The emotional state has changed to a similar topic out of the need to evaluate something new in the research. More specifically, this study looked at emotional value as an extension to emotional response. Emotional value is an extension as it takes the first three emotional responses, pleasure, arousal, and dominance, and applies it to a practical and all-encompassing construct. For example, emotional value measures pleasure and arousal by evaluating if the experience was pleasurable and enjoyable. Emotional value also measures dominance by evaluating the control factors in emotional value, such as the emotional response to price. The behavioral response is used in the current study through revisit intention.

The current study adds to the body of knowledge by applying atmospherics in relationship to theming as a way of determining how important theming is to customers. The current study changes the original emotional states into a more complex value system that relies on emotional aspects. The study's chosen behavioral response is that of revisit intention. Revisit Intention allowed the study to focus on an area uncommonly looked at as ideas such as satisfaction and purchase behavior have already been studied within this theory. Revisit intention is essential to a theme park as a whole as it adds value per customer. When revisit intention is

applied to the food and beverage operations within the park, it is crucial as it secures the perception of future higher revenue for return guests to the park. If a specific operation knows that guests are more likely to revisit the food and beverage venue when they return because theming is improved, then it is reasonable for them to update their atmospherics. This kind of information is why adding this information to the entire body of knowledge is valuable.

When higher authenticity of atmospheric theming is reached, it is expected that emotional value will increase, as stated in H3 and H4. This was hypothesized as implying that the theming of the operation and the land were in sync and, therefore, should increase emotional value as the venue was more immersive than operations that do not have theming in sync with both the operation and the land. The opposite is true if the authenticity of atmospheric theming decreases, then the emotional value will decrease as immersion through theming decreases. Emotional value is the mediating variable between the atmospheric variables and revisit intentions. From the emotional value, it is expected that revisit intention will be influenced as described in H5.

## 3.2 Instrument Development

### 3.2.1 Restaurant Image

Restaurant image measures for restaurant image are adapted from Ryu et al. (2008). The measures for restaurant image show that Cronbach's alpha was .81, the mean was 1.57 on a semantic differential scale ranging from -3 at "very bad" to 3 at "very good," and the standard deviation was .69 (Ryu et al., 2008). The measures accurately represent the construct of the restaurant image. This study has a high Cronbach alpha, which confirms that the restaurant image can accurately be represented by the study's measures and, therefore, they were adapted for the current study. The means and standard deviation show some variance in restaurant image,

but the mean is high for restaurant image. These variables are reliable and valid and were used within the current study.

The construct of restaurant image had a total of five measures. These measures included topics about food quality, menu variety, cleanliness, price, and waiting times. These were once again found to be significant in the study by Ryu et al. (2008). They have also been described previously as reliable and valid. In the current study, a 5-point Likert scale was used to evaluate all measures. All variables, attributes, and measures are explained in further depth in Table 6.

### 3.2.2 The Authenticity of Atmospheric Theming with Venue and Land Themes

The measures of each variable mirrors or has been adapted from previous research on similar or related topics. In order to evaluate the authenticity of atmospheric theming measures, they were adapted from the text of Jang et al. (2012) and from Meng and Choi (2017). The measures for authenticity in atmospheric theming in Meng and Choi (2017) show that Cronbach's alpha was .91, the composite reliability was .86, and the AVE was .68. This study also measured based on a 7-point Likert scale ranging from "strongly disagree" to "strongly agree." The measures for authenticity in atmospheric theming in Jang et al. (2012) showed that Cronbach's alpha was .940 for atmospherics and .875 for food, and the AVE was .54 for atmospherics and .58 for food. The measures adequately represent the construct of authenticity in atmospheric theming. Both studies have high Cronbach's alphas, which signify that authenticity in atmospheric theming can adequately be represented by each of the study's measures. They were, therefore, adapted for the current study. The first study also shows high internal consistency within the measures used for the construct, as the composite reliability was high. The AVE signifies that the measures chosen represent the construct fairly. These variables are reliable and valid and were used in the current study.

The authenticity of atmospheric theming with the venue's theme used a total of ten measures. These measures were adapted from the studies mentioned above and included concepts of the authenticity of atmospherics to the restaurant's theme. Atmospheric theming with the land's theme was tested with similar measures with a change according to which theme was tested for authenticity. The measures were modified from the same studies, and they included concepts of the authenticity of atmospherics to the land's theme. These were significant in the writings of Jang et al. (2012) and Meng and Choi (2017). As described, they were reliable and valid. In the current study, an ordinal scale was used to rank agreement to the authenticity statements. A 5-point Likert scale was used to evaluate all measures. All variables, attributes, and measures are explained in further depth in Table 6.

### 3.2.3 Emotional Value

Emotional value measures have been adapted from previous articles about the effect of ambiance on emotional value and behavioral intentions. In order to evaluate the emotional value measures, they have been adapted from the text of Moliner et al. (2007b). The measures for emotional value in Moliner et al. (2007b) show that the composite reliability of .89, and factor loadings ranged from .54 to .79. This study also measured based on a Likert scale. The measures adequately represented the construct of emotional value. The study also shows high convergent validity within the measures used for the construct, as the factor loadings were high. These variables are reliable and valid and were used in the current study.

The emotional value construct had a total of five measures being used. These measures have been adapted from the study mentioned above and included concepts of emotional value. These are significant in the writings of Moliner et al. (2007b), and as described, they are reliable

and valid. A five-point Likert scale was used to evaluate all measures. All variables, attributes, and measures are further explained in depth in Table 6.

#### 3.2.4 Revisit Intention

The measures for revisit intention were adapted from Hwang and Hyun (2013). The measures for revisit intention in Hwang and Hyun (2013) show that Cronbach's alpha was .927, the composite reliability was also .94, and the AVE was .933, the mean was 3.74 on a five-point Likert scale ranging from "strongly disagree" to "strongly agree," and the standard deviation was .91 (Hwang & Hyun, 2013). The measures or questions adequately represent the construct of revisit intention. This study has a high Cronbach alpha, which confirms that revisit intention can accurately be represented by each study's measures and, therefore, was adapted for the current study. The study also shows high internal consistency within the measures for the construct, as the composite reliability was higher than .92 (Hwang & Hyun, 2013). The mean and standard deviation show some variance in revisit intention, but the study found high revisit intention. These variables are reliable and valid and were used in the current study.

The construct of revisit intention had a total of three measures. These measures tested visitors' intentions in returning to the same venue on their next visit. It also included the relationship of theming to the frequency of visiting again. These have once again been found to be significant in Hwang and Hyun (2013). They have also been described previously as reliable and valid. A five-point Likert scale was used to evaluate all measures. All variables, attributes, and measures are further explained in depth in Table 6.

#### 3.3 Data Analysis

The data was first cleaned up as previously described to removed incomplete or unusable surveys. The data were analyzed through the use of the Statistical Package for the Social

Sciences (SPSS). Reliability and validity tests were completed through the use of factor analysis and Cronbach's alpha reliability test. Factor analysis showed validity in that only one factor was found between each variable's measures. All of Cronbach's alphas showed high reliability, as explained below. Multivariate analysis of variance (MANOVA or ANOVA) and Crosstabs were both used to understand the effects and role demographics played into each variable and other demographic information. This information will be helpful for the industry at large. Multiple regressions were also completed to understand which measures were the most significant in their influence on the dependent variables, and helped determine if hypotheses were supported or rejected.

## CHAPTER 4

### RESULTS

#### 4.1 Sample Profile

Table 4.1 summarizes demographic information from the data collected. It was used to analyze many results throughout the rest of the result analysis. The results found were relatively comparable to the demographic results found by Milman (2013). Milman (2013) saw, females consisted of 57% of the sample, 80% were under 50 years old, over 81% have had some college education or college degrees, and 57% have a household income of less than \$59,999. The demographic break down in the current study is reasonably similar to the breakdown found by Milman (2013). In the current study, 66.11% of the sample was female, 80.7% were under 50 years old, 90.9% had some college education or college degrees, 46.84% had a household income of less than \$65,000. This indicates that the results are reliable when it comes to demographic categories.

**Table 4.1: Sample Demographics**

Demographics	Categories	Frequency	Percent
Gender	Male	153	32.21%
	Female	314	66.11%
	Prefer not to Answer	8	1.68%
Age	18 to 28	141	29.9%
	29 to 39	113	23.9%
	40 to 50	127	26.9%
	51 to 61	61	12.9%
	62 to 72	28	5.7%
	73 and above	2	0.64%
Race	White	409	86.11%
	Black	17	3.58%
	Hispanic	23	4.84%

Demographics	Categories	Frequency	Percent
	Asian-American	15	3.16%
	other	11	2.31%
Education	Some High School	3	0.63%
	High School	35	7.38%
	Some College	173	36.5%
	College Graduate	171	36.5%
	Post-Graduate	81	17.09%
	Other	11	2.32%
Income	>45001	127	27.67%
	45,001 to 55,00	31	6.75%
	55,001 to 65,000	57	12.42%
	65,001 to 75,000	33	7.19%
	75,001 to 85000	45	9.8%
	85,001 to 95,000	39	8.5%
	<95,000	127	27.67%
Marital status	Single	195	41.14%
	Married	254	53.59%
	Divorced	25	5.27%
First Visit to the Park	Yes	41	8.65%
	No	433	91.35%
First Visit Venue	Yes	165	34.81%
	No	309	65.19%
Season Pass Holder	Season Pass Holders	225	47.47%
	Non Season Pass Holders	249	52.53%
Season Dinning Pass	Season Dinning Pass	56	11.81%
	Non Season Dinning Pass Holders	418	88.19%

#### 4.2 Measurement Validity and Reliability

All constructs were found to be reliable, as described in Table 4.2. The restaurant image scale can be considered reliable as the alpha value is .818. It exceeds the minimum threshold of



.70, and all the items on this scale are measured in the same way from very bad to very good, or from one to five. According to Table 4.2, the authenticity of theming with the venue's theme scale can be considered reliable, as the alpha value is .945. As well, the authenticity of theming with the land's theme scale can be considered reliable, as the alpha value is .963. The emotional values scale can be considered reliable because the alpha value is .893. Finally, the revisit intention scale can be considered reliable due to the alpha value being .921. They all exceed the minimum threshold of .70, and all the items on this scale are measured in the same way from strongly disagree to strongly agree, or from one to five.

**Table 4.2: Reliability Test**

Name of Scale	Number of Items	Alpha
Restaurant Image	5	0.818
Authenticity of theming to the Venue's theme	10	0.945
Authenticity of theming to the land's theme	10	0.963
Emotional Value	5	0.893
Revisit Intention	3	0.921

#### 4.3 Descriptive Statistics

A factor analysis was completed in order to determine if there were different components within authenticity of atmospheric theming in both the venue's theme and the land's theme. There was only one component found within both data sets. This is likely caused by the standards found within facilities. If venues had high authenticity, then food and facility elements were seen as equally authentic or very similar in authenticity. The same is true if they were evaluated poorly. Another reason this may have occurred is because a few of the questions changed from their original state. This may have caused the results to change.

Since this has occurred, factors have been determined based off of previous literature. Jang et al. (2012) indicated that there were two separate types of authenticity factors within

themed restaurants. The first included food authenticity, and the second indicated authentic atmosphere. This was used to break down the first eight questions in both authenticity variables. The first three questions in authenticity variables aligned with the authenticity of food factors. Question numbers four through eight aligned more with authentic atmosphere factors. The last two questions in each of the authenticity variables can be categorized using Meng and Choi's (2017) article. They categorized these variables as perceived authenticity, but they all dealt with the experience. For this study the factor name was chosen to focus these variables on a factor of experience as they deal with what it was like to be at the venue.

#### 4.3.1 Hypotheses Testing: Multiple Regression Analysis

All hypotheses were supported with a strong relationship found in each of them according to the multiple and linear regression analyses seen in Table 4.3. All betas for the hypotheses ranged from .644 to .702, and each beta was significant at a p-value less than 0.001. According to Table 4.3, restaurant image has substantial and significant positive correlations with the authenticity of theming. This is also in accordance with the venue theme and authenticity of theming with a land's theme. It is not surprising that the image of the restaurant influences the authenticity of a venue theme. This is because the image is the perceptions, beliefs, and impressions of a restaurant and helps determine how individuals perceive theming. As restaurant image increases, so too does the authenticity of theming. This is the case with both the venue theme and the land theme. This supports H1 and H2, as stated above.

Emotional value has substantial and significant positive correlations with the authenticity to the venue theme and authenticity to the land theme. Table 4.3 shows that the authenticity of theming to the venue's theme and the land's theme, including food presentation, the taste of food, food choices, exterior appearance, interior design, decorations, music, and scents, all

influence customers' emotional value. As authenticity of theming increases with both the venue theme and the land theme, so too does emotional value. This supports H3 and H4.

There was a significant positive relationship found between the three factors of both the authentic theming to the venue's theme and land's theme, and the emotional value (see Table 4.3). The most potent factor in both theme types was food authenticity followed by atmospheric authenticity and experience authenticity, respectively. All predictors were significant in the equation.

According to Table 4.3, the emotional value was found to have a linear relationship with revisit intention. An r-value of .697 was found, which indicates that as the emotional value increases so too does revisit intention. The emotional value was found to significantly influence revisit intention. This supports H5, as stated above.

A multi-collinear regression was completed to evaluate multicollinearity within the variables. According to Statistics Solutions (n.d.), "Multicollinearity is a state of very high intercorrelations or inter-associations among the independent variables. It is therefore a type of disturbance in the data, and if present in the data the statistical inferences made about the data may not be reliable." Within the multi-collinear regression tolerance, as well as variation-inflation factors, were examined to assess multicollinearity.

When tolerance is less than 0.1, it suggests a multicollinearity problem, but a tolerance score of more than 0.1 does not, so tolerance in the current study is sufficient. A variance-inflation factor (VIF) of 10 or less indicates that the multicollinearity is sufficient, and no significant problems existed within this study (Statistics Solutions, n.d.). Others state that a variance inflation factor of only five or less is expectable (Frost, 2017). The current study had VIFs of less than four. This meets all previous research standards, and it implies that the

variables are not collinear with each other. It can become an issue when independent variables are correlated highly.

Demographic analysis was tested using cross-tabs procedures with chi-square statistical analyses. This was completed to help improve managerial and industry practices. Gender, age, race, and marital status were used to determine if these variables influence dependent variables such as with whom they went to the park, first visit to the park, first visit to the venue, season pass holder status, and season dining pass holder status.

Using the cross-tabs procedure with chi-square statistics, we found significance between males and females on the distribution of season dining pass holders. A chi-square test revealed a Pearson value of 6.09, which was significant at a .048 level. This result shows that all gender types are overrepresented in non-season dining pass holders, but females are highly overrepresented in comparison to the other gender categories. There is no significance between gender categories on the distribution of who they go to the park with, and whether it was their first visit to park, first visit to the venue, or if they were a season pass holder.

The cross-tabs showed significant differences between age groups, with whom they went to the park with, as well as season pass holder status. Cross-tabs revealed a Pearson value of 52.325 and was significant when it came to age groups and with whom they went to the park with. This result shows that all age types are overrepresented in the category of going to the park with the family. Although, those aged 29-50 and 62-72 were represented more when it came to visiting the park with family. Cross-tabs also showed that 29 to 50-year-olds are overrepresented in having season passes, and all other ages are underrepresented in having season passes. There is no significance between age categories and whether it was their first visit to park, the first visit to the venue, or if they were a season dining pass holder.

Significant differences were found in the categories of the first visit to the park or the venue and season pass holder status, when looking at their relationship to race. Cross-tabs showed that Caucasians, African-Americans, Hispanic or Latinos, Asian-Americans, and the other categories of race were found to be under-represented within first-time visits to the park. While African-Americans were under-represented in first-time visitors to the park, they also consisted of a high percentage at 23.5% being first-time visitors to the park. The same can be said about Asian- Americans who also had a population of 26.7% who visited the park for the first time. All other race categories contained less than 10% of their race in the first time visitor category. Cross-tabs also showed that Caucasians were found to be under-represented within first-time visits to the venue. All other race categories were overrepresented in first-time visitors to the venue. Caucasian, African-Americans, Hispanic or Latinos, and Asian-Americans were all underrepresented in being season pass holders. Caucasians and Hispanic/Latinos were at much higher percentages respectably at 49.5% and 43.5%, while African-Americans and Asian-American were respectably at 17.6% and 26.7%. The Other category of races was overrepresented at 54.5% as having season passes. When it came to with whom they went to the park with and season dining pass holder status, race did not seem to play a role nor did it have a significant influence.

There were significant differences in marital status; the different groups with whom people went to the park with; and season pass holder status. This result for chi-square showed that each type of marital status was also overrepresented in the category of going to the park with their family. Unsurprisingly, married individuals visited the park with their families at a much more significant percentage (about 30% more) with 79.1% going with their families. When looking at season pass holder status, cross-tabs also showed married individuals were

overrepresented in having season passes, and single and divorced individuals were underrepresented in having season passes. There is no significance between marital status types and whether it was their first visit to park, the first visit to the venue, or if they were a season dining pass holder.

**Table 4.3: Hypotheses Testing through Multiple Regression and Linear Regression**

Hypotheses	Beta	Fulfillment of Hypotheses
H1: Restaurant Image — Authenticity of Atmospheric Theming with the Venue’s Theme	.680***	Supported
H2: Restaurant Image — Authenticity of Atmospheric Theming with the Land’s Theme	.644***	Supported
H3: Authenticity of Atmospheric Theming with the Venue’s Theme — Emotional Value	.702***	Supported
H3a: Authenticity of Atmospheric Theming with the Venue’s Theme (Food Authenticity) — Emotional Value	.418***	Supported
H3b: Authenticity of Atmospheric Theming with the Venue’s Theme (Atmosphere Authenticity) — Emotional Value	.217***	Supported
H3c: Authenticity of Atmospheric Theming with the Venue’s Theme (Experience Authenticity) — Emotional Value	.144*	Supported
H4: Authenticity of Atmospheric Theming with the Land’s Theme — Emotional Value	.662***	Supported
H4a: Authenticity of Atmospheric Theming with the Land’s Theme (Food Authenticity) — Emotional Value	.286***	Supported
H4b: Authenticity of Atmospheric Theming with the Land’s Theme (Atmosphere Authenticity) — Emotional Value	.233**	Supported
H4c: Authenticity of Atmospheric Theming with the Land’s Theme (Experience Authenticity) — Emotional Value	.190*	Supported
H5: Emotional Value — Revisit Intention	.697***	Supported

Note. \*\*\*p< 0.001, \*\*p<0.01, \*p<0.05

#### 4.3.2 Analysis of Variance between Groups

When looking at the restaurant image, ANOVA was used to determine if there are significant differences between mean scores within groups of demographic information. When examining restaurant image, there was significance between mean scores found within categories

of gender, race, education level, first visit to venue, and season dining pass holders. Females found the restaurant image to be more highly accredited. This is reflected in the mean score found with men. Those who preferred not to say if they are male or female, saw the restaurant image as lower than men. Caucasians evaluated the restaurant image as higher than all others, followed by Asian-Americans, Hispanic/Latinos, Others, and African Americans. High school graduates also evaluated restaurant image higher, followed by college graduates, post-graduates, some college, and some high school students. Non-first time visitors to the venue had higher restaurant image means as well in comparison to first-time visitors to the venue. Finally, non-season dining pass holders evaluated restaurant image higher than season dining pass holders. Significance in the difference of mean score was not found between groups of marital status, first visit to the park status, and season pass holder status.

Table 4.4 shows significant differences in mean scores were found in the categories of both authentic theming to the venue's theme and the land's theme when looking at their relationship to gender and season dining pass status. Females found the theming to be more authentic to the venue's theme and land's theme, than the mean score found with men for authenticity. Those who prefer not to be identified as male or female were shown to see the authenticity in their atmospheric theming lower than self-identifying females and males. Season dining pass holders saw the theming of the restaurant to be less authentic to the venue's theme and land's theme as they had lower mean scores than non-season dining pass holders for both types of theme. On the other side, marital status, race, education level, income level, first visit to park, first visit to the venue, and season pass holder status did not have significantly different means between categories when it came to authentic theming to the venue's theme and the land's theme.

Significant differences were also found in mean scores of the categories of emotional value looking at their relationship to education level and season dining pass holder status. The mean scores of emotional value for high school graduates were higher, followed by college graduates, post-graduates, some college, and some high school. Table 4.4 shows that the mean score of season dining pass holders is higher than non-season dining pass holders. Gender, marital status, race, income level, first visit to the park, and the venue, season pass holder status did not have significantly different means between categories when it came to emotional value.

Table 4.4 shows significant differences in mean scores in the category of revisit intention when we look at its relationship with race and first-time visits to the venue. The category of Other races indicated a higher revisit intention then all others followed by Caucasians, Asian-Americans, Hispanic/Latinos, and African-American. The mean score of non-first time visitors to the venue was higher than the mean score of first-time visitors to the venue. Table 4.4 shows that gender, marital status, educational level, income level, first visit to park, season pass holder, and season dining pass holder did not have significantly different means between categories when it came to revisit intention.



**Table 4.4: Analysis of Variance between Groups: Mean and Standard Deviation**

		<b>Restaurant Image</b>	<b>Authentic Theming to the Venue's Theme</b>	<b>Authentic Theming to the Land's Theme</b>	<b>Emotional value</b>	<b>Revisit Intention</b>
Gender	Male (153)	3.54 (.81)	3.95 (1)	3.83 (1.09)	4.04 (.96)	4 (1.04)
	Female (314)	3.78 (.76)	4.15 (.85)	4.07 (.96)	4.22 (.91)	4.15 (1.04)
	Prefer not to answer (8)	3.25 (.95)	3.54 (1.56)	3.26 (1.45)	3.73 (1.11)	3.46 (1.4)
	F-Value	6.045	3.758	5.005	2.754	2.615
	P-Value	.003	.024	.007	.065	.074
Marital Status	Single (195)	3.64 (.79)	4.11 (.91)	3.98 (1.04)	4.17 (.91)	4.13 (.99)
	Married (254)	3.73 (.78)	4.06 (.91)	3.97 (1)	4.16 (.94)	4.07 (1.08)
	Divorced/ Separated (25)	3.80 (.75)	4.08 (.96)	4.09 (1)	4.07 (.91)	4.07 (1.04)
	F-Value	1.038	.132	.144	.119	.198
	P-Value	.355	.877	.866	.888	.821
First visit to the park?	Yes (41)	3.63 (.85)	4.2 (.77)	4.05 (.91)	4.21 (.74)	4.05 (1.08)
	No (433)	3.69 (.78)	4.06 (.94)	3.97 (1.03)	4.14 (.95)	4.09 (1.05)
	F-Value	.285	.878	.226	.191	.060
	P-Value	.594	.349	.635	.662	.806

*(table continues)*

		<b>Restaurant Image</b>	<b>Authentic Theming to the Venue's Theme</b>	<b>Authentic Theming to the Land's Theme</b>	<b>Emotional value</b>	<b>Revisit Intention</b>
First visit to the Venue?	Yes (165)	3.58 (.81)	4.03 (.9)	3.9 (1.02)	4.04 (.95)	3.77 (1.18)
	No (309)	3.75 (.77)	4.1 (.93)	4.02 (1.02)	4.21 (.92)	4.26 (.93)
	F-Value	5.461	.663	1.440	3.545	24.011
	P-Value	.020	.416	.231	.060	.000
Pass Holder Status	Season Pass Holder (225)	3.68 (.82)	4 (.96)	3.91 (1.08)	4.08 (1.01)	4.11 (1.02)
	Non-Season Pass Holder (249)	3.71 (.76)	4.14 (.88)	4.05 (.97)	4.21 (.86)	4.06 (1.08)
	F-Value	.186	2.615	2.318	2.528	.281
	P-Value	.666	.107	.129	.113	.596
Dining Pass Holder Status	Season Dining Pass Holder (56)	3.38 (.87)	3.5 (1.12)	3.29 (1.23)	3.67 (1.06)	3.91 (1.05)
	Non-Season Dining Pass Holder (418)	3.73 (.77)	4.15 (.87)	4.07 (.95)	4.21 (.9)	4.11 (1.05)
	F-Value	10.518	25.62	31.016	17.221	.180
	P-Value	.001	.000	.000	.000	
Race	White/Caucasian (409)	3.74 (.78)	4.10 (.93)	4.01 (1.02)	4.17 (.95)	4.13 (1.05)
	Black/ African-American (17)	3.14 (.67)	3.52 (.73)	3.42 (1.02)	3.71 (.87)	3.24 (.95)

(table continues)

		<b>Restaurant Image</b>	<b>Authentic Theming to the Venue's Theme</b>	<b>Authentic Theming to the Land's Theme</b>	<b>Emotional value</b>	<b>Revisit Intention</b>
	Hispanic/Latino (23)	3.52 (.72)	4.09 (.94)	4.03 (.99)	4.06 (.87)	3.88 (1.04)
	Asian-American (15)	3.56 (.95)	4.08 (.79)	3.99 (.78)	4.17 (.83)	4 (.79)
	Other (11)	3.50 (.75)	3.73 (.93)	3.48 (1)	4.4 (.61)	4.30 (.8)
	F-Value	2.976	1.977	2.103	1.253	3.432
	P-Value	.019	.097	.079	.288	.009
Education Level	Some High School (3)	2.53 (.7)	2.83 (.68)	2.6 (1.01)	2.93 (1.36)	3.89 (.19)
	High School Graduate (35)	3.81 (.76)	4.12 (.78)	4.09 (.88)	4.33 (.65)	4.37 (.74)
	Some College (173)	3.59 (.75)	4.04 (.92)	3.98 (.99)	4.01 (.98)	4 (1.12)
	College Graduate (171)	3.80 (.83)	4.15 (.93)	4.02 (1.06)	4.27 (.92)	4.16 (1.05)
	Post-Graduate (81)	3.69 (.72)	4.03 (.88)	3.93 (1.01)	4.2 (.87)	4.06 (.96)
	F-Value	3.411	1.808	1.606	3.442	1.203
	P-Value	.009	.126	.172	.009	.309
Income Level	Less than \$45,001 (127)	3.7 (.79)	4.16 (.86)	4.10 (.95)	4.14 (.88)	4.18 (.96)
	\$45001 to \$55,000 (31)	3.74 (.78)	4.06 (.73)	3.96 (.91)	4.14 (.89)	4.13 (.89)

(table continues)

		<b>Restaurant Image</b>	<b>Authentic Theming to the Venue's Theme</b>	<b>Authentic Theming to the Land's Theme</b>	<b>Emotional value</b>	<b>Revisit Intention</b>
	\$55,001 to \$65,000 (57)	3.52 (.91)	3.83 (1.17)	3.78 (1.27)	3.96 (1.07)	3.97 (1.19)
	\$65,001 to \$75,000 (33)	3.78 (.72)	3.89 (1)	3.81 (1.1)	4.24 (.9)	4.1 (1.08)
	\$75,001 to \$85,000 (45)	3.76 (.74)	4.12 (.96)	4.11 (.96)	4.28 (.96)	4.16 (1.04)
	\$85,001 to \$95,000 (39)	3.83 (.81)	4.26 (.8)	4 (1.03)	4.31 (.86)	4.14 (1.04)
	More than \$95,000 (39)	3.71 (.76)	4.11 (.84)	3.99 (.96)	4.14 (.95)	4.02 (1.08)
	F-Value	.793	1.391	.938	.768	.425
	P-Value	.576	.216	.467	.595	.863

Note: F-values are significant if  $p < 0.05$

## CHAPTER 5

### DISCUSSION

#### 5.1 Findings

The regression analyses indicated that each of the hypotheses was supported. The regression analyses gave high Beta values for each of the hypotheses showing that each independent variable had a positive influence on the dependent variable. As stated previously, it was expected that the restaurant image would influence the authenticity of atmospheric theming as it relates to the venue's theme and the land's theme. Both had a strong relationship, but the restaurant image showed to have a stronger relationship with the venue's theme. This indicates that the factors that influence restaurant image have the most considerable influence on the authenticity of atmospheric theming as it relates to the venue's theme. This is important to the industry as explained in the implications.

The regression analysis also revealed that the authenticity of atmospheric theming as it relates to the venue's theme and the land's theme does have a positive relationship with emotional value. The authenticity of atmospheric theming as it relates to the venue's theme was found to have a stronger positive relationship with emotional value in comparison to the authenticity of atmospheric theming as it relates to the land's theme. This indicates that theming, as it relates to the venue's theme, has more influence on the emotional value than the theming of the venue as it relates to the land's theme. This was further examined to determine its impact on the industry. Managerial implications also address the significant factors that influence emotional value. These factors play a significant role in determining what areas of focus managers should improve in order to increase emotional value.

After factors were determined and three factors were chosen to represent authenticity

variables, then multiple regression analysis determined the most significant factors. The three factors included food authenticity, atmospheric authenticity, and experience authenticity. In both authenticity of atmospheric theming as it relates to the venue's theme and the land's theme food authenticity had the greatest influence on emotional value. Emotional value was secondly influenced the most by atmospheric authenticity, and finally by experience authenticity. This makes sense as guests come to eat, are engaged by the atmospherics, and then perceive the experience holistically.

Finally, the results concluded that emotional value has a significantly strong and positive relationship with revisit intention. This was further evaluated to determine how this applies to the industry, within managerial implications. While these factors were the purpose of the study, other demographic information were also evaluated. All of the impacts were examined further within the managerial implications.

## 5.2 Theoretical Implications

The theoretical implications are significant as there has been very little research done on this specific topic. While there has been some research on authenticity, little has been done regarding the theme park industry. This research helps to fill the void not covered in past research. To add more value, it looks at the authenticity of atmospheric theming. While there has been research done on authenticity and authenticity of different aspects of atmospherics, there are minor amounts that have looked at the holistic experience. When these have been done, they usually look at ethnic authenticity instead of story or concept authenticity.

This study also adds a theoretical value by comparing the importance of authenticity to the restaurant's theme and the authenticity of the land's theme. This is very significant to the theoretical implications since no research has been conducted on the comparison of the

authenticity of two entities that work together. This is vital information to theme parks as a single park has many entities within it.

Finally, the current study adds to the existing body of knowledge and the effect of the authenticity of atmospheric theming on revisit intention. There have been few studies that have tested the effect of authenticity on revisit intention, but none know that have tested the effects within a theme park and measure two theming entities (venue and land). This is important as it adds a new field or industry to continue the study of authenticity. Theming and revisit intention is another topic that is very seldom researched, and the current study adds to that body of knowledge, which also needs further evaluation.

### 5.3 Managerial Implications

This study will have significant implications for the industry and management of theme park operations. The results will guide managers' decisions in the area of atmospheric theming by showing the importance of authenticity to the theme and how atmospherics that are congruent to the theme adds value to the company. The results showed that as the authenticity of atmospheric theming increases, so too does revisit intention through emotional value. Since this is the case, theme parks should see a necessity in changing the park's restaurant atmospherics. Since revisit intention is seen to increase, then the industry needs to renovate its food and beverage operation to be authentic to the themes in order to increase revisits.

The study also helps identify which is more critical to the venue's atmospherics, the venue's theme or the land's theme. The results showed the venue's theme was more important than the land's theme, but that the land's theme was very close in importance in influencing emotional value, and therefore in influencing revisit intention. This is important because it reveals which is a more profitable investment, the theme of the venue or the theme of the land.

This information can be used to enhance the venue and increase revisits. If a park has different themes within its food and beverage operations, then they can prioritize and enhance the more profitable theme with the result of an increase in guests revisiting.

Significance was found between males and females regarding the distribution of season dining pass holders. The reason this occurs may be because most males are either price-conscious or willing to spend a large sum of money at once to receive meals at the park for free. Females might not be as willing to purchase a dining pass because it has a high initial cost. Therefore, when managers promote the season dining pass holder program, the target market should focus on males. Interestingly gender did not influence other factors such as first visit to park or venue and season pass holder status. This indicates that females and males should be targeted equally in marketing campaigns about the park or the venue.

Differences were also found between different race categories on the distribution of first-time visits. Cross-tabs showed that the Caucasian race category was underrepresented with first-time visits to the venue, while African-Americans were represented about equally in the first time and non-first time visitors to the venue. Hispanic or Latino, Asian-American, and the other categories of race were, though, over-represented in first-time visits to the venue. The reason this occurs might be because Caucasian and black individuals either have more disposable income, or they are culturally more interested in visiting the same parks rather than going to new ones. When managers advertise their park, they should target Caucasian and black individuals, because in the past they have shown to be more likely to revisit. Interestingly race did not influence other factors such as the first visit to the venue, season pass holder status, and season dining pass holder status. This indicates that all races should be targeted equally in marketing campaigns about the park, the venue, and season passes.



Managers should look at the differences between gender, race, education level, first visit to venue, and season dining pass holders, when it relates to restaurant image. Caucasians evaluated the restaurant image as higher than all others, followed by Asian-Americans, Hispanic/Latinos, Others, and African Americans. If restaurants are improved based on the variables within the constructs then Caucasians will be expected to be influenced the most in a positive manner. This information is good when a company determines its target market. High school graduates also evaluated restaurant image higher, followed by college graduates, post-graduates, some college, and some high school students. Females, Non-first time visitors to the venue, and non-season dining pass holders evaluated restaurant image higher than their counterparts. Since these things are known then managers can decide if improving food quality, menu variety, professional appearance of staff, price, and waiting time for a meal, is worth the effort to attract these specific markets. Differences were not found between groups of marital status, first visit to the park status, and season pass holder status. Managers should improve the restaurant's image the same way among all categories within each of these variables.

Differences between gender as well as season dining pass-holder status was found for both types of authentic theming constructs. Females and non-season dining pass holders were found to have higher authenticity of theming rates for both themes. This is likely because females are naturally kinder and more positive, leading to higher evaluations of venues. On the other hand, non-season dining pass holders are less critical of the experience than those who are highly invested through the dining pass. If these are target markets then improving atmospherics will highly increase the likely hood that they eventually return based off the hypotheses. Table 4.4 also shows that marital status, first visit to the park, the first visit to the venue, and season pass holder did not have significantly different means between categories when it came to their

perception of authentic theming. This implies that all categories within the variables had equally similar authenticity of theming perceptions. Managers should improve the atmospherics the same way among all categories within each of these variables.

Variances between the first visit to the park status as well as season dining pass holder status was found on emotional value. The non-first visit to the park was found to have higher emotional value rates. This is likely because they continue to come back, so they have an emotional connection to the park and venue by extension. Non-season dining pass holders had higher emotional values, likely because they were less critical of mistakes and had less money put into the dining experience as a whole. Managers should focus on attracting non-first time visitors to their venue, and they should improve the environment as a whole to improve emotional value scores of season dining pass holders. Table 4.4 shows gender, marital status, first visit to the venue, and season pass holder status did not have significantly different means between categories when it came to emotional value. This implies that all categories within them equally had similar emotional value rates. Managers should promote emotional value by theming the same among all categories within these variables.

Differences were found between the first visit to the park and the non-first visit to park on the revisit intention. The non-first visit to the park was found to have higher revisit intention rates. This implies that managers should focus more on loyal customers to maintain steady growth through revisit intention. Table 4.4 also shows gender, marital status, first visit to venue, season pass holder, and season dining pass holders did not have significantly different means between categories when it came to revisit intention. This implies that all categories within them equally had similar revisit intention. Managers should promote revisit intention among all categories within these variables equally.

There is a significant positive relationship between the restaurant image and both the authentic theming constructs. As mentioned, the most potent predictors from the image include food quality, menu variety, professional appearance, and waiting time. This means that managers should grasp this business opportunity and focus more on these four factors. By improving food quality, making menu diversified, making staff more professional, and by decreasing the wait time for food delivery these practices will attract more customers.

As authenticity of theming has a strong and significant positive correlation with emotional value, managers should improve specific aspects of authentic theming factors. This includes authenticity of the food served, comprising of taste, food presentation, and food choices. Secondly, managers should focus on physical atmospheric authenticity. This would involve improving exterior appearance, interior design, decorations, music, and the scents of the restaurant to be more authentic to both the theme of the venue and that of the land. By changing the sense of taste, visual sense, scents, and auditory sense, it will improve the customer's emotional value level. This should allow the experience to be perceived as more authentic as well.

Emotional value has a strong and significant positive correlation with revisit intention. Managers should improve aspects of emotional value, like comfort with product, relaxation in the establishment by changing the environment according to the aspects mentioned in the paragraph above, and making the product better.

#### 5.4 Limitations

This study has a few limitations that need to be addressed as they might be avoided or could be tested in future studies on the topic. There are possible extraneous variables that were not addressed in this study, such as service quality and the monetary value of the product. These

are topics that have been addressed in previous research and that might affect the outcomes of the current study. In addition, they are also variables that could be studied further as they relate to theme parks. Extraneous variables can have significant effects on the study that may never be seen.

The current study was conducted online with participants who may not have visited a theme park in the last three years. As a result, this caused some limitations to the study. The first is since it was conducted online, there is no way to verify if participants are truthful in visiting a park. In addition, because the participant survey was conducted online, survey fraud was a significant challenge. Third, the absence of the interviewer makes it more difficult for participants to ask the interviewee questions. Fourth, participants had to recall an experience rather than being asked while experiencing the venue in person. These can cause issues with the reliability of the answers given but can be mediated by a more substantial amount of data.

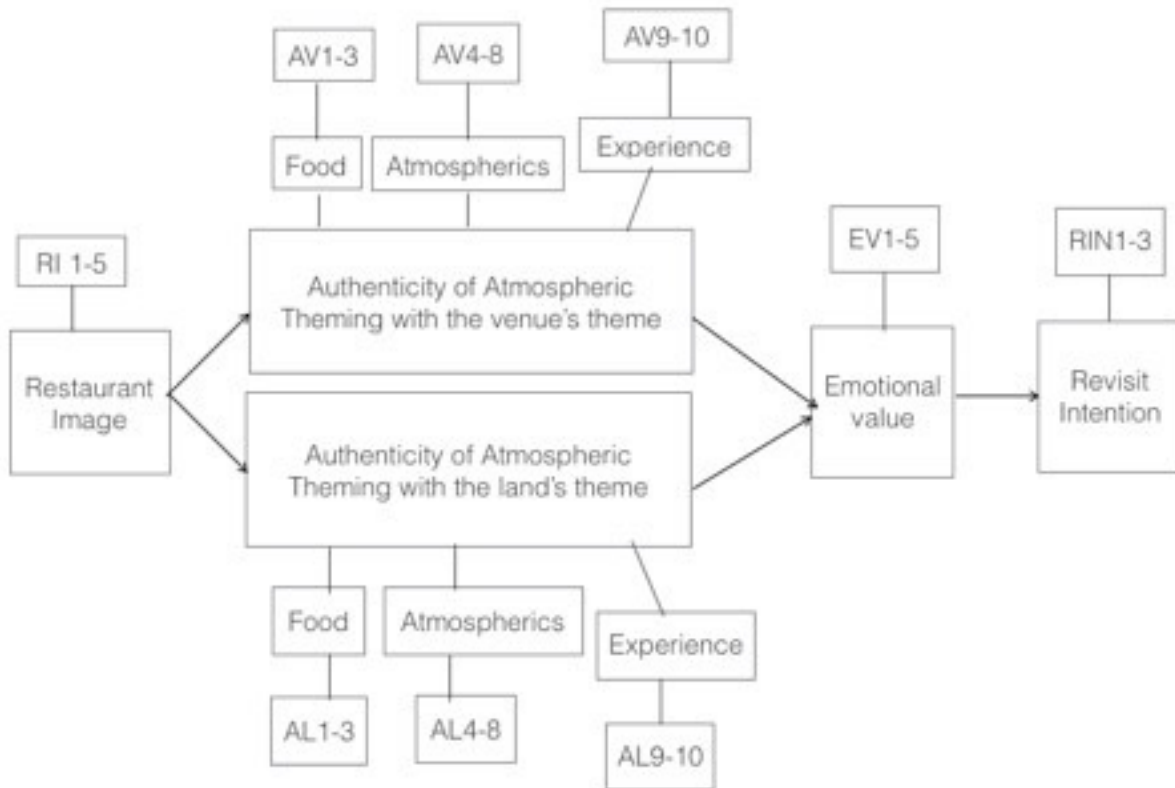
#### 5.5 Future Research Possibilities

Additional research is necessary to evaluate the importance of authenticity in other sectors of the theme park. Future studies should evaluate how the authenticity of atmospheric theming influences attractions and retail. This is important to determine if authenticity has the same impact on other essential aspects of the park. Other studies should look into different behavioral intentions and actions, such as revenue spent. As well, they could also be conducted on-site at many different parks to gain real-time data. Future research should look into developing different methodologies, such as data collection and sample types. One idea is to focus on theme park influencers, such as those who video blog online. With all this said., the focus for future research should still be how authenticity in atmospheric theming can improve.

## 5.6 Conclusion

A considerable amount of knowledge was gained from this study. It was found that all the constructs were positively related to each other in the relationship described in the hypotheses. This information has improved the theoretical knowledge on the topic and will help future industry leaders to improve their facilities. Extraneous variables tested helped to gain knowledge about demographics and how those categories influence results. The researcher hopes that the information gained will be significantly used by the industry and in future research.

APPENDIX A  
CONCEPTUAL MODEL WITH FACTOR BREAK DOWN



APPENDIX B  
INFORMED CONSENT FORM





UNIVERSITY OF NORTH TEXAS

### **Informed Consent for Studies with Adults**

**TITLE OF RESEARCH STUDY:** The Importance of Authenticity in Atmospheric Theming to Revisit Intention of Food and Beverage Venues of Theme Parks

#### **RESEARCH TEAM:**

**Primary Investigator (or Faculty Supervisor)-** Young Hoon Kim, University of North Texas (UNT) Department of Hospitality Management, 940-565-4786, [younghoon.kim@unt.edu](mailto:younghoon.kim@unt.edu)

**Student Investigator (for Thesis)-**Billy O'Dell, University of North Texas (UNT) Department of Hospitality Management, [REDACTED]

You are being asked to participate in a research study. Taking part in this study is voluntary. The investigators will explain the study to you and will answer any questions you might have. It is your choice whether or not you take part in this study. If you agree to participate and then choose to withdraw from the study, that is your right, and your decision will not be held against you.

You are being asked to take part in a research study about the effects of atmospherics in relation to theming and its effect on customer behavior within the food and beverage operations of a theme park.

Your participation in this research study involves filling out a survey asking about the given topic. The survey will take five to ten minutes to complete. More details will be provided in the next section.

You might want to participate in this study if you want to share your views on conceptions of Theming within food and beverage venues of theme parks.” However, you might not want to participate in this study if you do not have 10 minutes to participate in survey or if you have not visited a theme park.

You may choose to participate in this research study if you have visited a theme park restaurant within the last two years.

The reasonable foreseeable risks or discomforts to you if you choose to take part is the possibility of animosity being revealed if data is stolen or lost. You can compare this to the possible benefit of reflecting on an experience may lead to a better understanding of oneself in the aspect of behavioral actions. We hope to learn more about the role of authentic atmospheric theming. You will not receive compensation for participation. **DETAILED INFORMATION ABOUT THIS RESEARCH STUDY:**

The following is more detailed information about this study, in addition to the information listed above.

**PURPOSE OF THE STUDY:** The purpose of this research is to examine the effects of atmospherics (or design of venue) in relation to theming and its effect on your behavior within the food and beverage operations of a theme park. The reason this study is being conducted is to fully understand how ambiance theming influences the emotions of guest, and how those emotions can create a behavior reaction.

**TIME COMMITMENT:** Participation in this study is expected to last approximately 10 minutes total.

**STUDY PROCEDURES:** We will ask you to fill out a survey asking about your perceptions on the restaurant's image, authentic atmospheric theming, interactions with employees and guests, the emotional value you received, your likelihood to return, and general demographic questions. The survey will take five to ten minutes to complete.

**POSSIBLE BENEFITS:** This study is not expected to be of any direct benefit to you other than reflecting on an experience may lead to a better understanding of oneself in the aspect of behavioral actions. We hope to learn more about the role of authentic atmospheric theming. The information from this study may benefit future guests to theme parks and is expected to help the them park industry perform better practices.

**POSSIBLE RISKS/DISCOMFORTS:** We do not anticipate any risks from participating in this research other than the possibility of animosity being revealed if data is stolen or lost. This includes legal risks, physical risks, social or economic risks, or emotional risks. All data is confidential through a secure server, but each survey is not anonymous as identifiable information will be collected in the form of this consent form or the IP address you have completed the survey on.

If you experience excessive discomfort when completing the research activity, you may choose to stop participating at any time without penalty. The researchers will try to prevent any problem that could happen, but the study may involve risks to the participant, which are currently unforeseeable. UNT does not provide medical services, or financial assistance for emotional distress or injuries that might happen from participating in this research. If you need to discuss your discomfort further, please contact a mental health provider, or you may contact the researcher who will refer you to appropriate services. If your need is urgent, helpful resources include your local health providers or contact researchers.

Remember that you have the right to withdraw any study procedures at any time without penalty, and may do so by informing the research team.

This research study is not expected to pose any additional risks beyond what you would normally experience in your regular everyday life. However, if you do experience any discomfort, please inform the research team.

**COMPENSATION:** There will not be any compensation for completing this survey. There are no alternative activities offered for this study.

**CONFIDENTIALITY:** Efforts will be made by the research team to keep your personal information private, including research study, and disclosure will be limited to

people who have a need to review this information. All paper and electronic data collected from this study will be stored in a secure location on the UNT campus and/or a secure UNT server for at least three (3) years past the end of this research on a password protected computer in PI's campus office.

Research records will be labeled with a code and the master key linking names with codes will be maintained in a separate and secure location.

Participants will be asked to provide the names of other potential participants in the study, but you have the right to decline to provide this information. This information will be communicated through social media via private messages. The information spoken or written about will remain confidential to the same extent as the survey. There is no more risk to doing this than the survey and every day online activity.

The results of this study may be published and/or presented without naming you as a participant. The data collected about you for this study may be used for future research studies that are not described in this consent form. If that occurs, an IRB would first evaluate the use of any information that is identifiable to you, and confidentiality protection would be maintained.

While absolute confidentiality cannot be guaranteed, the research team will make every effort to protect the confidentiality of your records, as described here and to the extent permitted by law. In addition to the research team, the following entities may have access to your records, but only on a need-to-know basis: the U.S. Department of Health and Human Services, the FDA (federal regulating agencies), the reviewing IRB, and sponsors of the study.

**CONTACT INFORMATION FOR QUESTIONS ABOUT THE STUDY:** If you have any questions about the study you may contact Young Hoon Kim at 940-565-4786 or [younghoon.kim@unt.edu](mailto:younghoon.kim@unt.edu), or Billy O'Dell at [REDACTED] or [REDACTED]. Any questions you have regarding your rights as a research subject, or complaints about the research may be directed to the Office of Research Integrity and Compliance at 940-565-4643, or by email at [untirb@unt.edu](mailto:untirb@unt.edu). I have read the consent information and agree to take part in the research

APPENDIX C  
SURVEY INSTRUMENT

Please read the Informed Consent Notice (Informed consent notice ), before participating in the following research. Once done certify that you consent to the following information, or that you do not consent to the following information. Thank you. I have read the consent information and agree to take part in the research

I consent to all the following above and to take part in the research.

I DO Not consent to all the following above and will not take part in the research.

1. Have you visited a theme park (e.g., Disney parks, Sixflags, ect.) within the last 3 years?

Yes

No

2. Did you purchase Food or beverages at the theme park mentioned above?

Yes

No

3. What is the name of the theme park you last visited?

When you answer any questions within this survey think about your last visit to the theme park you mentioned above.

These questions are about one specific restaurant or food and beverage venue you visited within the theme park mentioned above.

Please choose the best answer that best represents your views on a specific restaurant or food and beverage venue you visited within the park, for each question.

<b>Restaurant Image</b>	Extremely Bad		Neither good nor bad		Extremely Good
4. Food quality is.....	1	2	3	4	5
5. Menu variety is .....	1	2	3	4	5
6. Cleanliness is .....	1	2	3	4	5
7. Price is .....	1	2	3	4	5
8. Waiting time for a meal is..	1	2	3	4	5

**In the following section the venue or restaurant theme represents the concept of the restaurant itself, for example if the concept of the restaurant is a Southern BBQ restaurant does it reflect this concept or not.**

**Likewise, in the following section the land's theme represents the theme of the area in which the venue or restaurant is located in, for example if the Land's theme is France does the restaurant reflect France or not.**

**Please choose the best answer that best represents your views on a specific restaurant or food and beverage venue you visited within the park, for each question.**

<b>Authenticity of Atmospheric Theming</b>	<b>Strongly Disagree</b>	<b>Neither agree nor disagree</b>	<b>Strongly Agree</b>		
9. I perceived the food presentation of the restaurant as authentic to the related theme of this restaurant.	1	2	3	4	5
10. I perceived the taste of food of the restaurant as authentic to the related theme of this restaurant.	1	2	3	4	5
11. I perceived the food choices of the restaurant as authentic to the related theme of this restaurant.	1	2	3	4	5
12. I perceived the exterior appearance of the restaurant as authentic to the related theme of this restaurant.	1	2	3	4	5
13. I perceived the interior design of the restaurant as authentic to the related theme of this restaurant.	1	2	3	4	5
14. I perceived the decorations of the restaurant as authentic to the related theme of this restaurant.	1	2	3	4	5
15. I perceived the music of the restaurant as authentic to the related theme of this restaurant.	1	2	3	4	5

16. I perceived the scents or smells of the restaurant as authentic to the related theme of this restaurant.	1	2	3	4	5
17. I feel that I was connected with the related theme at this restaurant.	1	2	3	4	5
18. I can experience the unique lifestyle or customer experience at this restaurant that is portrayed through the restaurant's theme.	1	2	3	4	5
19. I perceived the food presentation of the restaurant as authentic to the land's theme.	1	2	3	4	5
20. I perceived the taste of food of the restaurant as authentic to the land's theme.	1	2	3	4	5
21. I perceived the food choices of the restaurant as authentic to the land's theme.	1	2	3	4	5
22. I perceived the exterior appearance of the restaurant as authentic to the land's theme.	1	2	3	4	5
23. I perceived the interior design of the restaurant as authentic to the land's theme.	1	2	3	4	5
24. I perceived the decorations of the restaurant as authentic to the land's theme.	1	2	3	4	5
25. I perceived the music of the restaurant as authentic to the land's theme.	1	2	3	4	5
26. I perceived the scents or smells of the restaurant as authentic to the land's theme.	1	2	3	4	5

27. I feel that I was connected with the theme of the land at this restaurant.	1	2	3	4	5
28. I can experience the unique lifestyle or customer experience at this restaurant that is portrayed through the theme of the land at this restaurant.	1	2	3	4	5
<b>Please choose the best answer that best represents your views on a specific restaurant or food and beverage venue you visited within the park, for each question.</b>					
<b>Emotional Value</b>	Strongly Disagree		Neutral		Strongly Agree
29. I feel comfortable with the product purchased.	1	2	3	4	5
30. The personnel were always willing to satisfy my wishes as a customer, whatever product I wanted to buy.	1	2	3	4	5
31. The personnel gave me a positive feeling.	1	2	3	4	5
32. I felt relaxed in the establishment.	1	2	3	4	5
33. The personnel didn't hassle me to decide quickly.	1	2	3	4	5
<b>Please choose the best answer that best represents your views on a specific restaurant or food and beverage venue you visited within the park, for each question.</b>					
<b>Revisit Intention</b>	Strongly Disagree		Neutral		Strongly Agree
34. All things considered, as long as the present theming continues, I will keep dining at this restaurant in the future.	1	2	3	4	5



35. All things considered, as long as the present theming continues, I will dine out at this restaurant in the future at least at my current frequency.	1	2	3	4	5
36. I am more likely to return to this restaurant next time I want to eat out within the park.	1	2	3	4	5

37. Who did you go to the theme park with?

Family

Friends

Both

Other please specify \_\_\_\_\_

38. How many people were in your party? \_\_\_\_\_

39. How much did you spend per person in your group on meals, including food and

Non-alcoholic beverages?

\$0-14     \$15-29     \$30-44     \$45-60     \$61 or more

40. How much did you spend per person in your group on alcohol?

\$0-14     \$15-29     \$30-44     \$45-60     \$61 or more

41. How much did you spend per person in your group on transportation (e.g., air

travel, public transportation, private transportation, ect.) to the park?

\$0-49     \$50-99     \$100-149     \$150-199     \$200 or more

42. How much did you spend per person in your group on ticket admission to the park?

\$0-29     \$30-59     \$60-89     \$90-119     \$120-149

\$150-179  \$180 or more

43. What is your gender?  Male  Female

44. What year were you born? \_\_\_\_\_

45. What is your primary ethnicity?

White/ Caucasian  Black/ African-American  Hispanic/ Latino  Asian-American

Native-American/ Alaska Native  Native Hawaiian/ Pacific Islander  Other: \_\_\_\_\_

46. What is your marital status?  Single  Married  Divorced/ Separated

47. Please indicate your highest education level:

Some High School  High School Graduate  Some College

College Graduate  Post-Graduate  Other: \_\_\_\_\_

48. What is your total household income last year?

Less than \$45,001  \$45,001 to \$55,000  \$55,001 to \$65,000

\$65,001 to \$75,000  \$75,001 to \$85,000  \$85,001 to \$95,000  More than \$95,000

42. Is this your first visit to the park?  Yes  No

If not, how many times have you visited? \_\_\_\_\_

43. Is this your first visit to this Food and Beverage Venue?  Yes

No If not, how many times have you visited? \_\_\_\_\_

44. Are you a Season Pass Holder of the Park?  Yes  No

45. Do you have a Season Dining Pass?  Yes  No

APPENDIX D  
INSTRUMENT DEVELOPMENT

Construct	Measurement Items and Original Question	Reference
Restaurant Image	RI1: Food quality is..... OQ1: Food quality is.....	Ryu, K., Han, H., & Kim, T. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. <i>International Journal of Hospitality Management</i> , 27(3), 459–469. doi: 10.1016/j.ijhm.2007.11.001
	RI2: Menu variety is ..... OQ2: Menu variety is .....	
	RI3: Professional appearance of staff was..... OQ3: Professional appearance of staff was.....	
	RI4: Price is ..... OQ4: Price is .....	
	RI5: Waiting time for a meal is ..... OQ5: Waiting time for a meal is .....	
Authenticity of Atmospheric Theming with the venue's theme	AV1: I perceived the food presentation of the restaurant as authentic to the related theme of this restaurant. OQ6: I perceived the presentation of the food as authentically Korean.	Jang, S. S., Ha, J., & Park, K. (2012). Effects of ethnic authenticity: Investigating Korean restaurant customers in the U.S. <i>International Journal of Hospitality Management</i> , 31(3), 990-1003. doi:10.1016/j.ijhm.2011.12.003
	AV2: I perceived the taste of food of the restaurant as authentic to the related theme of this restaurant. OQ7: I perceived the taste of the food as authentically Korean.	
	AV3: I perceived the food choices of the restaurant as authentic to the related theme of this restaurant. OQ8: I perceived providing side dishes as authentically Korean.	
	AV4: I perceived the exterior appearance of the restaurant as authentic to the related theme of this restaurant. OQ9: I perceived the exterior appearance of the restaurant as authentically Korean.	
	AV5: I perceived the interior design of the restaurant as authentic to the related theme of this restaurant. OQ10: I perceived the interior design of the restaurant as authentically Korean.	
	AV6: I perceived the decorations of the restaurant as authentic to the related theme of this restaurant. OQ11: I perceived the decorations in the restaurant as authentically Korean.	
	AV7: I perceived the music of the restaurant as authentic to the related theme of this restaurant. OQ12: I perceived the traditional or contemporary music at the restaurant as authentically Korean.	
	AV8: I perceived the scents or smells of the restaurant as authentic to the related theme of this restaurant. OQ11: I perceived the decorations in the restaurant as authentically Korean.	
	AV9: I feel that I was connected with the related theme at this restaurant. OQ13: I feel that I was connected with the related theme at this restaurant.	
	AV10: I can experience the unique lifestyle or customer experience at this restaurant that is portrayed through the restaurant's theme.	
Meng, B., & Choi, K. (2017). Theme restaurants' servicescape in developing quality of life: The moderating effect of perceived authenticity. <i>International Journal of Hospitality</i>		

Construct	Measurement Items and Original Question	Reference
Authenticity of Atmospheric Theming with the land's theme	OQ14: I can experience the unique lifestyle or customer experience at this restaurant.	<i>Management</i> , 65, 89-99. doi:10.1016/j.ijhm.2017.06.011
	AL1: I perceived the food presentation of the restaurant as authentic to the land's theme. OQ6: I perceived the presentation of the food as authentically Korean.	Jang, S. S., Ha, J., & Park, K. (2012). Effects of ethnic authenticity: Investigating Korean restaurant customers in the U.S. <i>International Journal of Hospitality Management</i> , 31(3), 990-1003. doi:10.1016/j.ijhm.2011.12.003
	AL2: I perceived the taste of food of the restaurant as authentic to the land's theme. OQ7: I perceived the taste of the food as authentically Korean.	
	AL3: I perceived the food choices of the restaurant as authentic to the land's theme. OQ8: I perceived providing side dishes as authentically Korean.	
	AL4: I perceived the exterior appearance of the restaurant as authentic to the land's theme. OQ9: I perceived the exterior appearance of the restaurant as authentically Korean.	
	AL5: I perceived the interior design of the restaurant as authentic to the land's theme. OQ10: I perceived the interior design of the restaurant as authentically Korean.	
	AL6: I perceived the decorations of the restaurant as authentic to the land's theme. OQ11: I perceived the decorations in the restaurant as authentically Korean.	
	AL7: I perceived the music of the restaurant as authentic to the land's theme. OQ12: I perceived the traditional or contemporary music at the restaurant as authentically Korean.	
	AL8: I perceived the scents or smells of the restaurant as authentic to the land's theme. OQ6: I perceived the decorations in the restaurant as authentically Korean.	
	AL9: I feel that I was connected with the theme of the land at this restaurant. OQ13: I feel that I was connected with the related theme at this restaurant.	
AL10: I can experience the unique lifestyle or customer experience at this restaurant that is portrayed through the theme of the land at this restaurant. OQ14: I can experience the unique lifestyle or customer experience at this restaurant.	Meng, B., & Choi, K. (2017). Theme restaurants' servicescape in developing quality of life: The moderating effect of perceived authenticity. <i>International Journal of Hospitality Management</i> , 65, 89-99. doi:10.1016/j.ijhm.2017.06.011	
Emotional Value	EV1: I feel comfortable with the product purchased. OQ15: I feel comfortable with the product/tourism package purchased	Moliner, M. A., Sánchez, J., Rodríguez, R. M., & Callarisa, L. (2007b). Perceived relationship quality and post-purchase perceived value: An integrative framework. <i>European Journal of Marketing</i> , 41(11/12), 1392-1422. doi: 10.1108/03090560710821233
	EV2: The personnel were always willing to satisfy my wishes as a customer, whatever product I wanted to buy. OQ16: The personnel were always willing to satisfy my wishes as a customer, whatever product I wanted to buy.	
	EV3: The personnel gave me a positive feeling. OQ17: The personnel gave me a positive feeling.	

Construct	Measurement Items and Original Question	Reference
	EV4: I felt relaxed in the establishment. OQ18: I felt relaxed in the establishment. EV5: The personnel didn't hassle me to decide quickly. OQ19: The personnel didn't hassle me to decide quickly.	
Revisit Intention	RIN1: All things considered, as long as the present theming continues, I will keep dining at this restaurant in the future. OQ20: All things considered, as long as the present service quality continues, I will keep dining out at this restaurant in the future. RIN2: All things considered, as long as the present theming continues, I will dine out at this restaurant in the future at least at my current frequency. OQ21: All things considered, as long as the present service quality continues, I will dine out at this restaurant in the future at least at my current frequency. RIN3: I am more likely to return to this restaurant next time I want to eat out within the park. OQ22: I am more likely to return to this restaurant next time I want to eat out at a luxury restaurant	Hwang, J., & Hyun, S. S. (2013). The impact of nostalgia triggers on emotional responses and revisit intentions in luxury restaurants: The moderating role of hiatus. <i>International Journal of Hospitality Management</i> , 33, 250-262. doi:10.1016/j.ijhm.2012.09.001

## REFERENCES

- Ahn, J., & Kwon, J. (2019). Green hotel brands in Malaysia: Perceived value, cost, anticipated emotion, and revisit intention. *Current Issues in Tourism*, 1–16. doi: 10.1080/13683500.2019.1646715
- Amsellem, P. (2008, January 16). *Steeplechase, Luna Park, and Dreamland*. Retrieved from <https://www.brooklynmuseum.org/community/blogosphere/2008/01/16/steeplechase-luna-park-and-dreamland/>
- Amusement and Theme Parks*. (n.d.). Good Magic. Retrieved April 17, 2018, from <http://www.goodmagic.com/websales/midway/amuse.htm>
- Bae, Y., Moon, S., Jun, J., Kim, T., & Ju, I. (2018). The impact of consumers' attitudes toward a theme park: A focus on Disneyland in the Los Angeles metropolitan area. *Sustainability*, 10(10), 1-13. doi:10.3390/su10103409
- Bailey, N., & Areni, C. S. (2006). When a few minutes sound like a lifetime: Does atmospheric music expand or contract perceived time? *Journal of Retailing*, 82(3), 189-202. doi:10.1016/j.jretai.2006.05.003
- Bakker, I., Voordt, T. V., Vink, P., & Boon, J. D. (2014). Pleasure, arousal, dominance: Mehrabian and Russell revisited. *Current Psychology*, 33(3), 405-421. doi:10.1007/s12144-014-9219-4
- Bambauer-Sachse, S. (2012). Through which mechanisms does ambient scent affect purchase intention in retail settings? *Advances in Consumer Research*, 40, 319-326.
- Basarangil, I. (2016). The relationships between the factors affecting perceived service quality, satisfaction and behavioral intentions among theme park visitors. *Tourism and Hospitality Research*, 18(4), 415-428. doi:10.1177/1467358416664566
- Beattie, A. (2019, May 16). *Walt Disney: How entertainment became an empire*. Retrieved from <https://www.investopedia.com/articles/financial-theory/11/walt-disney-entertainment-to-empire.asp>
- Beeman, W. O. (1993). The anthropology of theater and spectacle. *Annual Review of Anthropology*, 22(1), 369–393. doi: 10.1146/annurev.anthro.22.1.369
- Billings, W. L., (1990). *Effects of store atmosphere on shopping behavior*. Honors Projects. Paper 16. [http://digitalcommons.iwu.edu/busadmin\\_honproj/16](http://digitalcommons.iwu.edu/busadmin_honproj/16)
- Bissell, L. J. (2009). *Understanding motivation and perception at two dark tourism attractions in Winnipeg, MB* (Master's thesis, University of Manitoba, Spring, 2009) (pp. 1-122). The University of Manitoba.
- Bone, P. F., & Jantrania, S. (1992). Olfaction as a cue for product quality. *Marketing Letters*, 3(3), 289-296. doi:10.1007/bf00994136

- Boorstin, D. J. (1961). *The image: A guide to pseudo-events in America*. New York: Vintage Books.
- Bosmans, A. (2006). Scents and sensibility: When do (in)congruent ambient scents influence product evaluations? *Journal of Marketing*, 70(3), 32-43. doi:10.1509/jmkg.70.3.32
- Bouzaabia, R. (2014). The effect of ambient scents on consumer responses: Consumer type and his accompaniment state as moderating variables. *International Journal of Marketing Studies*, 6(1), 155-167. doi:10.5539/ijms.v6n1p155
- Broemel, E. T. (2015). *Food, fantasy, and the spectacle: The role of food and illusion at the Wizarding World of Harry Potter* (Order No. 1602469) [Master's thesis, Florida atlantic University]. ProQuest Digital Dissertations.
- Bruner II, G. C. (1990). Music, mood, and marketing. *Journal of Marketing*, 54(4), 94-104. doi:10.2307/1251762
- Business Dictionary. (n.d.a). *What are atmospheric? Definition and meaning*. Retrieved April, 2019, from <http://www.businessdictionary.com/definition/atmospherics.html>
- Business Dictionary. (n.d.b). *What is ambiance? Definition and meaning*. Retrieved April, 2019, from <http://www.businessdictionary.com/definition/ambiance.html>
- Business Dictionary. (n.d.c). *What is servicescape? Definition and meaning*. Retrieved April, 2019, from <http://www.businessdictionary.com/definition/servicescape.html>
- Byon, K. K., & Zhang, J. J. (2010). Development of a scale measuring destination image. *Marketing Intelligence & Planning*, 28(4), 508–532. doi: 10.1108/02634501011053595
- Camp, G. (2017). Mickey Mouse Muzak: Shaping experience musically at Walt Disney World. *Journal of the Society for American Music*, 11(1), 53-69. doi:10.1017/S1752196316000523
- Chang, C., Shu, S., & King, B. (2013). Novelty in theme park physical surroundings: An application of the Stimulus–Organism–Response paradigm. *Asia Pacific Journal of Tourism Research*, 19(6), 680-699. doi:10.1080/10941665.2013.779589
- Clave, S. A. (2007). *The global theme park industry*. Cambridge: CA
- Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of Tourism Research* 15:371-386.
- Cronin, J., Brady, M. K., & Hult, G. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. doi: 10.1016/s0022-4359(00)00028-2
- Definitions.net. (n.d.). *Definitions for Theming*. Retrieved April, 2019, from <https://www.definitions.net/definition/Theming>



- Dennis, C., Michon, R., Brakus, J. J., Newman, A., & Alamanos, E. (2012). New insights into the impact of digital signage as a retail atmospheric tool. *Journal of Consumer Behaviour*, 11(6), 454-466. doi:10.1002/cb.1394
- Disney's Fairy Tale Weddings*. (n.d.). Disney's fairy tale weddings and honeymoons. Retrieved from <https://www.disneyweddings.com/weddings/locations/>
- Disney's Air Smellitizers*. (2014, September 4). Retrieved April 17, 2018, from <http://disneyfunfactoftheday.blogspot.com/2014/09/disneys-air-smellitizers.html>
- Echtner, C. M., & Ritchie, J. R. B. (1991). The Meaning and Measurement of Destination Image. *Journal of Tourism Studies*, 2(2), 2–12.
- Eco, U. (1986) *Travels in hyperreality*. (W. Weaver, Trans). San Diego: Harcourt Brace & Company.
- Erb, M., & Ong, C.-E. (2016). Theming Asia: Culture, nature and heritage in a transforming environment. *Tourism Geographies*, 19(2), 143–167. doi: 10.1080/14616688.2016.1238501
- Firat, A. F. & Ulusoy E. (2011). Living a theme. *Consumption Markets and Culture* 14(2): 193-202.
- Frost, J. (2017). *Multicollinearity in regression analysis: Problems, detection, and solutions*. Statistics by Jim. <https://statisticsbyjim.com/regression/multicollinearity-in-regression-analysis/>
- Gallarza, M. G., & Saura, I. G. (2006). Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behaviour. *Tourism Management*, 27(3), 437–452. doi: 10.1016/j.tourman.2004.12.002
- Garlin, F. V., & Owen, K. (2006). Setting the tone with the tune: A meta-analytic review of the effects of background music in retail settings. *Journal of Business Research*, 59(6), 755-764. doi:10.1016/j.jbusres.2006.01.013
- Guéguen, N., & Petr, C. (2006). Odors and consumer behavior in a restaurant. *International Journal of Hospitality Management*, 25(2), 335-339. doi:10.1016/j.ijhm.2005.04.007
- Han, H., & Hyun, S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63, 82–92. doi: 10.1016/j.ijhm.2017.03.006
- Han, H., Back, K.-J., & Barrett, B. (2009). Influencing factors on restaurant customers' revisit intention: The roles of emotions and switching barriers. *International Journal of Hospitality Management*, 28(4), 563–572. doi: 10.1016/j.ijhm.2009.03.005
- Hellpach, W. (1935). *Geopsyche*. Leipzig: Verlag nicht ermittelbar.

- Hung, W., Lee, Y., & Huang, P. (2014). Creative experiences, memorability and revisit intention in creative tourism. *Current Issues in Tourism*, 19(8), 763-770. doi:10.1080/13683500.2013.877422
- Hunter, M. (2019, May 31). *World's most popular theme parks*. Retrieved from <https://www.cnn.com/travel/article/most-popular-theme-parks-world-2018/index.html>
- Hwang, J., & Hyun, S. S. (2013). The impact of nostalgia triggers on emotional responses and revisit intentions in luxury restaurants: The moderating role of hiatus. *International Journal of Hospitality Management*, 33, 250-262. doi:10.1016/j.ijhm.2012.09.001
- Imschloss, M., & Kuehnl, C. (2017). Don't ignore the floor: Exploring multisensory atmospheric congruence between music and flooring in a retail environment. *Psychology & Marketing*, 34(10), 931-945. doi:10.1002/mar.21033
- Jang, S. S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants. *Journal of Business Research*, 62(4), 451-460. doi:10.1016/j.jbusres.2008.01.038
- Jang, S. S., Ha, J., & Park, K. (2012). Effects of ethnic authenticity: Investigating Korean restaurant customers in the U.S. *International Journal of Hospitality Management*, 31(3), 990-1003. doi:10.1016/j.ijhm.2011.12.003
- Jiang, Y., Ramkissoon, H., Mavondo, F. T., & Feng, S. (2016). Authenticity: The link between destination image and place attachment. *Journal of Hospitality Marketing & Management*, 26(2), 105–124. doi: 10.1080/19368623.2016.1185988
- Jones, K. R. & Willis, J. (2005). *The invention of the park: From the Garden of Eden to Disney's Magic Kingdom*. Cambridge: Polity Press.
- Karim, S. A., & Chi, C. G. (2010). Culinary tourism as a destination attraction: An empirical examination of destinations food image. *Journal of Hospitality Marketing & Management*, 19(6), 531–555. doi: 10.1080/19368623.2010.493064
- Kim, H. & Jamal, T. (2007). Touristic quest for existential authority. *Annals of Tourism Research* 34(1):181- 201.
- Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. *International Journal of Hospitality Management*, 28(1), 144-156. doi:10.1016/j.ijhm.2008.06.010
- Kotler, P. (1974). Atmospherics as a marketing tool. *Journal of Retailing*, 49(4), 48-64.
- Liu, C., & Huang, Y. (2016). A natural capital model of influences for ecotourism intentions and the buffering effects of emotional values. *Journal of Travel & Tourism Marketing*, 34(7), 919–934. doi: 10.1080/10548408.2016.1251375

Liu, Y., & Jang, S. (2009). The effects of dining atmospherics: An extended Mehrabian–Russell model. *International Journal of Hospitality Management*, 28(4), 494-503.  
doi:10.1016/j.ijhm.2009.01.002