Effects of history, location, and size of ethnic enclaves and ethnic restaurants on

authentic cultural and gastronomic experiences

Authors
Hanqun Song, Ph.D.

School of Management, University of Bradford,

Richmond Road, BD7 1DP,

West Yorkshire, UK

Email: h.song7@bradford.ac.uk

Jong-Hyeong Kim, Ph.D. (Corresponding Author)

Professor in the School of Tourism Management, Sun Yat-sen University

135 Road Xin Gang Xi, Guangzhou, China, 510275

Tel: +86-20-8411-4584; Fax: +86-20-8411-4569

Email: jhkim96@gmail.com

xx, 2022

Exclusively submitted to *International Journal of Contemporary Hospitality Management*

Effects of history, location, and size of ethnic enclaves and ethnic restaurants on authentic cultural and gastronomic experiences

Abstract

Purpose – The extant gastronomy literature has rarely examined a connection between authentic gastronomic experiences and destinations. Specifically, ethnic enclaves, which are unique gastronomic and cultural destinations providing ethnic cuisine and cultural experiences to visitors, have been under-researched. Thus, the current study aims to address this knowledge gap.

Design/methodology/approach – Employing a 2 (history: long vs short) × 2 (location: Central Business District [CBD] vs rural; main street vs alleyway) × 2 size/ownership type (big vs small; chain vs independent) between-subjects design, two experiments were conducted using a sample of 557 British consumers to test the effect of history, location, and size of ethnic enclaves and ethnic restaurants on consumers' authentic cultural and gastronomic experiences in a UK context.

Findings – In Study 1, ethnic enclave's size affected consumers' authentic cultural experiences. In Study 2, restaurants' history and ownership type positively influenced consumers' authentic gastronomic experiences. Both studies consistently reported the positive relationship between authentic experiences and behavioral intentions.

Practical implications – For ethnic enclaves, the management team may consider expanding the size of ethnic enclaves to increase consumers' authentic cultural experience. For those ethnic restaurants within the ethnic enclave, any independent or old ethnic restaurants should actively promote both characteristics in their marketing materials to create a feeling of offering authentic gastronomic experiences to customers.

Originality/value – This study identified important ethnic enclave-related factors and ethnic restaurant-related factors forming consumers' authentic cultural and gastronomic experiences.

Keywords: authenticity, authentic experiences, gastronomic experiences, ethnic enclaves, ethnic restaurants

Paper type: Research paper

1. Introduction

The ethnic enclave is defined as a geographical area with a high percentage of residents from the same ethnic group (Ojo, 2018). As a by-product of migration (Gbadamosi, 2012; Luedicke, 2011), ethnic enclaves offer various ethnic related amenities, including the core of ethnic food offerings and supplement of ethnic-related festivals and service outlets (e.g. travel agencies and grocery stores) (Ang, 2020). Therefore, ethnic enclaves are unique gastronomic and cultural spaces for experiencing ethnic-specific goods and services by locals (Moufakkir, 2019; Woosnam *et al.*, 2019) and tourists (Phua and Shircliff, 2020). Despite the significant role that ethnic enclaves play to attract tourists (Ang, 2020), earlier studies on ethnic enclaves (Moufakkir, 2019; Woosnam *et al.*, 2019) focused dominantly on the views of residents and business operators (e.g., restaurants and shops) and rarely on the views of tourists.

Tourists visit ethnic enclaves are mainly for trying authentic cuisine and experiencing authentic ethnic culture (Ang, 2020). Although questing for an authentic experience is one of the essential motives for gastronomists to visit destinations (Chaney and Ryan, 2012; Kattiyapornpong *et al.*, 2021; S. Kim *et al.*, 2019), some gastronomic destinations fail to provide satisfying authentic experiences (Hillel *et al.*, 2013) due to a lack of uniqueness and exclusiveness in their offerings (M. Kim and Kim, 2020; Özdemir and Seyitoğlu, 2017). Therefore, the management team of ethnic enclaves as well as ethnic restaurants should investigate the factors determining tourists' perceived authenticity. However, little is known about authentic gastronomic and cultural experience within ethnic enclaves.

Studies on authentic food experiences to this date have mainly focused on restaurants' internal attributes, such as food and décor (Ebster and Guist, 2005). However, consumers' food consumption is also influenced by the external environment surrounding the food. For example, characteristics associated to the restaurant as well as the destination (e.g., location, history, and size/ownership) could impact consumers' authenticity evaluations and purchase

behaviour (Van Ittersum and Wansink, 2012). Nevertheless, the influences of external factors around the restaurant and the destination on consumers' authentic gastronomic experiences have not been extensively examined.

This study utilizes acculturation theory and ethnic entrepreneurship theory to examine the effects of external factors related to ethnic enclaves and ethnic entrepreneurs on consumers' authentic experiences. Acculturation theory focuses on psychological and behavioural changes in a person or group after encountering a foreign culture (Berry, 2008; Choudhary *et al.*, 2019) while ethnic entrepreneurship theory emphasizes the factors determining immigrants' entrepreneurship intentions and activities (Fairchild, 2010; Mickiewicz *et al.*, 2019; Smith and Mannon, 2020; Y. Wang and Warn, 2018). As this study focuses on ethnic enclaves in general and ethnic restaurants in ethnic enclaves in particular, both theories are applicable. However, both theories have been mainly applied in sociology and ethnic studies (Ma *et al.*, 2013), and rarely appeared in hospitality studies.

In summary, the current study examines the effects of three authenticity cues (history, location, and size/ownership type) related to ethnic enclaves (Study 1) and ethnic restaurants (Study 2) on consumers' authentic gastronomic and cultural experiences followed by their behavioural intentions. This study focuses on these three particular variables due to the following knowledge gaps in the literature. First, scholars generally agree that the long history of a business reflects a sense of authenticity (J.-H. Kim, 2021; Song and Kim, 2021). However, whether the history of a destination also leads to consumers' authentic experience is unknown. Second, several qualitative studies have stated that imperceptible location generates a feeling of authenticity (Kattiyapornpong *et al.*, 2021; Skinner *et al.*, 2020); yet, there is no empirical evidence to prove this claim. Third, J.-H. Kim *et al.* (2020) identified that the chain organisation contributes significantly to Chinese consumers' authenticity perception (J.-H. Kim *et al.*, 2020). However, other studies using a sample of Westerners

argue that an independent organisation reflects a flavour of authenticity (Kovács *et al.*, 2014). Thus, the relationship between the business ownership type and authenticity perception needs further investigation.

Fourth, the relationship between the destination size and consumers' authentic experience needs to be clarified. Qualitative studies acknowledged that a large ethnic community exerts power to preserve cultural heritage (Schwartz *et al.*, 2010), which is linked to a strong ethnic authenticity. However, there is no empirical evidence to validate this claim. Finally, Song *et al.* (2019) found that more knowledgeable customers use intrinsic cues (e.g., food) to rate food authenticity while less knowledgeable customers mainly utilize extrinsic cues (e.g., servers in an ethnic restaurant) to evaluate food authenticity and determine purchase behavior. However, whether this moderating effect of consumer knowledge level exists in the destination context is yet to be confirmed.

2. Literature review

2.1 Ethnic enclaves

Ethnic enclaves are often portrayed as stereotypical images of "otherness" (Ang, 2020) as compared to mainstream neighbourhoods (Ojo, 2018). Because a wide range of ethnic related amenities are available in ethnic enclaves (Wong, 1998), migrants and residents in ethnic enclaves can even satisfy the daily needs and live their everyday life without interacting with the host society to which they have migrated (Schwartz *et al.*, 2006; Schwartz *et al.*, 2010). Thus, the erosion of the mainstream culture to the migrants living in ethnic enclaves can be minimal (Schwartz *et al.*, 2010) and the cultural heritage can be well preserved in ethnic enclaves.

Although ethnic enclaves are important tourist destinations/attractions (Ang, 2020), the existing studies on ethnic enclaves (Moufakkir, 2019; Woosnam *et al.*, 2019) mainly

investigated the views of residents and business operators (e.g., restaurants and shops), and only a few studies paid attention to tourists' viewpoint. For example, Phua and Shircliff (2020) examined tourists' image of Chinatown in Singapore and Lee *et al.* (2016) tested the influence of tourists' perceived authenticity on overall perceived values. To this date, factors contributing to authenticity of ethnic enclaves as gastronomic destinations/attractions have not been studied. The following sections discuss acculturation theory and ethnic entrepreneurship theory and their applicability in this research.

2.2 Acculturation theory

Immigrants have various levels of acculturation (Berry, 2008; Gbadamosi, 2012), ranging from rejection to full assimilation. Compared to the first-generation immigrants who are normally cultural maintainers, second-, third- and fourth-generation immigrants are more likely to be assimilators to accept the host culture (Koning and Verver, 2013; Zolin *et al.*, 2016). Acculturation theory has been utilised to interpret immigrants' choice of living space (Portes and Rumbaut, 2001). From an immigrant perspective, those who prefer little or no acculturation (i.e., rejection) may seek to join organisations or live within ethnic enclaves owing to a lack of language skills in the host country (Samnani *et al.*, 2013). From the perspective of a living space, spatially isolated locations, such as ethnic enclaves, provide necessities for living which impede (Gordon, 1964) or stop immigrants' acculturation process (Portes and Rumbaut, 2001).

Acculturation theory can be applied to ethnic entrepreneurs when choosing a business location. Ethnic businesses in ethnic enclaves may indicate a higher level of cultural maintenance from the business owners, whereas those outside ethnic enclaves could imply a greater level of adaptation. Based on the same logic, acculturation theory can be extended to a destination context in that ethnic enclaves represent an example of high level of cultural

maintenance as they are often portrayed as a place associated with ethnic communities (Ojo, 2018). Beside acculturation theory, ethnic entrepreneurship theory has heavily focused on ethnic enclaves (Ma *et al.*, 2013) and the next section interprets ethnic enclaves from the perspective of entrepreneurship theory.

2.3 Ethnic entrepreneurship theory

With a focus on ethnic enclaves (Ma *et al.*, 2013), ethnic entrepreneurship theory was developed to understand factors influencing immigrants' entrepreneurship behavior (Lassalle and Scott, 2018), such as pull (e.g., market opportunity) and push factors (e.g., social and labour market discrimination) in the host society (Duan *et al.*, 2022; Smith and Mannon, 2020; Y. Wang and Warn, 2018). The "breaking" business strategy, including "breaking-in" and "breaking-out", is embedded in ethnic entrepreneurship studies (Evansluong *et al.*, 2019) to explain the relationship between ethnic entrepreneurs' business strategy and the business location (e.g., ethnic enclaves or non-ethnic neighbourhoods) (Koning and Verver, 2013; Zolin *et al.*, 2016).

During "breaking-in" stage, immigrants target their ethnic markets to start entrepreneurial activities (Lassalle and Scott, 2018). In "breaking-out" phase, they become acculturated and socially integrated into the host society, thus reorient their entrepreneurial activities to focus on non-ethnic markets to reach greater geographical areas (Evansluong *et al.*, 2019). Furthermore, second-, third- and fourth-generation immigrants, who lack in social identity with ethnic community, are more inclined to develop social network with non-ethnic communities, and thus focus on the mainstream market (Zolin *et al.*, 2016).

Acculturation theory and ethnic entrepreneurship theory suggest that business owners in ethnic enclaves are inclined to maintain a strong cultural identity and target mainly on the ethnic community. While the strong cultural identity of the migrants is well preserved in

ethnic enclaves, the ethnic enclaves will demonstrate a higher level of uniqueness than the places with a strong mainstream culture (Aldrich and Waldinger, 1990). As uniqueness of a destination is often associated with destination authenticity (M. Kim and Kim, 2020), it is expected that ethnic enclaves which are viewed as ethnic community-based destinations will offer a high level of authentic cultural experiences to tourists.

2.4 Authentic gastronomic experience

Gastronomy often provides tourists with engaging and memorable experiences and has become an increasingly important element of tourism experiences (Badu-Baiden *et al.*, 2022; Richards, 2021). Compared to general tourists, gastronomists pay a greater attention to authenticity in the place they visit (Gálvez *et al.*, 2020), thus, it is vital for gastronomic destinations to create authentic gastronomic experiences (Kattiyapornpong *et al.*, 2021; Williams *et al.*, 2019). The early literature on the association between authenticity and gastronomy focused on what factors lead to authentic food and dining experience. Essential elements include food (e.g., local produce and traditional food preparation method) (Cohen and Avieli, 2004), physical environment (e.g., décor) (C.-Y. Wang and Mattila, 2015) and social environment (e.g., employees and other customers) (Song *et al.*, 2019; C.-Y. Wang and Mattila, 2015).

However, authentic experiences and gastronomy should be better researched from the holistic destination perspective (Ellis *et al.*, 2018). Tourists' overall and authentic experiences in destinations are formed based on the products and services delivered to them by multiple firms/stakeholders (Mariani, 2016) and tourists' gastronomic experiences are also shaped by multiple stakeholders in the context of gastronomy tourism (Richards, 2021). However, there is little understanding of what contributes to authentic gastronomic experiences in

destinations (Skinner *et al.*, 2020) despite the significant role of authenticity in driving consumers' visiting intentions (J.-H. Kim *et al.*, 2020).

2.5 Hypothesis development

2.5.1 Effect of ethnic enclaves' and ethnic restaurants' history on consumers' authentic gastronomic and cultural experiences

The long history of a food product is one of the facets of tourists' authentic experiences (S. Kim *et al.*, 2019). Due to years of accumulation, isolated ethnic enclaves with a long history are more likely to have preserved the traditions of their ethnic culture to fulfil the needs of their own ethnic communities (Ojo, 2018). According to ethnic entrepreneurship theory, immigrants in the past often started businesses in ethnic enclaves to target their ethnic communities (Fong *et al.*, 2012; Y. Wang and Warn, 2018). However, contemporary ethnic entrepreneurs often expand their businesses beyond ethnic neighbourhoods to focus on mainstream customers (Y. Wang and Warn, 2018). Accordingly, compared to newly established ethnic enclaves, those with a longer history are more likely to offer authentic ethnic cultural experiences to consumers. Similarly, ethnic restaurants with a longer history are more likely to maintain their restaurant heritage, contributing to their authenticity (Song and Kim, 2021). Therefore, we propose:

> *H1a:* The history of an ethnic enclave affects consumers' authentic cultural experiences. More specifically, a long history leads to authentic cultural experiences than a short history.
>
> *H1b:* The history of an ethnic restaurant affects consumers' authentic gastronomic experiences. More specifically, a long history leads to authentic gastronomic experiences than a short history.

2.5.2 Effect of the location of ethnic enclaves and ethnic restaurants on consumers' authentic

gastronomic and cultural experiences

Ethnic enclaves exist in both city centres and rural areas (Zhuang, 2019). According to ethnic

entrepreneurship theory, ethnic enclaves in cities offer higher rates of entrepreneurship

opportunities, whereas those in rural and newly developed towns are often linked to a poor

environment for entrepreneurship (Razin, 1989). Due to cut-throat competition, ethnic

enclaves in busy city centres, such as CBD, tend to adapt their food to the tastes of

mainstream customers (Curci and Mackoy, 2010). Thus, ethnic enclaves in CBD lack a

flavour of otherness, which lowers food authenticity (J.-H. Kim *et al.*, 2017).

On the other hand, those ethnic enclaves in less visible or inaccessible rural

neighbourhoods are more likely to maintain the originality of their ethnic culture, retain a

sense of uniqueness, and target ethnic groups without accommodating the needs of

mainstream. Similarly, ethnic restaurants on the main streets are more likely to adapt to

mainstream customers' tastes, whereas those in less visible or inaccessible locations tend to

maintain a sense of uniqueness (Curci and Mackoy, 2010). Therefore, we propose that:

H2a: The location of ethnic enclaves affects consumers' authentic cultural experiences. For example, rural local neighbourhoods are more likely to generate authentic cultural experiences for consumers than those in CBD.

H2b: The location of ethnic restaurants affects consumers' authentic gastronomic experiences. For example, those located in alleyways in ethnic enclaves are likely to generate authentic gastronomic experiences for consumers than those on the main streets of ethnic enclaves.

2.5.3 Effect of the size of ethnic enclaves and the ownership type of ethnic restaurants on

authentic gastronomic and cultural experiences

Based on acculturation theory, the presence of a large ethnic community with an influential

cultural heritage may slow individuals' acculturation process (Schwartz *et al.*, 2010). This is

due to the influence of majority population as young and second-generation people in large

ethnic enclaves are more inclined to retain the language, values and identity of their heritage

(Stepick *et al.*, 2003). Inspired by ethnic entrepreneurship theory, large ethnic enclaves offer

more ethnic entrepreneurship opportunities than small ones (Andersson *et al.*, 2021). From a

demand side, there is a higher demand for ethnic goods and services from the residents in

large ethnic enclaves. In addition, ethnic entrepreneurs in large ethnic enclaves can more

easily find suppliers and co-ethnic employees (Andersson *et al.*, 2021). Using ethnic

restaurants as an example, those in large ethnic enclaves may easily obtain ingredients from

food suppliers and hire co-ethnic workers, which contribute significantly to authentic food

and cultural experiences (Song *et al.*, 2019). Thus, we propose:

> *H3a:*   The size of an ethnic enclave contributes positively to consumers' authentic
>
>   cultural experiences. Larger enclaves are more likely than smaller ones to offer
>
>   customers' authentic cultural experiences.

The extant literature documents conflicting views on the relationship between

restaurant ownership type (i.e., independent vs. chain) and restaurant authenticity. In China,

J.-H. Kim *et al.* (2020) revealed that consumers view chain restaurants as more authentic than

independent ones. However, Western scholars generally believe that small, family-run

restaurants are more authentic as compared to big chain restaurant operations (Kovács *et al.*,

2014), as the latter's standardized mass productions of food and services hurt authenticity

(Ritzer, 2009). In addition, studies on ethnic entrepreneurship suggest that compared to small ethnic businesses, large ethnic firms tend to target mainstream customers due to the high demand from the dominant marketplace (Fong *et al.*, 2012; Smith and Mannon, 2020), which also reduces a sense of ethnic authenticity. As this study focuses on the ethnic cuisine of Chinese restaurants in Chinatowns in the UK, we propose the following hypothesis:

> *H3b:* A restaurant's ownership type significantly influences consumers' authentic gastronomic experiences. Independent restaurants are more likely to provide authentic gastronomic experiences than their chain counterparts.

2.5.4 Relationship between authentic cultural and gastronomic experiences and consumers' visiting intentions

A vast amount of empirical evidence has been documented on the relationship between authenticity and purchase intentions (J.-H. Kim *et al.*, 2020; Rodríguez-López *et al.*, 2020). For example, greater authenticity of food and restaurants leads to consumers' higher purchase intentions (J.-H. Kim *et al.*, 2020). Moreover, destinations offering positive gastronomic experiences attract consumers to revisit (Hillel *et al.*, 2013). Dedeoğlu *et al.* (2022) also confirmed that Chinese tourists' motivation of enjoying cultural experiences positively influences their intention to consume ethnic food. Thus, we propose that:

> *H4a:* Consumers' authentic cultural experiences of ethnic enclaves and visiting intentions are positively related.
>
> *H4b:* Consumers' authentic gastronomic experiences of ethnic restaurants and dining intentions are positively related.

2.5.5 Knowledge level as a moderator

Consumers' knowledge of a service differs based on their previous experiences of this specific service or external exposure to specific information (Naderi *et al.*, 2018). Focusing on the Chinese cuisine in the U.S., C.-Y. Wang and Mattila (2015) revealed that consumers' familiarity with the Chinese cuisine moderates the effect between authenticity and dining intention. A possible reason is that low-knowledgeable diners are more inclined to rely on extrinsic cues (e.g., servers) to assess the food authenticity than their high-knowledgeable counterparts (Song *et al.*, 2019). But high-knowledgeable customers are confident to rate the level of food authenticity according to intrinsic cues (e.g., food content itself) (Ebster and Guist, 2005; Song *et al.*, 2019). Based on this logic, the effect of authenticity cues, particularly external factors of ethnic enclaves and ethnic restaurants, on consumers' authenticity perceptions is stronger for those with little knowledge. However, customers with high levels of knowledge are confident in their ability to evaluate products and assess their authenticity (Song *et al.*, 2019), which shapes their purchase intentions. Accordingly, we propose that:

H5a: The effect of ethnic enclaves' history on consumers' authentic cultural experiences is greater for those with little knowledge of the ethnic culture than those with more knowledge.

H5b: The effect of ethnic restaurants' history on consumers' authentic gastronomic experiences is greater for those with little knowledge of the ethnic culture than those with more knowledge.

H6a: The effect of ethnic enclaves' location on consumers' authentic cultural experiences is greater for those with little knowledge of the ethnic culture than those with more knowledge.

H6b: The effect of ethnic restaurants' location on consumers' authentic gastronomic experiences is greater for those with little knowledge of the ethnic culture than those with more knowledge.

H7a: The effect of ethnic enclaves' size on consumers' authentic cultural experiences is greater for those with little knowledge of the ethnic culture than those with more knowledge.

H7b: The effect of ethnic restaurants' ownership type on consumers' authentic gastronomic experiences is greater for those with little knowledge of the ethnic culture than those with more knowledge.

H8a: The effect of ethnic enclaves' history on consumers' visiting intentions is greater for those with little knowledge of the ethnic culture than those with more knowledge.

H8b: The effect of ethnic restaurants' history on consumers' dining intentions is greater for those with little knowledge of the ethnic culture than those with more knowledge.

H9a: The effect of ethnic enclaves' location on consumers' visiting intentions is greater for those with little knowledge of the ethnic culture than those with more knowledge.

H9b: The effect of ethnic restaurants' location on consumers' dining intentions is greater for those with little knowledge of the ethnic culture than those with more knowledge.

H10a: The effect of ethnic enclaves' size on consumers' visiting intentions is greater for those with little knowledge of the ethnic culture than those with more knowledge.

H10b: The effect of ethnic restaurants' ownership type on consumers' dining intentions is greater for those with little knowledge of the ethnic culture than those with more knowledge.

The research model for this study is shown in Figure I.

[Insert Figure I about here]

3. Materials and methods

3.1 Method of experimental design

This study aimed to examine the influences of three independent variables (IVs), namely history, location and size/ownership type, on consumers' authentic cultural and gastronomic experiences. Different from one-off cross-sectional survey design which only verifies the associations between variables, experimental design can prove the cause-and-effect relationship between IVs and dependent variables (Styvén *et al.*, 2020; Styvén *et al.*, 2022; Viglia and Dolnicar, 2020). In addition, experiments are able to better randomize the sample and eliminate confounding factors than surveys (Styvén *et al.*, 2020; Viglia and Dolnicar, 2020). Furthermore, a scenario-based experiment ensures researchers to manipulate multiple IVs in complicated conditions of scenarios (Shulga and Busser, 2020). In this research, three IVs appeared in complex scenarios for each study. Considering the benefits of experimental design and the research objectives of this research, this study utilized scenario-based experiments.

3.2 Scenarios and participants

We conducted two experiments to achieve the research objectives. Focusing on ethnic enclaves, Study 1 aimed to develop a macro-level picture of the relationship between ethnic enclave cues and authentic cultural experiences. Thus, we conducted a 2 (history: long versus short) × 2 (location: CBD versus rural) × 2 (size: big versus small) between-subjects experiment. Study 2 focused on a micro-level perspective on ethnic restaurants within ethnic enclaves to examine the linkage between restaurant cues and authentic gastronomic experiences. Accordingly, we conducted a 2 (history: long versus short) × 2 (location: main street versus quiet alleyway) × 2 (ownership type: chain versus independent) between-subjects experiment. History of ethnic enclaves and ethnic restaurants were manipulated using 50 years and 5 years. The experimental stimuli are shown in Appendix A.

A marketing research firm in the UK distributed a web link of a scenario and corresponding questionnaire items to its panel members. The company filtered qualified participants based on three criteria: (1) must be over 18 years old, (2) must be British residents in the UK and (3) had to be gastronomists who had previously visited tourist destinations mainly for food-related reasons. Each participant was randomly placed to one of the eight scenario types and was asked to complete the questionnaire. We used G*Power to decide the minimum sample size for each study. As we planned to use three-way analysis of covariance (ANCOVA) to analyse data, we set up a 'medium' effect size (f = 0.25), a α err prob of 0.05, a power of 0.88, eight experimental conditions, and two covariates to generate the lowest sample size of 270 for each experiment (G*Power, 2021).

We collected 276 samples for Study 1 in August 2021, and 281 for Study 2 in September 2021, forming a total of 557 participants. In Study 1, cell sizes for eight conditions ranged from 33 to 36 samples. Among them, 33.3% were 31-40 years old, 59.4% were male, 61.6% obtained a bachelor's degree. The most frequently reported occupation category was white-collar workers (29.3%). In terms of ethnic groups, 85.5% were white. A majority of

participants earned £10,001-20,000 annually (24.6%). 41.3% of participants sometimes dined in Chinese restaurants. In Study 2, the cell sizes for each condition ranged from 30 to 42. Among them, 33.1% were 31-40 years old, 53.4% were male, 62.3% obtained a bachelor's degree. 22.1% were self-employed, 85.1% were white, and 24.6% of participants earned £20,001-30,000 annually. 37% of participants sometimes dined in Chinese restaurants.

3.3 Measures

Scale items measuring study constructs were adapted from the literature. For example, four items measuring authentic cultural and gastronomic experiences were adjusted from J.-H. Kim *et al.* (2020); three items assessing consumers' visiting or dining intentions were adapted from J.-H. Kim *et al.* (2020); and four items on consumers' knowledge were developed from Song *et al.* (2019). All measures were rated on a 7-point Likert scale, ranging from 1=strongly disagree to 7=strongly agree. All scale items in Studies 1 and 2 demonstrated a high reliability and validity (see Appendix B). Following Harman's single factor guideline, the total variance for a single factor in both studies (Study 1: 47.638%, Study 2: 44.786%) was below 50%, confirming that common method bias (CMB) was not a problem for data (Podsakoff *et al.*, 2003).

3.4 Data analysis

We adopted three-way ANCOVA to test hypotheses H1a to H3b. For the remaining hypotheses, the moderating effect of knowledge levels was tested using PROCESS. Both demographic variables may affect their interpretations on firms (Mariani *et al.*, 2020; Styvén *et al.*, 2022) as well as authentic experiences (Waitt, 2000); therefore, we controlled for consumers' age and gender in all data analysis.

4. Results – Study 1

4.1 Manipulation check

Manipulation checks for the three IVs in Study 1 were successful. Subjects presented with Chinatown scenarios with a short history agreed that they had a short history ($M_{short} = 5.73$) more than those in the scenarios with a history of over 50 years ($M_{long} = 3.17$, $t[274] = -13.178$, $p < 0.001$). Subjects in the CBD condition ($M_{CBD} = 5.83$) agreed with the statement "this Chinatown is in the CBD of the city" more than those in the rural neighbourhood condition ($M_{rural} = 3.72$, $t[274] = 10.777$, $p < 0.001$). Furthermore, subjects presented with one of the largest Chinatowns ($M_{large} = 5.72$) agreed that "this is one of the largest Chinatowns" more than those presented with one of the smallest Chinatowns ($M_{small} = 3.37$, $t[274] = 11.705$, $p < 0.001$).

4.2 Main effect of ethnic enclaves' history, location and size on consumers' perceptions of authentic cultural experiences

Table I shows the ANCOVA results for authentic cultural experiences. The covariate of age was significant ($F[1, 266] = 14.075$, $p < 0.001$). Subjects in both the long and short history conditions reported similar levels of authentic cultural experiences ($M_{long} = 5.28$; $M_{short} = 5.27$, $F[1, 266] = 0.002$, n.s.). Thus, H1a is rejected. As subjects in the CBD and rural conditions had similar levels of authentic cultural experiences ($M_{CBD} = 5.32$; $M_{rural} = 5.23$; $F[1, 266] = 0.533$, n.s.), H2a is rejected. It is found that the size of the Chinatown affects consumers' experiences of cultural authenticity. For instance, subjects in large Chinatown conditions rated their authentic cultural experiences significantly higher than those in small Chinatown conditions ($M_{large} = 5.43$; $M_{small} = 5.12$; $F[1, 266] = 6.522$, $p < 0.05$). Therefore, H3a is supported.

[Insert Table I about here]

We also found a two-way interaction effect between history and location on consumers' authentic cultural experiences. As depicted in Figure II, in the conditions of Chinatowns with a short history, those located in a CBD generated greater authentic cultural experiences than those in rural neighbourhoods ($M_{CBD-short}$=5.49, $M_{rural-short}$=5.05; $F[1, 270] = 6.598$, $p < 0.05$). However, in the conditions of Chinatowns with a long history, those located in CBDs and rural neighbourhoods produced similar levels of authentic cultural experiences ($M_{CBD-long}$=5.15; $M_{rural-long}$=5.40; $F[1, 270] = 2.093$, n.s.).

[Insert Figure II about here]

4.3 Moderating effect of knowledge levels on the effect of ethnic enclave authenticity cues on authentic cultural experiences and visiting intentions

The moderating effect of knowledge levels on the effect of authenticity cues on authentic cultural experiences and visiting intentions was conducted via PROCESS model 8. We treated knowledge levels as a moderator, as well as gender and age as covariates. The results consistently confirmed that authentic cultural experiences positively affect consumers' visiting intentions (ethnic enclave history as an IV, $p<0.001$, 95% CI = 0.650 to 0.840; location as an IV, $p<0.001$, 95% CI = 0.652 to 0.843; size as an IV, $p<0.001$, 95% CI = 0.648 to 0.838), confirming H4a.

Contrary to our expectation, respondents' knowledge levels did not moderate any pathways from authenticity cues to either consumers' authentic cultural experiences or their visiting intentions. More specifically, knowledge levels did not moderate the relationship between ethnic enclaves' history and authentic cultural experiences (p=0.075, 95% CI = -

19

0.016 to 0.322), between location and authentic cultural experiences (p=0.149, 95% CI = -0.290 to 0.044), between size and authentic cultural experiences (p=0.695, 95% CI = -0.209 to 0.139), between history and visiting intentions (p=0.478, 95% CI = -0.086 to 0.113), between location and visiting intentions (p=0.658, 95% CI = -0.103 to 0.163), nor between size and visiting intentions (p=0.718, 95% CI = -0.164 to 0.113). Thus, H5a, H6a, H7a, H8a, H9a and H10a are all rejected.

5. Results – Study 2

5.1 Manipulation check

All manipulation checks were effective. Subjects in the condition of restaurants with a five-year history (M_{short}= 5.77) viewed them as younger than those with scenarios of restaurants with over 50 years of history (M_{long}=3.45, $t[279] = -11.516$, $p < 0.001$). In addition, participants in the main street condition ($M_{main\ street}$=5.91) agreed more with the statement "the Chinese restaurant is on the main street" than those in the alleyway condition ($M_{alleyway}$=4.12, $t[279] = 8.980$, $p < 0.001$). Moreover, subjects in the chain situation (M_{chain}=5.64) rated "the restaurant is part of a chain" significantly higher than those in the independent unit situation ($M_{independent}$=3.86, $t[279] = 8.297$, $p < 0.001$).

5.2 Main effect of restaurants' history, location and ownership type on consumers' authentic gastronomic experiences

As with Study 1, we used consumers' age and gender as covariates to test the effect of restaurants' history, location and ownership type on consumers' authentic gastronomic experiences. As shown in Table II, history positively affected consumers' authentic gastronomic experiences. In particular, old restaurants were regarded as offering more authentic experiences than young restaurants (M_{long}=5.51; M_{short}=5.28; $F[1, 271] = 4.355$; $p <$

0.05), supporting H1b. However, whether the Chinese restaurant is on a main street or in an alleyway of Chinatown did not influence consumers' authentic experiences ($M_{\text{main street}}$=5.43; M_{alleyway}=5.36; $F[1, 271] = 0.412$; n.s.), rejecting H2b. In addition, independent restaurant status contributed significantly more to consumers' authentic experiences than being a chain restaurant (M_{chain}=5.18; $M_{\text{independent}}$=5.61; $F[1, 271] = 15.766$; $p < 0.001$), supporting H3b.

[Insert Table II about here]

The results also revealed two interaction effects on consumers' authentic gastronomic experiences. The first two-way interaction effect was between restaurant history and location ($F[1, 271] = 5.352$, $p < 0.05$). As shown in Figure III, for Chinese restaurants located in alleyways in Chinatown, those with a long history were viewed as being able to offer more authentic gastronomic experiences than those with a short history ($M_{\text{alleyway-long}}$=5.60 > $M_{\text{alleyway-short}}$=5.12; $F[1, 275] = 8.033$; $p < 0.01$). However, for restaurants on the main street of Chinatown, older and younger restaurants were viewed as being able to offer similar levels of authentic gastronomic experiences ($M_{\text{main street-long}}$=5.42; $M_{\text{main street-short}}$=5.44; $F[1, 275] = 0.041$, n.s.).

[Insert Figure III about here]

As depicted in Figure IIII, there was a further two-way interaction effect between restaurant location and ownership type. For example, in the alleyway condition, independent restaurants were viewed as offering more authentic gastronomic experiences than chain restaurants ($M_{\text{alleyway-independent}}$=5.72 > $M_{\text{alleyway-chain}}$=5.00; $F[1, 275] = 19.843$, $p < 0.001$). However, in main street locations, consumers perceived chain and independent restaurants as

offering similar levels of authentic gastronomic experiences ($M_{\text{main street-chain}}$=5.36; $M_{\text{main street-independent}}$=5.50; F[1, 275] = 1.041, n.s.).

[Insert Figure IIII about here]

5.3 Moderating effect of knowledge levels on the effect of restaurant authenticity cues on authentic gastronomic experiences and dining intentions

As with Study 1, we ran PROCESS model 8, using knowledge levels as a moderator, as well as gender and age as covariates, to examine the moderating effect of knowledge levels on the effect of restaurant authenticity cues on authentic gastronomic experiences and dining intentions. The results consistently confirmed that authentic gastronomic experiences positively affect consumers' dining intentions (restaurant history as an IV, p<0.001, 95% CI = 0.708 to 0.890; location as an IV, p<0.001, 95% CI = 0.723 to 0.904; ownership type as an IV, p<0.001, 95% CI = 0.694 to 0.889), confirming H4b.

Knowledge levels only moderated the pathway from restaurant ownership type to consumers' authentic gastronomic experiences (p<0.001, 95% CI = -0.514 to -0.218), supporting H7b. As shown in Table III, the effect of the authenticity cue of restaurant ownership on consumers' authentic gastronomic experiences was higher for consumers with little knowledge (effect: 1.014, p<0.001, 95% CI = 0.712 to 1.315) than for those with medium levels of knowledge (effect: 0.373, p<0.001, 95% CI = 0.168 to 0.579). The results for the moderating effect on consumers with high levels of knowledge were not significant.

[Insert Table III about here]

No other moderating effects were identified. For example, knowledge levels did not moderate the relationship between restaurant history and authentic gastronomic experiences (p=0.140, 95% CI = -0.039 to 0.277), between location and authentic gastronomic experiences (p=0.751, 95% CI = -0.186 to 0.134), between history and dining intentions (p=0.086, 95% CI = -0.015 to 0.229), between location and dining intentions (p=0.417, 95% CI = -0.072 to 0.173), nor between ownership type and visiting intentions (p=0.356, 95% CI = -0.186 to 0.067). Thus, H5b, H6b, H8b, H9b and H10b are all rejected.

6. Discussion and Conclusions

6.1 Conclusions

We conducted two experiments to investigate the effects of ethnic enclave-related factors and ethnic restaurant-related factors on forming consumers' authentic cultural and gastronomic experiences. In Study 1, ethnic enclave's size affected consumers' authentic cultural experiences. In Study 2, restaurants' history and ownership type positively influenced consumers' authentic gastronomic experiences. Both studies consistently reported the positive association between authentic experiences and behavioral intentions. The effect of ethnic restaurants' ownership type on consumers' authentic gastronomic experiences was higher for consumers with little knowledge than those with more knowledge. This study suggests that ethnic restaurateurs effectively develop marketing materials and communicate them with their target customers to increase authenticity perception and dining intention.

6.2 Theoretical implications

Our study contributes to the existing literature. First, it extends the knowledge of ethnic entrepreneurship theory. Previous studies have examined the relationship between ethnic business strategy and business location (Evansluong *et al.*, 2019). In terms of choosing ethnic

enclaves as a business location, previous studies have just discussed the influence of history and size of ethnic enclaves on immigrants' entrepreneurship opportunities (Andersson *et al.*, 2021; Y. Wang and Warn, 2018). Instead of studying the general ethnic entrepreneurship, our study investigated the business authenticity experience, which is one of the key business competences for entrepreneurs' activities (Gilmore and Pine, 2007).

Our study confirmed that bigger ethnic enclaves provided more authentic cultural experiences than smaller ones. The reason is that ethnic entrepreneurs in large ethnic enclaves can more easily find suppliers and co-ethnic employees (Andersson *et al.*, 2021), which contributes significantly to consumers' authentic food and cultural experiences (Song *et al.*, 2019). However, in Study 1, we did not find main effects of history or location of an ethnic enclave on consumers' authentic cultural experiences. A possible reason is that due to the trend of suburbanization, many old Chinatowns in city centres have disappeared or been forced to relocate to rural areas and become new Chinatowns (Zhuang, 2019). In this situation, newly developed Chinatowns in rural areas also offer authentic cultural and gastronomic experiences to customers. There was a two-way interaction effect between history and location on consumers' authentic experience. For instance, a younger ethnic enclave in CBD is perceived as offering less authentic cultural experiences than a younger ethnic enclave in a rural neighbourhood. A possible reason is that both short history of ethnic enclaves and the location of CBD reflect the image of 'newness' (Blombäck and Brunninge, 2009).

Furthermore, the Study 2 on ethnic restaurants supports ethnic entrepreneurship theory in that ethnic businesses with a long history mainly target the ethnic communities (Fong *et al.*, 2012; Y. Wang and Warn, 2018). This finding also supports previous studies suggesting that the heritage of a restaurant positively influences consumers' perceived authenticity towards the restaurant (S. Kim *et al.*, 2019; Song and Kim, 2021). The results of

Study 2 also support the findings of Kovács et al. (2014) in that independent ownership of a restaurant positively contributes to consumers' perceived authentic gastronomic experiences.

However, we did not find the main effect of the restaurant location on consumers' authentic gastronomic experience. A possible reason is that Chinese cuisine is popular in Western countries, such as USA and UK, and numerous Chinese restaurants can be easily found in both ethnic (e.g., Chinatown) and mainstream neighbourhoods (Park, 2017; Somashekhar, 2019). Restaurants in the mainstream neighbourhoods may also manipulate business authenticity cues to make themselves appear authentic (Somashekhar, 2019), so consumers may not be able to identify the differences between those in ethnic enclaves and those in mainstream neighbourhoods (Park, 2017). The restaurant location, however, had a significant interaction effect with other study variables, such as history and ownership type. For example, an older restaurant located in the alleyway was perceived as providing higher authentic gastronomic experiences than its younger counterpart. In the alleyway condition, an independent restaurant is considered offering more authentic gastronomic experiences than its chain counterpart. This finding extends the existing knowledge on the relationship between restaurant location and consumers' authentic experiences.

Second, this study improves our knowledge on acculturation theory. Previous studies have mainly focused on the residents' acculturation using acculturation theory (Portes and Rumbaut, 2001). However, our study extends application of acculturation theory to the ethnic restaurant business owners' and ethnic enclaves' context. Study 2 revealed that ethnic restaurants with a long history were more likely to offer authentic gastronomic experiences to customers than those with a short history. A possible reason is that ethnic restaurants with a long history were established by old immigrants. Compared to the first-generation immigrants who are normally cultural maintainers, second-, third- and fourth-generation immigrants are more likely to be assimilators to accept the host culture (Zolin et al., 2016).

While applying acculturation theory to the ethnic enclave context, the results from Study 1 demonstrated that the large ethnic enclave was more likely to maintain the ethnic culture, and the small ethnic enclave was more likely to be impacted by other types of culture, in particular the host culture.

Third, this study enhances our understanding of authentic experiences. Although gastronomists have been eager to quest for authentic experiences in cultural destinations (Williams *et al.*, 2019), there has been little research examining the relationship between gastronomy and destinations (Richards, 2021). By investigating consumers' authentic cultural and gastronomic experiences in ethnic enclaves, this study investigated enclave-related factors and ethnic restaurant-related factors forming consumers' authentic gastronomic and cultural experiences. In addition, this study supports previous studies in that both cultural experiences (Dedeoğlu *et al.*, 2022) and authenticity (J.-H. Kim *et al.*, 2020) positively develop consumers' visiting and dining intentions.

Finally, this study offers empirical evidence on the moderating effect of consumer knowledge on the linkage between authenticity cues and consumers' authentic experiences. Surprisingly, 11 out of 12 hypotheses concerning the moderating effect were rejected. We found that consumer knowledge only moderated the relationship between ethnic restaurants' ownership type and authentic gastronomic experiences. This is possibly because consumers can easily identify the ownership type of a restaurant (i.e., independently owned or chain) (J.-H. Kim *et al.*, 2020). As being an independent restaurant often infers higher food authenticity (Kovács *et al.*, 2014), less-knowledgeable consumers may rely more on this visible external cue to make judgment on authenticity (Ebster and Guist, 2005; Song *et al.*, 2019). However, other information such as history or size of ethnic enclaves and ethnic restaurants are less apparent, thus such information may not influence less-knowledgeable consumers.

6.3 Practical implications

We offer several important practical recommendations to both ethnic enclaves and ethnic restaurants. First, our study confirmed that authentic cultural and gastronomic experiences positively influence customers' visiting/dining intentions. Therefore, both ethnic enclaves and ethnic restaurants should endeavour to enhance customers' authentic experiences. If ethnic enclaves wish to demonstrate a higher level of authentic cultural experience to visitors, the management team may consider expanding its size, as bigger ethnic enclaves significantly increase consumers' authentic cultural experiences. Furthermore, if an urban destination is planning to develop a new ethnic enclave, a strategic location would be the CBD that could help enhance consumers' perceived authentic cultural experiences.

Second, the results showed that a restaurant's long history and independent ownership contribute to consumers' authentic gastronomic experiences. Thus, independent or old ethnic restaurants in an ethnic enclave should actively promote both characteristics in their marketing materials. Although restaurant location itself does not exert a significant effect, it works with history and ownership type to influence consumers' authentic gastronomic experiences. Therefore, if a restaurant has a long history or is independently owned, the owner may strategically move the restaurant to a quiet and less visible alleyway in the ethnic enclave. Such a decision could not only save operating costs (i.e., monthly rents) but also improve consumers' authentic gastronomic experience.

6.4 Limitations and future research

This study has several limitations. First, it was undertaken using the examples of an ethnic enclave of Chinatown and a Chinese restaurant in Chinatown in UK. Therefore, the generalisability of this study's results may be limited. Future research focusing on different ethnic enclaves and/or employing samples from different nationalities is necessary to further

support the findings of this study (Styvén *et al.*, 2022). Second, although this research was undertaken during the COVID-19 pandemic, we did not control the influence of the pandemic on consumer behaviour. Factors such as consumers' risk perception towards COVID-19 (Dedeoğlu *et al.*, 2022) might be a potential moderator to influence the relationship between authentic experiences and behavioural intentions. Finally, the scenarios used in this experiment were based on hypothetical conditions. J.-H. Kim and Jang (2014) noted that a scenario-based experiment and a field study might result in various results. Therefore, future researchers may use other data sources to replicate our experiments in the real world.

References

Aldrich, H. E. and Waldinger, R. (1990), "Ethnicity and entrepreneurship", *Annual Review of Sociology,* Vol. 16 No. 1, pp. 111-135.

Andersson, M., Larsson, J. P. and Öner, Ö. (2021), "Ethnic enclaves and self-employment among Middle Eastern immigrants in Sweden: ethnic capital or enclave size?", *Regional Studies,* Vol. 55 No. 4, pp. 590-604.

Ang, I. (2020), "Chinatowns and the rise of China", *Modern Asian Studies,* Vol. 54 No. 4, pp. 1367-1393.

Badu-Baiden, F., Kim, S., Xiao, H. and Kim, J. (2022), "Understanding tourists' memorable local food experiences and their consequences: the moderating role of food destination, neophobia and previous tasting experience", *International Journal of Contemporary Hospitality Management,* Vol. 34 No. 4, pp. 1515-1542.

Berry, J. W. (2008), "Globalisation and acculturation", *International Journal of Intercultural Relations,* Vol. 32 No. 4, pp. 328-336.

Blombäck, A. and Brunninge, O. (2009), "Corporate identity manifested through historical references", *Corporate Communications: An International Journal,* Vol. 14 No. 4, pp. 404-419.

Chaney, S. and Ryan, C. (2012), "Analyzing the evolution of Singapore's World Gourmet Summit: An example of gastronomic tourism", *International Journal of Hospitality Management,* Vol. 31 No. 2, pp. 309-318.

Choudhary, S., Nayak, R., Kumari, S. and Choudhury, H. (2019), "Analysing acculturation to sustainable food consumption behaviour in the social media through the lens of information diffusion", *Technological Forecasting and Social Change,* Vol. 145, pp. 481-492.

Cohen, E. and Avieli, N. (2004), "Food in tourism: Attraction and impediment", *Annals of Tourism Research,* Vol. 31 No. 4, pp. 755-778.

Curci, R. and Mackoy, R. (2010), "Immigrant business enterprises: A classification framework conceptualization and test", *Thunderbird International Business Review,* Vol. 52 No. 2, pp. 107-121.

Dedeoğlu, B. B., Mariani, M., Shi, F. and Okumus, B. (2022), "The impact of COVID-19 on destination visit intention and local food consumption", *British Food Journal,* Vol. 124 No. 2, pp. 634-653.

Duan, C., Kotey, B. and Sandhu, K. (2022), "A systematic literature review of determinants of immigrant entrepreneurship motivations", *Journal of Small Business & Entrepreneurship*, In Press.

Ebster, C. and Guist, I. (2005), "The role of authenticity in ethnic theme restaurants", *Journal of Foodservice Business Research,* Vol. 7 No. 2, pp. 41-52.

Ellis, A., Park, E., Kim, S. and Yeoman, I. (2018), "What is food tourism?", *Tourism Management,* Vol. 68, pp. 250-263.

Evansluong, Q., Ramirez Pasillas, M. and Nguyen Bergström, H. (2019), "From breaking-ice to breaking-out: integration as an opportunity creation process", *International Journal of Entrepreneurial Behavior & Research,* Vol. 25 No. 5, pp. 880-899.

Fairchild, G. B. (2010), "Intergenerational ethnic enclave influences on the likelihood of being self-employed", *Journal of Business Venturing,* Vol. 25 No. 3, pp. 290-304.

Fong, E., Chen, W. and Luk, C. (2012), "A study of locational distribution of small and large ethnic businesses in a multiethnic city: Chinese in Toronto, Canada", *Journal of Small Business Management,* Vol. 50 No. 4, pp. 678-698.

G*Power. (2021), "G*Power: Statistical Power Analyses for Mac and Windows", available at: http://www.gpower.hhu.de/ (accessed 27 December 2021).

Gálvez, J. C. P., Torres-Matovelle, P., Molina-Molina, G. and Santa Cruz, F. G. (2020), "Gastronomic clusters in an Ecuadorian tourist destination: the case of the province of Manabí", *British Food Journal,* Vol. 122 No. 12, pp. 3917-3934.

Gbadamosi, A. (2012), "Acculturation", *Journal of Fashion Marketing and Management: An International Journal,* Vol. 16 No. 1, pp. 5-20.

Gilmore, J. H. and Pine, B. J. (2007), *Authenticity: What consumers really want*, Harvard Business Press, Boston, MA.

Gordon, M. M. (1964), *Assimilation in American life: The role of race, religion, and national origins*, Oxford University Press, New York.

Hillel, D., Belhassen, Y. and Shani, A. (2013), "What makes a gastronomic destination attractive? Evidence from the Israeli Negev", *Tourism Management,* Vol. 36, pp. 200-209.

Kattiyapornpong, U., Ditta-Apichai, M. and Chuntamara, C. (2021), "Exploring gastronomic tourism experiences through online platforms: evidence from Thai local communities", *Tourism Recreation Research*, In Press.

Kim, J.-H. (2021), "Service authenticity and its effect on positive emotions", *Journal of Services Marketing,* Vol. 35 No. 5, pp. 572-584.

Kim, J.-H. and Jang, S. S. (2014), "A scenario-based experiment and a field study: A comparative examination for service failure and recovery", *International Journal of Hospitality Management,* Vol. 41, pp. 125-132.

Kim, J.-H., Song, H. and Youn, H. (2020), "The chain of effects from authenticity cues to purchase intention: The role of emotions and restaurant image", *International Journal of Hospitality Management,* Vol. 85, pp. 102354.

Kim, J.-H., Youn, H. and Rao, Y. (2017), "Customer responses to food-related attributes in ethnic restaurants", *International Journal of Hospitality Management,* Vol. 61, pp. 129-139.

Kim, M. and Kim, J. (2020), "Destination authenticity as a trigger of tourists' online engagement on social media", *Journal of Travel Research,* Vol. 59 No. 7, pp. 1238-1252.

Kim, S., Park, E. and Lamb, D. (2019), "Extraordinary or ordinary? Food tourism motivations of Japanese domestic noodle tourists", *Tourism Management Perspectives,* Vol. 29, pp. 176-186.

Kovács, B., Carroll, G. R. and Lehman, D. W. (2014), "Authenticity and consumer value ratings: Empirical tests from the restaurant domain", *Organization Science,* Vol. 25 No. 2, pp. 458-478.

Lassalle, P. and Scott, J. M. (2018), "Breaking-out? A reconceptualisation of the business development process through diversification: the case of Polish new migrant entrepreneurs in Glasgow", *Journal of Ethnic and Migration Studies,* Vol. 44 No. 15, pp. 2524-2543.

Luedicke, M. K. (2011), "Consumer acculturation theory: (crossing) conceptual boundaries", *Consumption Markets & Culture,* Vol. 14 No. 3, pp. 223-244.

Ma, Z., Zhao, S., Wang, T. and Lee, Y. (2013), "An overview of contemporary ethnic entrepreneurship studies: themes and relationships", *International Journal of Entrepreneurial Behavior & Research,* Vol. 19 No. 1, pp. 32-52.

Mariani, M. M. (2016), "Coordination in inter-network co-opetitition: Evidence from the tourism sector", *Industrial Marketing Management,* Vol. 53, pp. 103-123.

Mariani, M. M., Borghi, M. and Okumus, F. (2020), "Unravelling the effects of cultural differences in the online appraisal of hospitality and tourism services", *International Journal of Hospitality Management,* Vol. 90, pp. 102606.

Mickiewicz, T., Hart, M., Nyakudya, F. and Theodorakopoulos, N. (2019), "Ethnic pluralism, immigration and entrepreneurship", *Regional Studies,* Vol. 53 No. 1, pp. 80-94.

Moufakkir, O. (2019), "The liminal gaze: Chinese restaurant workers gazing upon Chinese tourists dining in London's Chinatown", *Tourist Studies,* Vol. 19 No. 1, pp. 89-109.

Naderi, I., Paswan, A. K. and Guzman, F. (2018), "Beyond the shadow of a doubt: The effect of consumer knowledge on restaurant evaluation", *Journal of Retailing and Consumer Services,* Vol. 45, pp. 221-229.

Ojo, S. (2018), "Identity, ethnic embeddedness, and African cuisine break-out in Britain", *Journal of Foodservice Business Research,* Vol. 21 No. 1, pp. 33-54.

Özdemir, B. and Seyitoğlu, F. (2017), "A conceptual study of gastronomical quests of tourists: Authenticity or safety and comfort?", *Tourism Management Perspectives,* Vol. 23, pp. 1-7.

Park, K. (2017), "Ethnic foodscapes: Foreign cuisines in the United States", *Food, Culture & Society,* Vol. 20 No. 3, pp. 365-393.

Phua, V. C. and Shircliff, J. E. (2020), "Heritage spaces in a global context: the case of Singapore Chinatown", *Current Issues in Tourism,* Vol. 23 No. 12, pp. 1449-1453.

Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y. and Podsakoff, N. P. (2003), "Common method biases in behavioral research: a critical review of the literature and recommended remedies", *Journal of Applied Psychology,* Vol. 88 No. 5, pp. 879–903.

Portes, A. and Rumbaut, R. G. (2001), *Legacies: The story of the immigrant second generation*, University of California Press, Oakland, CA.

Razin, E. (1989), "Relating theories of entrepreneurship among ethnic groups and entrepreneurship in space-the case of the Jewish population in Israel", *Geografiska Annaler: Series B, Human Geography,* Vol. 71 No. 3, pp. 167-181.

Richards, G. (2021), "Evolving research perspectives on food and gastronomic experiences in tourism", *International Journal of Contemporary Hospitality Management,* Vol. 33 No. 3, pp. 1037-1058.

Ritzer, G. (2009), *McDonaldization: the reader*, Pine Forge Press, Thousand Oaks, CA.

Rodríguez-López, M. E., del Barrio-García, S. and Alcántara-Pilar, J. M. (2020), "Formation of customer-based brand equity via authenticity", *International Journal of Contemporary Hospitality Management,* Vol. 32 No. 2, pp. 815-834.

Samnani, A. K., Boekhorst, J. A. and Harrison, J. A. (2013), "The acculturation process: Antecedents, strategies, and outcomes", *Journal of Occupational and Organizational Psychology,* Vol. 86 No. 2, pp. 166-183.

Schwartz, S. J., Pantin, H., Sullivan, S., Prado, G. and Szapocznik, J. (2006), "Nativity and years in the receiving culture as markers of acculturation in ethnic enclaves", *Journal of Cross-Cultural Psychology,* Vol. 37 No. 3, pp. 345-353.

Schwartz, S. J., Unger, J. B., Zamboanga, B. L. and Szapocznik, J. (2010), "Rethinking the concept of acculturation: implications for theory and research", *American Psychologist,* Vol. 65 No. 4, pp. 237.

Shulga, L. V. and Busser, J. A. (2020), "Hospitality employee and customer role in value co-creation: Personal, organizational and collaborative outcomes", *International Journal of Hospitality Management,* Vol. 91, pp. 102648.

Skinner, H., Chatzopoulou, E. and Gorton, M. (2020), "Perceptions of localness and authenticity regarding restaurant choice in tourism settings", *Journal of Travel & Tourism Marketing,* Vol. 37 No. 2, pp. 155-168.

Smith, R. A. and Mannon, S. E. (2020), "Ethnic Entrepreneurship Without Ethnicity: Latino Entrepreneurs in Northern Utah", *Sociological Spectrum,* Vol. 40 No. 1, pp. 33-47.

Somashekhar, M. (2019), "Ethnic economies in the age of retail chains: comparing the presence of chain-affiliated and independently owned ethnic restaurants in ethnic

neighbourhoods", *Journal of Ethnic and Migration Studies,* Vol. 45 No. 13, pp. 2407-2429.

Song, H. and Kim, J.-H. (2021), "Developing a brand heritage model for time-honoured brands: extending signalling theory", *Current Issues in Tourism*, In Press.

Song, H., Phan, B. V. and Kim, J.-H. (2019), "The congruity between social factors and theme of ethnic restaurant: Its impact on customer's perceived authenticity and behavioural intentions", *Journal of Hospitality and Tourism Management,* Vol. 40, pp. 11-20.

Stepick, A., Grenier, G., Castro, M. and Dunn, M. (2003), *This land is our land*, University of California Press, Oakland, CA.

Styvén, M. E., Mariani, M. M. and Strandberg, C. (2020), "This is my hometown! The role of place attachment, congruity, and self-expressiveness on residents' intention to share a place brand message online", *Journal of Advertising,* Vol. 49 No. 5, pp. 540-556.

Styvén, M. E., Näppä, A., Mariani, M. and Nataraajan, R. (2022), "Employee perceptions of employers' creativity and innovation: Implications for employer attractiveness and branding in tourism and hospitality", *Journal of Business Research,* Vol. 141, pp. 290-298.

Van Ittersum, K. and Wansink, B. (2012), "Plate size and color suggestibility: The Delboeuf illusion's bias on serving and eating behavior", *Journal of Consumer Research,* Vol. 39 No. 2, pp. 215-228.

Viglia, G. and Dolnicar, S. (2020), "A review of experiments in tourism and hospitality", *Annals of Tourism Research,* Vol. 80, pp. 102858.

Waitt, G. (2000), "Consuming heritage: Perceived historical authenticity", *Annals of Tourism Research,* Vol. 27 No. 4, pp. 835-862.

Wang, C.-Y. and Mattila, A. S. (2015), "The impact of servicescape cues on consumer prepurchase authenticity assessment and patronage intentions to ethnic restaurants", *Journal of Hospitality & Tourism Research,* Vol. 39 No. 3, pp. 346-372.

Wang, Y. and Warn, J. (2018), "Chinese immigrant entrepreneurship: Embeddedness and the interaction of resources with the wider social and economic context", *International Small Business Journal,* Vol. 36 No. 2, pp. 131-148.

Williams, H. A., Yuan, J. and Williams Jr, R. L. (2019), "Attributes of memorable gastro-tourists' experiences", *Journal of Hospitality & Tourism Research,* Vol. 43 No. 3, pp. 327-348.

Wong, B. P. (1998), *Ethnicity and entrepreneurship: The new Chinese immigrants in the San Francisco Bay area*, Allyn and Bacon, Boston.

Woosnam, K. M., Maruyama, N. U., Ribeiro, M. A. and Joo, D. (2019), "Explaining minority residents' attitudes of ethnic enclave tourism from general perceptions of tourism impacts", *Journal of Tourism and Cultural Change,* Vol. 17 No. 4, pp. 467-484.

Zhuang, Z. C. (2019), "Ethnic entrepreneurship and placemaking in Toronto's ethnic retail neighbourhoods", *Tijdschrift voor economische en sociale geografie,* Vol. 110 No. 5, pp. 520-537.

Zolin, R., Chang, A., Yang, X. and Ho, E. Y. H. (2016), "Social capital or ethnic enclave location? A multilevel explanation of immigrant business growth", *Thunderbird International Business Review,* Vol. 58 No. 5, pp. 453-463.

Appendix A. Scenarios

Study 1:
Please imagine that you are visiting a domestic city in this country, you would like to try Chinese cuisine, so you are visiting an ethnic enclave of Chinatown in this city. In Chinatown, there are restaurants, travel agencies, Chinese grocery shops, etc. Based on the information shown in the entrance of this Chinatown,

- You know that this Chinatown was built in 1960s, so it has a long history of over 50 years (*in 2016, so it is a young Chinatown with a short history of 5 years*).
- This Chinatown is located in the busy central business district of the city centre. Numerous people visit CBD every day (*in the quiet rural neighbourhood of the city. Small numbers of people visit this area every day*).
- This is one of the largest Chinatowns in this country (*one of the smallest Chinatowns in this country*).

Study 2:
Please imagine that you are visiting a domestic city in this country, you would like to try Chinese cuisine, so you are visiting an ethnic enclave of Chinatown in this city. In Chinatown, there are restaurants, travel agencies, Chinese grocery shops, etc. You notice a Chinese restaurant in this Chinatown. Based on the information demonstrated in the entrance of this Chinese restaurant,

- You know that this Chinese restaurant was founded in 1960s, so it has a history of over 50 years (*in 2016, so it has a history of 5 years*).
- This Chinese restaurant is in the busy main street of the Chinatown (*in a quiet alleyway of the Chinatown*).
- This Chinese restaurant belongs to a restaurant chain which operates various Chinese restaurants in different places in the country (*is an independent restaurant which can be found only in this Chinatown*).

Appendix B. Measurement items

Constructs	Items	Study 1			Study 2		
		α	CR	AVE	α	CR	AVE
Authentic cultural experience / gastronomic experience	Visiting this Chinatown / Chinese restaurant will provide me with authentic cultural / gastronomic experiences. Visiting this Chinatown / Chinese restaurant will provide me with genuine cultural / gastronomic experiences. Visiting this Chinatown / Chinese restaurant will provide me with exceptional cultural / gastronomic experiences. Visiting this Chinatown / Chinese restaurant will provide me with unique cultural /gastronomic experiences.	.880	.880	.648	.843	.845	.577
Visit intention / Dining intention	I would like to visit this ethnic enclave / restaurant. I would choose to go to this Chinatown / restaurant over other Chinatowns / Chinese restaurants. This Chinatown / restaurant would be my first choice compared to other Chinatowns.	.795	.813	.609	.798	.802	.576
Consumer knowledge	I know a great amount about Chinese culture and cuisine. I know how to judge the quality of a Chinese dish. Among my circle of friends, I am one of the 'experts' on Chinese ethnic culture and foods. Compared to people who eat out often, I am very familiar with Chinese ethnic restaurants.	.901	.904	.702	.893	.894	.680

Note: Study 1 (N=276. Goodness of fit index: $\chi2 = 80.726$, df = 40, $\chi2 /df = 2.018$, CFI =.979, TLI =.971, IFI =.979, RMSEA =.061).
Study 2 (N=281. Goodness of fit index: $\chi2 = 82.692$, df = 41, $\chi2 /df = 2.017$, CFI =.975, TLI =.966, IFI =.975, RMSEA =.060).
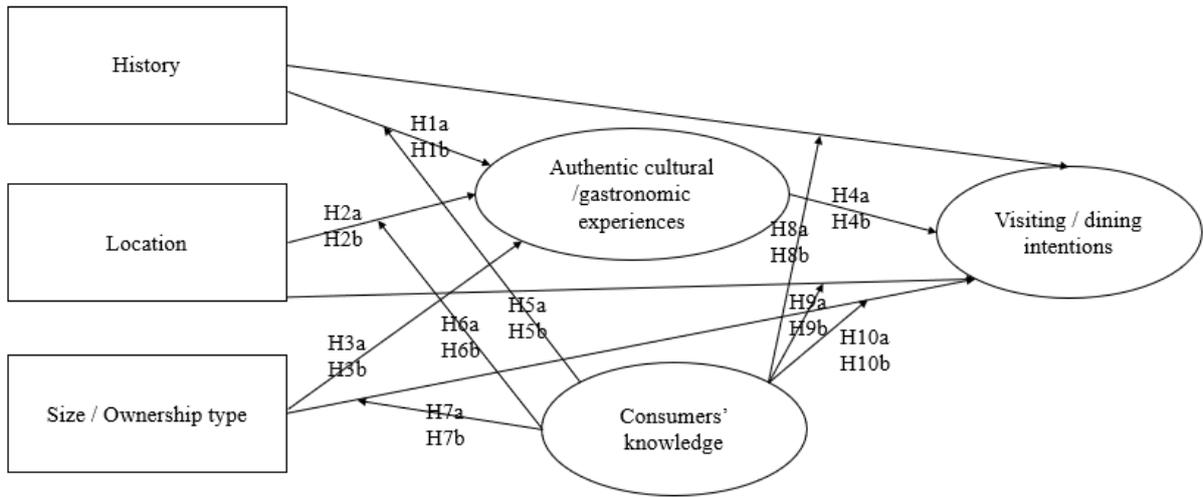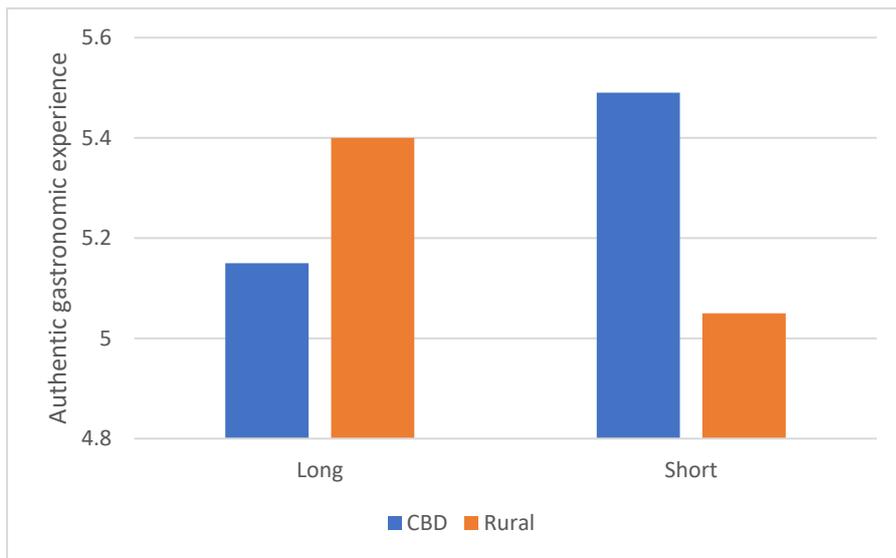
Figure I. Conceptual model

Figure II. Interaction effect between ethnic enclaves' history and location
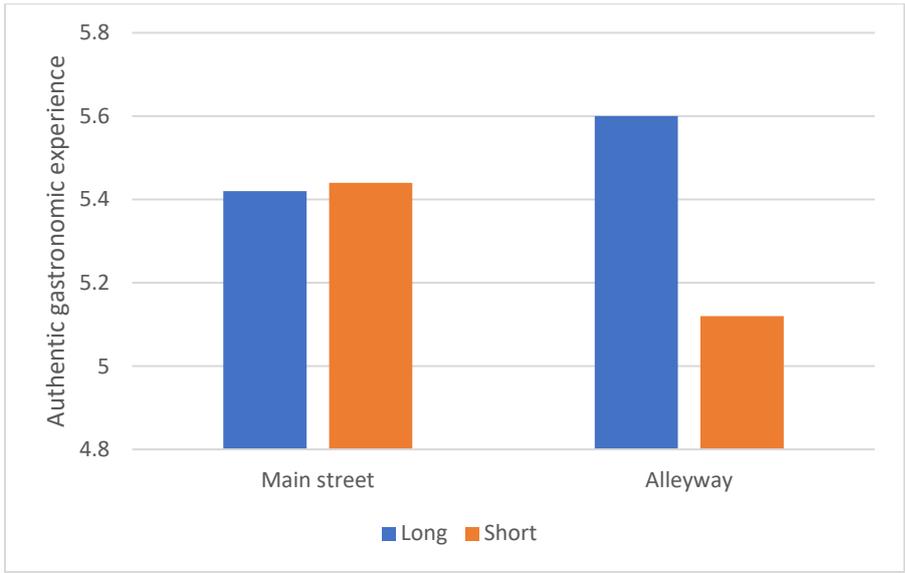
Figure III. Interaction effect between restaurants' history and location

Figure IIII. Interaction effect between restaurants' location and ownership type

Table I. Summary of ANCOVA results for authentic cultural experiences (Study 1)

Sources	df	F	p
Participant age	1	14.075	0.000
Participant gender	1	0.695	0.405
History	1	0.002	0.968
Location	1	0.533	0.466
Size	1	6.522	0.011
History * Location	1	8.105	0.005
History * Size	1	0.224	0.637
Location * Size	1	0.937	0.334
History * Location * Size	1	0.040	0.841
Error	266		

Table II. Summary of ANCOVA results for authentic gastronomic experiences (Study 2)

Sources	df	F	p
Participant age	1	0.006	0.940
Participant gender	1	0.801	0.371
History	1	4.355	0.038
Location	1	0.412	0.522
Ownership type	1	15.766	0.000
History * Location	1	5.352	0.021
History * Ownership type	1	0.747	0.388
Location * Ownership type	1	7.143	0.008
History * Location * Ownership type	1	0.480	0.489
Error	271		

Table III. Moderation results

Conditional effects on consumers' authentic gastronomic experiences	Effect (se)	*p*	LL 95% CI	UL 95% CI
Low knowledge (3.25)	1.014 (0.153)	0.000	0.712	1.315
Moderate knowledge (5.00)	0.373 (0.104)	0.000	0.168	0.579
High knowledge (6.22)	-0.073 (0.151)	0.627	-0.369	0.223