

**Effect of Authentic Atmospherics in Ethnic Restaurants on Consumer Emotions and Revisit Intension**  
**(special reference to Sri Lankan, Chinese & Indian restaurants in Colombo district)**

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Sri Lankan tourism sector has been identified as one of the key sectors propelling the country's economic growth. The Ethnic food market is one of the fastest growing industries globally. In this respect, this study attempted to explore the effect of authentic atmospherics in ethnic restaurants on consumer emotions and revisit intension. Investigating Sri Lankan, Chinese & Indian Restaurants This study gathered information from 300 guests who visited to ethnic restaurants in Colombo by convenience sampling technique. Further, the data were analyzed through Descriptive analysis, Correlation, Simple Regression. Apart from that, Preacher and Hayes multiple mediation assessment model 06 and Process Model 01 used to assess the mediation effect of emotion. The study found that there is a significant relationship between Authentic Atmosphere and Revisit Intension and Consumer Positive Emotions significantly and partially mediates the relationship between Authentic Atmosphere and Revisit Intension. Further, the finding of this study demonstrates Visitor Attitude significantly moderates in the relationship between Positive Emotions and Authentic Atmosphere. Finally, this study recommends to the ethnic restaurants to develop the authentic Atmosphere further in order to retain the customers.

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