



**“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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ABSTRACT

Sri Lankan tourism sector has been identified as one of the key sectors propelling the country's economic growth. The ultimate goal of the tourism is to gain more & more income and profits to the country and expect the high contribution to the GDP. 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 special reference to Colombo District. Because the researcher found that there is empirical and knowledge gaps in this context. In order to conduct the study, Researcher set Primary Research Question, how does the Effect of Authentic Atmospherics on Revisit Intension through Customer Emotions in Sri Lankan, Chinese and Indian Restaurants. To achieve these research Question set five Objectives to Assess the relationship between Authentic Atmosphere and Revisit Intension, To identify the Positive and Negative Emotions mediate the relationship between perceived Authentic Atmospherics and Revisit Intension and To identify the moderating role of Customer Attitude on the relationship between perceived Authentic Atmospherics and Customer Emotions. Research is mostly based on primary data and researcher used convenience sampling to collect data collected from 300 guests visit to Ethnic Restaurants in Colombo District by using Structured Questionnaire. Then after, in order to achieve the objectives researcher use Descriptive analysis, Correlation, Simple regression, preacher and Hayes multiple mediation assessment model 6 and Process Model 01. By these analysis Researcher found that there is a significant relationship between Authentic Atmosphere and Revisit Intension and Consumer Positive Emotions Mediate the relationship between Authentic Atmosphere and Revisit Intension. And also the moderating effect is Significant in between Positive Emotions and Authentic Atmosphere. Finally according to the findings of the study which can recommend that if Authentic Atmospheric Condition develop further more in creative and innovative manner. The customer attraction and Retention will be increased.

Key words: - Authenticity, Atmospherics, Emotion, Revisit intention, Ethnic Restaurant, Chinese Restaurant, Indian Restaurants, Sri Lankan Restaurants