

**The impact of using a foreign-language in restaurant menus on  
customers' attitude and behavioural intention**

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customers' attitude and behavioural intention**

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# TABLE OF CONTENTS

<b>ATTESTATION OF AUTHORSHIP .....</b>	<b>7</b>
<b>ACKNOWLEDGEMENTS .....</b>	<b>8</b>
<b>ABSTRACT.....</b>	<b>9</b>
<b>CHAPTER 1-INTRODUCTION .....</b>	<b>10</b>
<b>1.1 Background and Problem Statement .....</b>	<b>10</b>
<b>1.2 Objectives of the Study .....</b>	<b>12</b>
<b>1.3 Significance of the Study Findings and Contributions.....</b>	<b>13</b>
<b>1.4 Structure of the Dissertation .....</b>	<b>13</b>
<b>CHAPTER 2-LITERATURE REVIEW .....</b>	<b>15</b>
<b>2.1 Restaurant Menus .....</b>	<b>15</b>
<b>2.2 The Use of Foreign Language.....</b>	<b>16</b>
<b>2.3 The Impact of the Use of Foreign Language, an Element of Servicescape</b> <b>.....</b>	<b>17</b>
<b>2.3.1 The impact of using a foreign language on brand personality .....</b>	<b>17</b>
<b>2.3.2 The impact of using a foreign language on food authenticity .....</b>	<b>20</b>
<b>2.3.3 The impact of using a foreign language on target marketing .....</b>	<b>22</b>
<b>CHAPTER 3-METHODOLOGY .....</b>	<b>25</b>
<b>3.1 Positivist Paradigms .....</b>	<b>25</b>
<b>3.1.1 Ontology .....</b>	<b>25</b>
<b>3.1.2 Epistemology .....</b>	<b>25</b>

3.1.3 Quantitative research .....	26
3.2 Research Design and Questionnaire Design .....	27
3.3 Sample and Data Collection .....	32
3.4 Measures .....	32
3.5 Data Analysis .....	32
<b>CHAPTER 4-RESULTS .....</b>	<b>3</b>
4.1 Profile of Respondents .....	35
4.2 Variance Tests .....	36
4.3 Construct Validity and Reliability .....	38
4.4 Fit of the Structural Model .....	39
4.5 Correlations Test .....	40
4.6 Hypotheses Test .....	41
4.7 Sub-Group Analysis .....	44
4.7.1 Non-Chinese speaking customers .....	44
4.7.2 Chinese speaking customers .....	45
<b>CHAPTER 5-DISCUSSION AND CONCLUSION .....</b>	<b>48</b>
5.1 Research Implications .....	48
5.1.1 Brand personality .....	48
5.1.2 Food Authenticity .....	50
5.1.3 Target marketing .....	53
5.2 Practical Implications .....	55

<b>5.3 Limitations and Future Research</b> .....	56
<b>5.4 Conclusion</b> .....	57
<b>REFERENCES</b> .....	59
<b>APPENDICES</b> .....	81

## **LIST OF TABLES**

<b>Table 1. Demographic information</b> .....	35
<b>Table 2. Ethnicity information</b> .....	37
<b>Table 3. Chi-Square tests</b> .....	37
<b>Table 4. ANOVA tests</b> .....	38
<b>Table 5. Properties of the measurement model</b> .....	39
<b>Table 6. Goodness of fit of structural model</b> .....	40
<b>Table 7. Correlations tests</b> .....	41
<b>Table 8. The results of hypotheses test</b> .....	42
<b>Table 9. Multiple Comparisons Test</b> .....	43
<b>Table 10. Non-Chinese speaking customers</b> .....	45
<b>Table 11. Chinese speaking customers</b> .....	46

## **LIST OF FIGURES**

<b>Figure 1. Conceptual model of perceptions of foreign language menu on brand personality, food authenticity and target marketing</b> .....	24
<b>Figure 2. English script menu</b> .....	29
<b>Figure 3. Chinese script menu</b> .....	30
<b>Figure 4. Mixed English and Chinese script menu</b> .....	31

## **LIST OF APPENDICES**

<b>Appendix 1: An Invitation to Participants .....</b>	<b>81</b>
<b>Appendix 2: Participant Information Sheet (English Version) .....</b>	<b>82</b>
<b>Appendix 3: Participant Information Sheet (Chinese Version) .....</b>	<b>84</b>
<b>Appendix 4: Appendix 4: Online Questionnaire.....</b>	<b>86</b>
<b>Appendix 5: Appendix 5: AUTECH .....</b>	<b>93</b>

## ATTESTATION OF AUTHORSHIP

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning”.

Signed:

A handwritten signature in black ink, appearing to be the initials 'B Bi'.

Hongyang (Bill) Bi

June 2017

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## **ABSTRACT**

Although many ethnic restaurants present their menu in a foreign language as well as in English, there has been limited research regarding customers' perceptions of a restaurant menu written in a foreign language. This study aims to investigate the use of foreign language on restaurant menus, and its psychological effects on customers' perceptions. A total of 149 adults participated in the online survey testing the psychological influence of using a foreign language on a restaurant menu. Three scenarios involving the use of English and/or Chinese language scripts on a restaurant menu were designed to fulfil the purpose of this research.

The findings show that the use of a foreign language on a restaurant menu significantly influenced consumers' perceptions of a restaurant's brand personality, food authenticity, and target marketing as hypothesised. Furthermore, the results of a sub-group analysis show that a menu including Chinese script has significant impacts on non-Chinese speaking customers' perceptions of the restaurant's brand personality, food authenticity and target marketing, whereas a menu including Chinese script has no significant impacts on Chinese speaking customers' perceptions.

Providing an initial empirical evidence, this study adds new knowledge to the academic literature on customers' perceptions toward the use of a foreign language on restaurant menus. In addition, the findings of the study can be used for restaurant practitioners as a reference to position their business in designing their menu by including the use of a foreign language.

# CHAPTER 1- INTRODUCTION

## 1.1 Background and Problem Statement

As more and more people travel to foreign countries in today's globalising world (Howison & Higgins-Desbiolles, 2014; Maghsoodi Tilaki, Hedayati Marzbali, Abdullah, & Bahauddin, 2016; Pearce & Schänzel, 2015), local governments have started to install signs in various languages in public areas to offer convenience for foreign tourists coming from different regions (Ai, 2013). Yuan, Houston, and Cai, (2006) suggested that foreign language plays an essential role in the tourism industry. The use of foreign language can influence international travellers' satisfaction about products or services (Leslie & Russell, 2006). Furthermore, due to globalisation, there has been a significant growth in migration to foreign countries (Moufakkir, 2014; Simpson, Simpson, & Cruz-Milán, 2016). Immigrants to a new country, due to the influences of their previous life styles, habits or religions, often wish to maintain experiences which fit with their ethnicity in the new environment (Collins, & Jordan, 2009). For example, when Chinese immigrants settle in a new country they might be attracted by restaurant signs that are written in the Chinese language (Io, 2015). For these reasons, the use of foreign language is an important issue for hospitality businesses (Casado, 2003).

Previous studies have reported the importance of using a foreign language in many fields including education (Lileikienė & Danilevičienė, 2016), science (Ogunsiji, Ojo, & Farinde, 2015), manufacturing (Kibler & Valdés, 2016), agriculture (Gafiiatova, 2015) and tourism industries (Leslie & Russell, 2006). However, only a few studies have focused on the importance and application of using a foreign language in the hospitality industry, specifically in the restaurant industry (Casado, 2003). In today's world, due to ethnic diversity and the development of international tourism, using a foreign language is becoming prevalent in the hospitality industry (Yuan et al., 2006).

Magnini (2004) stated that the restaurant business is influenced significantly by

multiculturalism. Responding to the growing diversity, some ethnic restaurants use the restaurant owner's own ethnic language in the restaurant settings to attract customers (Magnini, Miller, & Kim, 2011). Lanská and Kolářová (2015) also suggested that a menu written in French has a significant influence on a customer's perceptions of food quality. Therefore, a number of ethnic restaurants use menus written in the restaurant owner's native language. However, little is known about the impact of using a foreign language on a restaurant menu on customers' perceptions. Therefore, understanding how the use of a foreign language influences a customer's perception in restaurant settings is important for restaurant practitioners.

Numerous studies in the hospitality field have examined how the product packaging, advertising or decor of dining environments influence a customer's perceptions (DiPietro & Campbell, 2014; Murray, Elms, & Teller, 2015; Lo, Tung, & Huang, 2017). However, compared to these aspects, few hospitality field studies have been carried out on the customer's perceptions around the use of a foreign language on restaurant menus. Magnini and Kim (2016) suggested a restaurant menu is an important element that influences a customer's dining experience. As restaurant menus provide an initial signal to customers about their impending experience, they are an important marketing tool (McCall & Lynn, 2008). Additionally, Mills and Thomas (2008) reported that restaurant menus also have a significant impact on a customer's perception of a restaurant.

Magnini and Kim (2016) demonstrated the customer's perceptions can be based on the visual design of a restaurant menu, including font style, background colour, and physical weight of the menu. Several other studies also discussed the customer's perceptions based on the content of menu, such as information about calories, saturated fat, salinity or sodium (Bruemmer, Krieger, Saelens, & Chan, 2012; Dumanovsky, Nonas, Huang, Silver, & Bassett, 2009; Fotouhinia-Yepes, 2013). A well-designed menu could increase the purchase intention of the customers and lead to revenue growth for the restaurant (Magnini & Kim, 2016). Surprisingly, a search of the academic literature suggests little is known about the impact, on customer perceptions, of using a foreign language on menus.

While previous hospitality studies have examined the impact of the servicescape on customers' perception, most of these studies analysed the results based on participants' gender, age or education level (Moss, Parfitt, & Skinner, 2009; Zemke, Hertzman, Raab, & Singh, 2011; Kang, Jun, & Arendt, 2015). However, few studies analysed the results based on participants' ethnicity. Moreover, Magnini et al. (2011) studied the impact of foreign-language restaurant signage (cf. Spanish and Korean) on potential diners by dividing the participants into 'in-group' (those using the same language as the ethnic restaurant) and 'out-group' (those not familiar with the ethnic restaurant's native language) based on participants' ethnicity. However, no previous study has investigated the impact of using foreign language menus.

This research seeks to address these gaps in the literature by investigating the impact of using a foreign-language restaurant menu (Chinese) on customers' perceptions, and further analyse the results based on customers' ethnicity. The study extends Magnini et al.'s (2011) research which examined the use of foreign-language signages in restaurant settings.

## **1.2 Objectives of the Study**

The purpose of the study is to investigate the impact of using a foreign language on a restaurant menu on customers' perceptions. Specifically, based on the theoretical evidence derived from the literature, this study examines whether the use of a foreign-language menu influences the customers' perceptions of brand personality, food authenticity, and target marketing of a restaurant. These three constructs are directly related to the customers' perception (Magnini et al., 2011). Also, these three aspects are important components of marketing strategies that restaurants need to carefully consider for business survival and competing in the market (Harrington, Fauser, Ottenbacher, & Kruse, 2013; Jang & Ha, 2015; Kim, Magnini, & Singal, 2011).

To achieve the aims of the research, the study examines the following research

questions:

1. Does the use of a menu written in a foreign-language (i.e., Chinese) influence customers' perceptions of the restaurant brand personality?
2. Does the use of a menu written in a foreign-language (i.e., Chinese) influence customers' expectations of food authenticity?
3. Does the use of a menu written in a foreign-language (i.e., Chinese) make customers perceive that the restaurant is attempting to appeal to a particular demographic?
4. Does the use of a menu written in a foreign-language (i.e., Chinese) make different impacts on in-group and out-group customers' perceptions of the restaurant brand personality, food authenticity and target marketing?

### **1.3 Significance of the Study**

This study provides the following potential contributions to the hospitality literature and restaurant industry:

1. This study adds to the literature on the impact of using a foreign language (i.e., Chinese) in the restaurant industry. Therefore, restaurant practitioners could potentially gain knowledge from this study to ascertain whether using foreign language elements is a wise decision for their business.
2. This study contributes to the hospitality literature by providing a better understanding of how the restaurant menu influences a customer's perceptions. The findings from this research may offer useful insights to restaurant practitioners' understanding of how customers perceive a restaurant via a restaurant menu.

### **1.4 Structure of the Dissertation**

The dissertation includes five chapters. The present chapter introduces the background of the study, research questions, purpose of the research, theoretical contribution, and practical contribution.

Chapter two provides a review of previous literature that covers the range of the

research topics relevant to this research, and scope of the research hypotheses. In particular, the literature review explores the importance of restaurant menus. The study provides descriptions from existing research about people's perceptions of language. The literature review discusses definitions and people's perceptions of brand personality based on the literature. Next, the study explains the perceptions of foreign language menus according to previous research. Following this, a discussion of food authenticity from literature is provided. Lastly, target marketing is defined and discussed.

Chapter three describes the methodology used for collecting and analysing research data. To test the proposed hypotheses, a quantitative research method was employed based on a positivist ontology and epistemology. Also, this chapter explains the measurement of customers' perceptions of restaurant menu in terms of brand personality, food authenticity, and target marketing, by using three different scenarios and participants' demographic information. In addition, this chapter also describes the process of data collection and discusses the ethical issues that affect data collection.

Chapter four presents the results of research hypotheses tests. The study analysed the demographic information of participants - the chi-square test and the one-way ANOVA test were used to compare the ethnicities, and the participants' knowledge of Chinese and English languages within three scenarios is discussed. Then the study reports the analysis of three main variables through the One-ANOVA test. To examine the construct validity and reliability of the measurement model, confirmatory factor analysis is discussed and analysed. Correction test as an additional check is also discussed in this chapter.

Chapter five discusses and summarises the findings. Based on the findings, the study presents both theoretical and practical implications of the current research. The last section of the discussion chapter indicates the limitations of the research and also provides some suggestions for future research.

# CHAPTER 2-LITERATURE REVIEW

## 2.1 Restaurant Menus

Restaurant menus are an important tool for marketing and communicating information about a restaurant's products and experiences to customers (McCall & Lynn, 2008). Restaurant menus can be divided into categories by different styles and types, for example, à la carte, set menu, beverage and dessert menus, and static and cycle menus (Seaberg, 1991). Based on the restaurant menu, customers select particular preferred items (Antun & Gustafson, 2005).

The menu also establishes the initial impression of a restaurant on customers, from the moment that it is presented to them (Magnini & Kim 2016). A successful menu should have two functions: communication and selling (Kincaid & Corsun, 2003). For these reasons, restaurant managers must frequently consider the restaurant menu as a key element in marketing strategies (Markovic et al., 2010). Through the restaurant menu, managers can make changes or adjust prices of products to maximize the profit of a restaurant (Bowen & Morris, 1995).

According to Mills and Thomas (2008), restaurant menus can significantly influence the customers' perceptions of a restaurant. A menu with good layout could positively influence the customer's purchasing desire (Rinella, 2001). For example, Hou, Yang, and Sun (2017) suggested that adding pictures on the restaurant menu can have positive impacts on customer's attitudes, willingness to pay, and purchase intentions. Similarly, the restaurant menu font style, background colour, and physical weight, all influence customers' perceptions about restaurant level and service quality (Magnini & Kim, 2016). In addition to the above attributes, the language that is displayed on the menu is also an important part of a menu's layout.

Liu and Mattila (2015) found that in the ethnic restaurant business, in order to please their customers who come from the same ethnic background as the restaurants, some managers usually prepare two types of menus, one is the common menu, and another is the more authentic menu which has ethnic features. The difference between

these two menus is mainly shown in the languages that were written on the menus. For instance, a Chinese restaurant in America usually prepares two types of menu which have the same content. One menu is written in English script and another is written in Chinese script. Compared with the English script menu, the Chinese script menus could present the products or services of the restaurant more effectively and accurately due to translation and/or cultural understanding.

## **2.2 The Use of a Foreign Language**

Language is an essential means for humans to understand the world (Gleitman & Papafragou, 2005), allowing people to move beyond individual cognition and engage in mediated cognition (Magnini et al., 2011). Chomsky's theory of universal grammar suggests that language is the mental faculty that allows people to learn, produce and understand linguistic behaviour (Cook, 1985). In addition, De Saussure et al. (2011) defined language as a formal system of signs based on grammatical rules to deliver information.

Analogously, previous studies suggested that language is a collection of narratives that reflect culture-specific value systems and epistemologies (Imai, Kanero, & Masuda, 2016). Essentially, language is a way for people to share information about cultures and values to others - as Huffman and Davis (2012) stated, "Language is used for communication, and it is an instrument for delivering messages between individuals" (p.48). As a human property, language can facilitate the exchange of knowledge, beliefs, opinions, and feelings (Chomsky, 1972).

The term 'foreign language' refers to a language used other than one's own, a language that is not native to a particular region or person; however, it is suggested that people could perceive some social, psychological, cultural information of a foreign country based on its language (Oz, Demirezen, & Pourfeiz, 2015). For example, when a person speaks in Arabic, listeners might perceive that the speaker comes from a Middle East country, and that their religion might be Islam. Because Arabic is the most widely used language in Middle Eastern countries, it is an important carrier of Muslim cultures (Jaspal & Coyle, 2010).

### **2.3 The Impact of the Use of a Foreign Language, an Element of Servicescape**

The dining environment of a restaurant can deliver information about the culture of a particular ethnic group to customers through the servicescape, for example, the restaurant design and format, style of decorations, and type of music (Jang & Ha, 2015). As the menu is an essential physical component of a restaurant's servicescape, the characteristics and design of the menu can have a substantial impact on customers' perceptions of the restaurant.

In the hospitality and tourism industry, foreign language is often utilized to communicate information about products and services to locals and international travellers (Fitzgerald, 2002). For instance, Kraak and Holmqvist (2017) mentioned that, in an ethnic restaurant, if an employee uses the language of the same ethnic background as the restaurant to greet customers, it contributes to the customers' perceptions about the authenticity of the restaurant.

Lanská and Kolářová's (2015) provided some evidence which reflects the influence of foreign language menus on customers' perceptions. For example, the many Czech Republicans may think French cuisine has a delicate presentation and higher price compared with other types of food. Therefore, when a restaurant in the Czech Republic displays a menu in French, customers could perceive that the restaurant is more graceful and fashionable than others. Likewise, when a customer looks at a Chinese restaurant's menu, they would likely ask for tea (instead of coffee), because their perceptions about the kind of products most likely offered in this restaurant are derived from looking at the menu. Therefore, the use of foreign language could influence the customers' perceptions and expectations. To explore this effect, the three variables of brand personality, food authenticity, and target marketing, will be examined in following sections.

#### **2.3.1 The impact of using a foreign language on brand personality**

According to Booms and Bitner (1981), 'servicescape' is a concept utilized to enhance the impact of the physical environment in which a service process happens.

Bitner (1992) suggested that the servicescape can influence customers' beliefs about a place, and the employees and products found in that area. Therefore, the physical environment is one of the communication modalities between the customer and a brand in the restaurant business (Magnini et al., 2011).

An organisation's brand can be embodied in a name, term, symbol, design, or some combination of these factors that represents the products or services of a company, to set them apart from other competitors (Kotler, Bowen, & Makens, 2010). A brand can be used to identify a physical object, place, retailer, company, person or an idea (Keller, 2013). Branding is not only an objective tool of communication - it also has its own personality that is capable of delivering social and emotional values to customers (Kotler & Gertner, 2002).

Brand personality is an essential aspect of a brand (Salehzadeh, Khazaei Pool, & Soleimani, 2016). It has been defined differently on multiple occasions, however, Aaker's (1997) definition of brand personality as a "set of human characteristics associated with a brand" (p. 347) has been widely accepted and used by many studies (e.g. Azoulay & Kapferer, 2003, Magnini et al., 2011 and Ang & Lim, 2006). Based on Aaker's (1997) definition of brand personality, Azoulay and Kapferer (2003) also added to the concept of brand personality, that it is "the set of human personality traits that are both applicable to and relevant for brands" (p. 151). Furthermore, a brand personality can be described as the "inner" characteristics of a brand (Aaker & Fournier, 1995).

According to Fournier (1998), brand personality is similar to human personality. Thus, customers would sometimes view brands as having human characteristics, even though brands are not human (Aaker, 1999; Plummer, 1985). Brand personality relates to people's unique personalities, and offers symbolic benefits for the customers (Aaker, 1999). Some brand personality types can include descriptions such as youthful, outdoorsy, sporty, energetic, or sophisticated (Ahmad & Thyagaraj, 2014). As brand personality influences how people see a brand (Plummer, 2000), it becomes a vital element in establishing the relationship between customer and organisation.

From a managerial perspective, an organisation's brand personality can provide a

competitive advantage, as it is difficult for another company to imitate (Ang & Lim, 2006). Moreover, a strong, positive brand personality usually relates to higher product evaluations (Freling & Forbes, 2005). Therefore, some marketers like to develop an affective and complete brand personality to promote their generic products or services (Upshaw, 1995). A company which has unique, attractive and stable brand personalities can create and establish a favourable impression on customers' perceptions, because customers tend to choose a brand not only to fit their own needs, but also one that compliments the brand personality characteristics they want to be associated with (Geuens et al. 2009). Siguaw, Mattila, and Austin (1999) explained that a strong brand personality can increase customers' brand preference, usage, and emotional ties to the brand. Moreover, a well developed brand personality can increase customers' trust and loyalty (Fournier, 1994). Therefore, creating a strong brand personality is an important way for a business to differentiate itself and its products from, and compete with competitors to gain more customers. (Sung & Kim, 2010). This is no different in the restaurant industry, where managers need to have a better understanding of how to create and evaluate their brand personality to fit the customers' and compete with other brands (Lin & Huang, 2012).

From the customers' perspective, their perceptions of the brand's personality are obtained from their direct and indirect contact with the brand (Plummer, 1985). Direct contact with the personality of a brand is made when customers interact with people within the organisation (Helgeson & Supphellen, 2004), such as employees, or managers. Indirect contact with the brand personality is formed by product-related attributes, such as product category, brand name distribution, or price (Liu, Huang, Hallak, & Liang, 2016). Specifically, customers can perceive the personality of a brand from its employees, managers, service, products, advertisements, brand name, logo, price, and other physical attributes (McCracken, 1989; Batra, Lehmann, & Singh, 1993). In the restaurant business, customers' perceptions of brand personality are associated with vision, values, signs, service type, beliefs, and physical environments (Woods, 1989). As previous sections noted, a restaurant menu is an essential physical component of a restaurant. Therefore, from the menu, customers

can perceive information about the restaurant brand personality which is related to the product, associations, brand name, service style, or price (Magnini et al., 2011).

Accordingly, the brand personality could be formed by the customers' perceptions that are received from a brand (Liu, Huang, Hallak, & Liang, 2016). When customers perceive the personality characteristics of a brand, they do not only associate it with the characteristics of products and services - they may also see their own personality in that brand due to its brand personality (Guiry & Vequist, 2015). This in turn reflects how customers see the brand, and the relationship between themselves (as customers) and brand (Liu et al., 2016). Sweeney and Brandon (2006) describe the relationship between a brand and its customers, as an interpersonal relationship. Therefore, a brand and its customers can become active partners or friends (Liu et al., 2016). Following this line of reasoning, if a partner or a friend uses a foreign language which is different from what is normally used for domestic communication, it may have some influence on the person's perceptions of their friend's personality (Magnini et al., 2011). Accordingly, when a restaurant uses a foreign language to present its brand, it would likely influence customers' perceptions of the restaurant's brand personality.

Taking all these into account, it would appear that when people view a restaurant menu written in a foreign language, they would perceive some information about the brand personality (Magnini & Kim, 2016). Accordingly, based on the review of literature, the following hypothesis is proposed:

H1: The use of a menu written in a foreign-language, influences consumers' perceptions of the restaurant's brand personality.

### **2.3.2 The impact of using a foreign language on food authenticity**

Authenticity has been defined in many studies (Taylor, 2001; Lowenthal, 2008; Scott, 2015; Skilton & Purdy, 2017), and according to the Oxford dictionary, the term 'authenticity' is defined as 'reliable, trustworthy, original, and of undisputed origin' (Fowler & Fowler, 1964). Based on this definition, Simpson and Weiner (1989) in a more recent Oxford dictionary edition gave a more specific explanation of the word authenticity: 'authentic as original', 'authentic as true to oneself', and 'authentic as

trustworthy statement of fact'. Varga and Guignon (2014) defined authenticity by stating that when someone says that something is authentic, they are saying that it is what it professes to be, or what it is reputed to be. Boorstin (1964) states that 'authenticity' is an "objective" perception, established based on the understanding of place and culture.

In the hospitality industry, the concept of authenticity is often associated with the product and service, such as food and drink (Sims, 2009). When a customer seeks "traditional" or "local" food, it can be viewed as a quest for authenticity of food. According to the local product consumption model proposed by Kim et al. (2009), the authentic experience of food has positive influences on customers' buying intentions. Jang and Ha (2005) also state that authenticity plays an important role in forming a customer's positive perceptions of food. Lenglet and Giannelloni (2016) defined the perceived authenticity of a food product as a characteristic of the food offering which brings to it, a differentiating originality which compensates for some deficiency in, and dissatisfaction with, other food products. This authenticity is reinforced when the product relates to a part of the customer's identity. Wood and Muñoz (2007) also suggest that authenticity is an important factor that influences customer perceptions of ethnic food.

Barbas (2003) described food as a bridge of ethnicity and culture, since it connects people from different cultures to each other. Jang and Ha (2015) suggested that many immigrants like to eat familiar food as it is an important element of their own culture. As such, ethnic food acts as a carrier of culture among people (Zelinsky, 1985). In particular, when people decide to dine in ethnic restaurants, they expect to have an exotic dining experience (Zelinsky, 1985). Customers prefer to foster an authentic sense of the place's culture when purchasing certain products that are considered to come from that place (Sims, 2009). Authenticity at an ethnic restaurant may include the use of original or traditional ingredients, recipes, and cooking methods shared among members in a particular cultural and ethnic group (Jang & Ha, 2015). Magnini et al. (2011) reasoned that a restaurant displaying signage in a foreign language, may indicate that the owner of the restaurant wants to express the

originality of the restaurant and food culture; hence, the use of a foreign language can be a signal to customers' perception that the food is authentic. Furthermore, Larsen, Schrauf, Fromholt, and Rubin (2002) found evidence to suggest that language may influence people's perceptions. For example, if an ethnic restaurant is situated in an area with a culturally different background, when a customer sees a restaurant displaying foreign language signage, the customer can perceive that the restaurant is related to the owner's original culture; subsequently, a customer could perceive that the restaurant's food is authentic (Anderson et al., 1993).

According to the literature review, it seems apparent that a restaurant menu written in a foreign language might influence customers' perceptions on food authenticity. Therefore, the following hypothesis is proposed:

H2: The use of a menu written in a foreign-language, increases customers' expectations of food authenticity.

### **2.3.3 The impact of using a foreign language on target marketing**

Target marketing refers to marketing efforts designed to attract specific 'target' groups toward a selected organisation (Boone & Kurtz, 2013). Kotler, Bowen and Makens (1999) defined a target market as a market segment that an organisation aims to serve, which involves customers who share similar characteristics. Target marketing principles aim to distinguish the main market segments, then select one of these segments, towards which the marketing efforts will be directed (Firat, Ozaltin Turker, & Metin, 2014; Wright & Esslemont, 1994).

For organisations, identifying a target market can provide a better understanding of their preferred customers and allow for an efficient distribution of resources (Weaver, 2015). An organisation's target markets could be identified using many different segmentations, such as geographic segmentation (e.g., city, province, country), demographic segmentation (e.g., age, gender, ethnic), psychographic segmentation (e.g., preference, attitudes), and behavioural segmentation (e.g., usage of product, frequency of being serviced) (Kruger, Viljoen, & Saayman, 2013).

Setting target markets has become an essential issue for organisations - marketers now need to build a strong focus on specific customer groups to meet their unique product and service needs (Jang, Morrison, & O'Leary, 2004). Many large producers, manufacturers, wholesalers, service institutions, and retailers use target marketing, and personality, environmental, and demographic factors help marketers to differentiate their target market (Peterson, 1991).

In the restaurant industry, target marketing has been widely employed as a marketing strategy by restaurant managers, to meet marketing goals. For example, Bahn and Granzin (1985) explained that the relationship between nutrition, types of food, and market segmentation. For instance, consumers who have specific food preferences, e.g. vegetarian, gluten/dairy-free, etc., tend to dine only at restaurants that cater for their preferences, so these restaurants would aim their target marketing this market segment. Their findings indicate that using target marketing strategies could help restaurant managers identify present and potential customers, and shape their market offerings to meet the requirements of those target segments.

Target marketing involves promoting and selling services or products to customers who have similar characteristics, such as age, gender, and ethnicity (Credo, 2011). One's ethnic identity refers to their sense of belonging to an ethnic group (Lisa, 2010). People belonging to the same ethnic group are referred to as the 'in-group' and are considered to have similar thinking, perceptions, feelings, and behaviours. Magnini et al. (2011) reported that the use of foreign-language signage in a restaurant can enhance a restaurant's identification with the ethnic in-group.

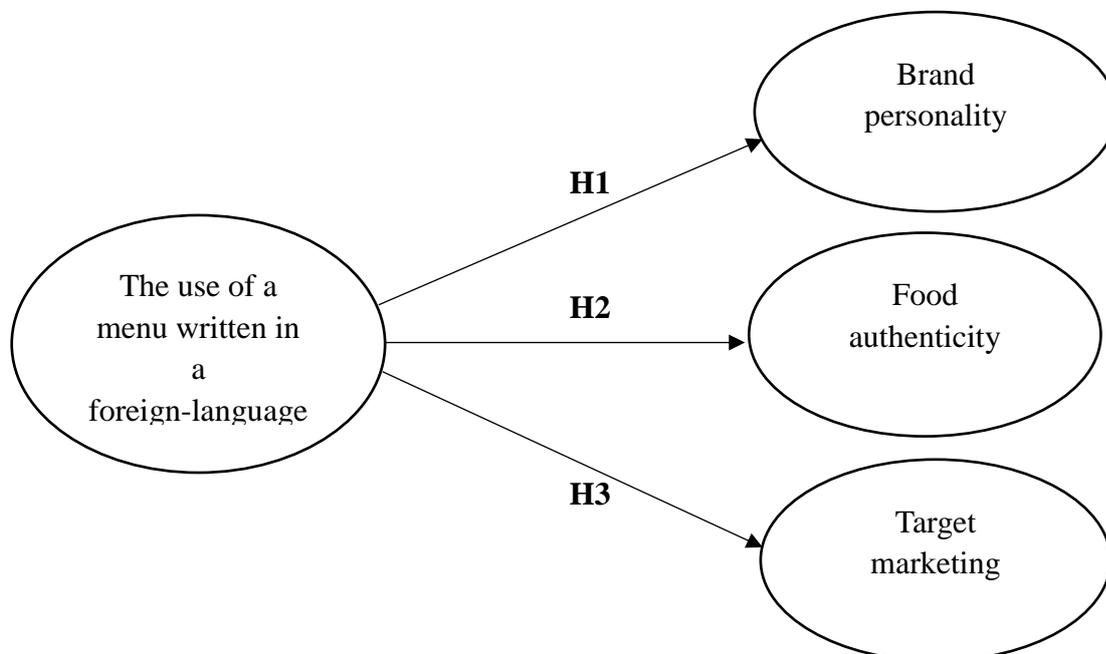
Because of economic globalization, the tourism and hospitality industries are expanding rapidly (Chand, 2016). Based on this economic trend, target marketing is becoming an essential concept that marketers must consider in their marketing strategy (Smith & Cooper Martin 1997). Therefore, it is common for ethnic restaurants within the restaurant industry, to choose a particular ethnic customer group at which to target their marketing. Marketers can benefit from bringing themselves closer to target customers by increasing the feeling of affiliation for those customers - a technique to achieve this affiliation is to use ethnic language in business (Torres &

Briggs, 2005).

Giles, Coupland, and Coupland (1991) also suggest that communicators appear more approachable by making themselves similar to a target audience, thereby resulting in easier communication with the target audience. Therefore, the appropriate utilization of a foreign language could potentially improve an organisation's relationship with its customers. Magnini et al. (2011) proposed also, that the use of foreign-language restaurant signs can increase the restaurant's ethnic identification. Accordingly, this study hypothesizes that:

H3: The use of a menu written in a foreign-language makes consumers perceive that the restaurant is attempting to appeal to a particular demographic.

Based on the proposed hypotheses, the conceptual model of the study is represented in Figure 1.



**Figure 1. Conceptual model of perceptions of foreign-language menu on brand personality (H1), food authenticity (H2), and target marketing (H3)**

## **CHAPTER 3-METHODOLOGY**

### **3.1 Positivist Paradigms**

According to Kuhn (1970), a paradigm is a framework that leads to what can be considered as knowledge, and how knowledge can be obtained. Guba & Lincoln (1994) believed that a paradigm is a set of concepts, values, and beliefs that provides a guide to the researcher. Research paradigms include positivism, postpositivism, constructivism-interpretivism, and the critical-ideological perspective (Ponterotto, 2005). Positivists believe that a single, objective reality exists independently and separately from the individual's perception. The main goal of positivists is to achieve an explanation and some level of the prediction from the systematic association of variables in a phenomenon. Positivists like to get ideas from general and abstract laws, and then generalize the ideas to a large number of phenomena (Hudson & Ozanne, 1988). As this study hypothesises that the use of a foreign language restaurant menu influences consumers' perceptions of the restaurant's brand personality, food authenticity, and target marketing, a positivist approach is adopted within this study.

#### **3.1.1 Ontology**

Grant and Giddings' (2002) define ontology as the study of being and the nature of reality. Gandon (2002) also suggest that ontology is used to explain the basic nature of being and the world. Smith (2003) has a similar viewpoint that ontology is a branch of philosophy that answers the questions about being, and the kinds and structures of objects in reality. A positivist paradigm in regard to an ontological position is realism. The positivist ontology believes that, to the researcher, there is single objective reality for all research phenomenon (Hudson and Ozanne, 1988).

#### **3.1.2 Epistemology**

Grant and Giddings (2002) defined epistemology as a relationship between the human being and the nature, structure, cognition, and objective reality. For example,

if a researcher wants to explore the relationship between the nature of human life and objective reality, the subjective cognition of the researcher do not influence the research results (Guba & Lincoln, 1994). Crotty (1998, p.3) explained that epistemology is “the theory of knowledge embedded in the theoretical perspective and thereby in the methodology.” Epistemology includes three main positions: objectivism, constructionism, and subjectivism (Gray, 2014). The current research follows the Objectivism position, a view of epistemology which holds that things exist with meaning, and are separated from the consciousness and experience of human beings (Crotty, 1998). A positivist paradigm pertaining to an epistemological position is objectivism, which holds that observable phenomena can provide credible data to test relationships between universal laws and human social life.

### **3.1.3 Quantitative research**

Following a positivist ontology and epistemology, this study applied a quantitative research method. From a social science background, quantitative research method is one of the main ways to analyse natural phenomena (Park & Park, 2016). Quantitative research methods are used to explore reality and study the relationship between theory and research (Bryman & Bell, 2011). In quantitative market research studies, researchers like to set questions using the word ‘what’ to discover ‘facts’. For example, what number of customers like product ‘A’ compared to product ‘B’. Barnham (2015) states that quantitative research uses the data to describe reality. Quantitative data is presented in numerical form and analysed through statistical methods (Park & Park, 2016). Quantitative research methods could provide statistical results for researchers to derive objective and valid findings (Guba & Lincoln, 1994).

In the social sciences, quantitative methods are commonly used to predict and control social situations, and the findings applied to generalize a population (Park & Park, 2016). One of the major weaknesses of most quantitative research is that the researchers control the research settings. The natural settings cannot be replicated identically under the research settings, therefore, it is difficult to confirm that the

results derived under the controlled research conditions are the same as real life (Baxter & Jack, 2008). In addition, it is important that quantitative research have sufficient sample size for validity. If the sample size in research is not large enough, the accuracy of the results will be reduced (Carr, 1994).

Quantitative research methods can be further categorised into four main types of research: descriptive research, correlational research, experimental research and quasi-experimental research (Ingham-Broomfield, 2014). The current study is an experiment based exploratory research. It aims to use experiments to explore the relationship between foreign language restaurant menus and customers' perceptions. In experimental research, the researcher takes control of the independent variables, and participants are randomly divided into different scenarios (Gray, Grove, & Sutherland, 2017). The purpose of exploratory research is to investigate the causal relationships between variables, and explain their relationship (Saunders, Lewis and Thornhill, 2009, p. 140). According to above statements, the quantitative research method fits the purpose of this current study. This approach is also supported by previous studies which have adopted quantitative research methods to study the relationship between brand personality, food authenticity, target marketing, and customer's perceptions (Mann & Rawat, 2016; Youn & Kim, 2017; Gupta & Pirsch, 2014). Therefore, the literature indicates that quantitative research method would help the current research to achieve the research aims.

### **3.2 Research Design and Questionnaire Design**

Based on the positivist ontology and epistemology, to test the three proposed hypotheses, the study employed three experiments consisting of three different scenarios. These scenarios were conducted based on comparing three types of menus which had the same content (i.e. 1. English script menu, 2.Chinese script menu, and 3. Mixed English and Chinese script menu).

Scenario 1 (English script Menu) aimed to test the hypotheses 1, 2, and 3. Participants were asked to view the Chinese restaurant menu written in English script (Figure 2). After viewing, participants were asked to complete the

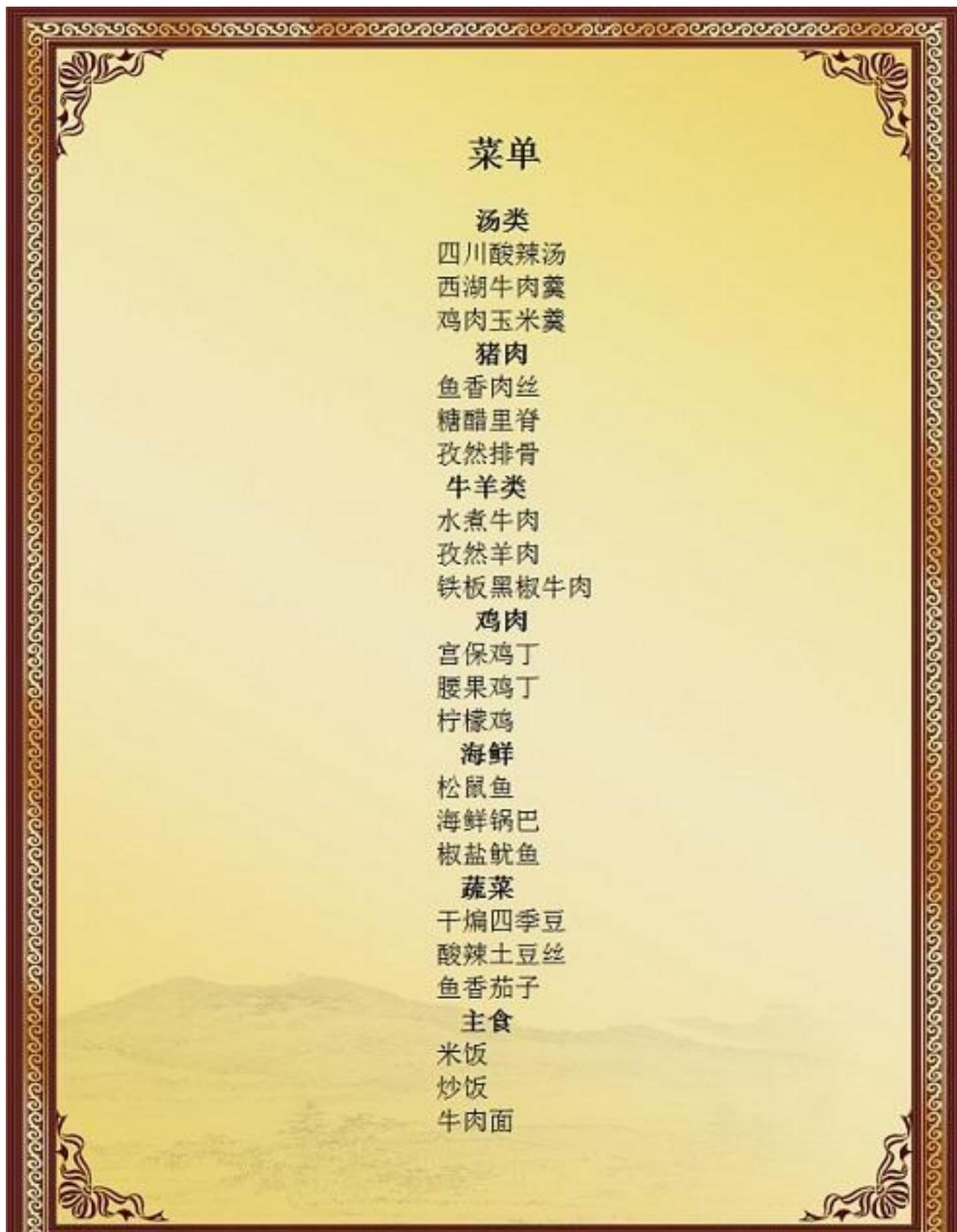
questionnaire based on their impressions of the menu. Scenario 1 is a comparison with scenario 2 and scenario 3.

Scenario 2 (Chinese script menu) aimed to test the hypotheses 1, 2 and 3 as well. Participants were asked to view the Chinese restaurant menu written in Chinese script (Figure 3). After viewing, the participants were asked to complete the questionnaire based on their impressions of the menu. Scenario 2 is a comparison with scenario 1 and scenario 3.

Scenario 3 (Mixed English and Chinese script menu) also aimed to test the hypotheses 1, 2, and 3. Participants were asked to view the Chinese menu and the menu written in both English and Chinese script (Figure 4). After viewing, the participants were asked to complete the questionnaire based on their impressions of the menu. Scenario 3 is a comparison with scenario 1 and scenario 2.



Figure 2. English script menu



## 菜单

### 汤类

四川酸辣汤  
西湖牛肉羹  
鸡肉玉米羹

### 猪肉

鱼香肉丝  
糖醋里脊  
孜然排骨

### 牛羊类

水煮牛肉  
孜然羊肉  
铁板黑椒牛肉

### 鸡肉

宫保鸡丁  
腰果鸡丁  
柠檬鸡

### 海鲜

松鼠鱼  
海鲜锅巴  
椒盐鱿鱼

### 蔬菜

干煸四季豆  
酸辣土豆丝  
鱼香茄子

### 主食

米饭  
炒饭  
牛肉面

Figure 3. Chinese script menu



Figure 4. Mixed English and Chinese script menu

### **3.3 Sample and Data Collection**

The three scenarios were conducted on a sample of 149 participants on social network sites (Facebook and Wechat) in Auckland, New Zealand. The questionnaires were distributed online through the social network sites. Specifically, the URL links of the questionnaires were posted on the group discussion board with a brief research introduction. There were three URL links which corresponded to the three scenarios. Each participant was advised to click on only one URL link to participate in the online survey. Scenario 1 was conducted on a sample of 62 participants. Scenario 2 was conducted on a sample of 44 participants. Scenario 3 was conducted on a sample of 44 participants. The sample size of each scenario is similar to previous scenario-based hospitality and tourism studies conducted by Viglia, Mauri, & Carricano (2016), Yoon & Uysal (2005), and Magnini et al., (2011). Each participant was only allowed to join one scenario. Different participants were used in each scenario so that they would not be able to correctly guess the purpose of the study.

### **3.4 Measures**

The questionnaire for each scenario consisted of four sections: the first three sections investigated brand personality, food authenticity, and target marketing, and the last section sought the participants' demographic information. Except the participants' demographic section, all items were measured using a five-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree).

To confirm completeness and readability of each item in every section, a pilot test of was conducted with 12 Postgraduate students in the international hospitality management programme at Auckland University of Technology, who were invited to fill out the questionnaire. According to the feedback of the pilot test, a few ambiguous, confusing, and repeated items were deleted and replaced.

At the beginning of the questionnaire, two screening questions were used to make ensure participants were over eighteen years old, and had visited a Chinese restaurant in the past month. Participants who selected "yes" to both of the two questions could continue to finish the questionnaire. Participants who were under eighteen years old,

and/or had not visited a Chinese restaurant in the past month were excluded from this study.

In the first section of the questionnaire, participants were asked to read a restaurant menu, after which they had to evaluate three statements from three sections based on their impressions of the restaurant menu. The brand personality section included the following statements:

“The words on the restaurant menu help provide a unique description of the Chinese restaurant”.

“When I read the restaurant menu, I can visualise the decorations or physical settings likely to be seen in the Chinese restaurant”.

“The word “common” can be used to describe the restaurant”. (The word “common” refers to when customers read the restaurant menu, they can perceive that there are many other restaurants that use similar text in their menus.)

These items were adopted from Aaker (1997) and Magnini et al. (2011).

Next, the food authenticity section requested responses to the following items:

“I expect the dishes in the restaurant to be cooked by authentic Chinese cooking methods”.

“I expect the dishes in the restaurant to be cooked by authentic Chinese ingredients”.

“If I am going to dine in this restaurant, I want to have authentic Chinese food there”.

These items were adopted from Kim et al. (2016) and Magnini et al. (2011).

The third section of the questionnaire measured three items to examine target marketing:

“I would expect the promotions (Such as advertisements, posters, restaurant name cards) in this restaurant to be written in Chinese”.

“Employees in this restaurant should be able to speak Chinese”

“Most of the customers in this restaurant are Chinese”.

These items were developed from Magnini et al (2011).

The last section of the survey included questions about participants’ demographic information (e.g., gender, age, ethnicity, frequency of visit to a Chinese restaurant). Participants’ knowledge of the Chinese and English language and past experiences in

Chinese-speaking and English-speaking countries could potentially impact the results. (Van Hell & Dijkstra, 2002). Therefore, participants were asked to indicate their knowledge of the English and Chinese languages via the self-evaluate on a scale of 1 (None) to 5 (Fluent). In addition, participants also had to evaluate the importance of a restaurant menu and a foreign-language restaurant menu.

The questionnaires were written in both English and Chinese to accommodate the different ethnic and language backgrounds of participants. The study concerned human subjects; therefore, approval for this research was obtained from the Auckland University of Technology Ethics Committee (AUTEK). All the participants in the study were volunteers, and their identity was kept anonymous to ensure the privacy and confidentiality of the participants are protected.

### **3.5 Data Analysis**

The data in this current study was analysed by using Statistical Package for social Science and LISREL. Firstly, frequency analysis was employed to investigate the participants' demographic information. Secondly, variance analysis was adopted to check and compare the participants' knowledge of Chinese and English languages, within three scenarios. Thirdly, the current study applied confirmatory factor analysis to test the construct validity and reliability of the measurement model. Also, the three proposed variables were tested to determine if they could fit the measurement model by using good fit statistics. Before testing the proposed hypotheses, Pearson correlation analysis was carried out to examine the relationships between dependent variables, independent variables, and control variables of the current study. Finally, based on the above approaches, to test the three hypotheses, the study employed one-way ANOVA to investigate the three hypotheses with whole group sample, the Non-Chinese speaking group sample, and the Chinese speaking group sample.

## CHAPTER 4-RESULTS

### 4.1 Profile of Respondents

The demographic information of all participants in the three scenarios are shown in Table 1. There was 61.1 percent female participants and 38.9 percent male. Participants aged between 45 to 54 years were the largest group in the sample (45.6 %). Almost half (49.7%) of the participants were of Chinese ethnicity, while the remainder of the participants' ethnic backgrounds comprised of European, Maori, Asian (Excluding Chinese), Pacific people and others. Most participants (89.3 percent) had knowledge of the English language that was above adequate level, and 38.3 percent of participants indicated they were fluent in English. Additionally, almost two-thirds (64.4%) of the participants' knowledge of Chinese were above adequate level, with over a third (36.9 percent) of participants being fluent in Chinese. A majority of the participants (92.9%) thought the menu presentation for a restaurant was important, and over three-quarters of the participants (78.3%) believed that using a foreign language menu for a restaurant was very important.

**Table 1. Demographic information**

	Frequency	Percentage (%)
Gender		
Male	58	38.9
Female	91	61.1
Age		
18-24 years	10	6.7
25-34 years	38	25.5
35-44 years	15	10.1
45-54 years	68	45.6
55-64 years	15	10.1

Older than 64 years	3	2.0
Ethnicity		
Chinese	74	49.7
European	25	16.8
Maori	13	8.7
Asian (exclude Chinese)	21	14.1
Pacific people	5	3.4
Other	11	7.4
Knowledge of English		
None	1	0.7
Somewhat	15	10.1
Adequate	52	34.9
knowledgeable	24	16.1
Fluent	57	38.3
Knowledge of Chinese		
None	15	10.1
Somewhat	38	25.5
Adequate	17	11.4
Knowledgeable	24	16.1
Fluent	55	36.9

#### 4.2 Variance Tests

The study aims to explore the impact of foreign-language menu on customers. The proportion and composition of the participants' ethnicities and their knowledge of the Chinese and English languages in each scenario would influence the results of the study. Therefore, the study utilized chi-square to compare the ethnicities, and used one-way ANOVA to compare the participants' knowledge of the Chinese and English languages, within three scenarios.

As detailed in Table 2 and Table 3, the results of Chi-square test was not significant ( $p=.66$ ), hence, the ethnicities of participants in each scenario have no significant bearing.

Table 4 shows that the participants' knowledge of the Chinese language in scenario 1( $M=3.48$ ), scenario 2( $M= 3.48$ ) and scenario 3( $M= 3.36$ ) are similar, therefore the results of one-way ANOVA test indicates that there is no significant difference ( $F=.092$ ,  $p=.912$ ). Also in the same table, participants' knowledge of English language in scenario 1( $M=3.75$ ), scenario 2( $M= 3.77$ ) and scenario 3( $M=3.93$ ) are shown to be similar, therefore the results of one way-ANOVA test demonstrates that there is no significant difference ( $F=.384$ ,  $p=.628$ ).

**Table 2. Ethnicity information**

Ethnicity \ Scenario	Chinese	European	Maori	Asian(exclude Chinese)	Pacific people	Other
1	31	12	5	7	2	4
2	23	8	4	3	2	4
3	20	5	4	11	1	3

**Table 3. Chi-Square tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.644 <sup>a</sup>	10	.664
Likelihood Ratio	7.433	10	.684
Linear-by-Linear Association	.912	1	.339
N of Valid Cases	149		

a. 8 cells (44.4%) have expected count less than 5. The minimum expected count is 1.48.

**Table 4. ANOVA tests**

		Mean	Std. Deviation
Knowledge of Chinese	Scenario 1	3.48	1.421
	Scenario 2	3.48	1.422
	Scenario 3	3.36	1.557
	Total	3.44	1.454
Knowledge of English	Scenario 1	3.75	1.075
	Scenario 2	3.77	1.097
	Scenario 3	3.93	1.087
	Total	3.81	1.080

### 4.3 Construct Validity and Reliability

The current study applied confirmatory factor analysis to test the construct validity and reliability of the measurement model. As shown in Table 5, the standardised loading for brand personality ranged from 0.60 to 0.95, food authenticity ranged from 0.79 to 0.96, and target marketing ranged from 0.56 to 0.81. The t-value of all the measurement items showed statistical significant loadings at the alpha level of .01. These results indicated the measurement's unidimensionality and convergent validity to the corresponding construct.

For the reliability test, Table 5 shows that composite reliability for brand personality was 0.86, food authenticity was 0.90, and target market was 0.81. Each measurement scale was above the minimum requirement of 0.70 as set by Hair et al. (2006); additionally, Devellis (2003) also suggested that the Cronbach's alpha value of each measurement scale should be above 0.70. In the current study, Table 5 indicates that the Cronbach's alpha for brand personality was 0.85; food authenticity was 0.90; and target marketing was 0.82, therefore, these results from the reliability test were

acceptable.

Fornell and Larcker (1981) suggested that to assess discriminant validity, the average variance extracted for each item should be higher than the highest squared correlation with any other item, and should exceed the minimum requirement of 0.50. Table 5 shows that the average variance extracted for brand personality is 0.67, food authenticity is 0.77, and target marketing is 0.61, therefore, the results of the discriminant validity test is acceptable.

**Table 5. Properties of the measurement model (N = 152)**

<b>Constructs and indicators</b>	<b>Completely standardized loading</b>	<b>t-value</b>	<b>Cronbach's alpha</b>	<b>Composite reliability</b>	<b>Average variance extracted</b>
<b>Brand Personality</b>			.85	.86	.67
BP_1	0.95	-			
BP_2	0.87	15.81			
BP_3	0.60	7.30			
<b>Food Authenticity</b>			.90	.91	.77
FA_1	0.87	-			
FA_2	0.79	12.80			
FA_3	0.96	13.38			
<b>Target Market</b>			.82	.81	.61
TM_1	0.81	-			
TM_2	0.92	12.40			
TM_3	0.56	7.11			

#### **4.4 Fit Statistics of the Measurement Model**

The current study tests the measurement model with confirmatory factor analysis to examine the three proposed variables: brand personality, food authenticity, and target marketing. According to the good fit statistics, all measurement items indicated significant loadings as shown in Table 6:  $\chi^2$  (20, N=152) = 42.12, RMSEA = 0.08, NFI = 0.98, NNFI = 0.98, and CFI = 0.99. Diamantopoulos and Siguaw (2000) suggested that as a good-fitting model, the population parameter values of the RMSEA should be between 0.08 and 0.1. Thus, for the current study, the overall fit of the

model appears to be acceptable as well.

**Table 6. Goodness of fit of structural model**

	<b>X2</b>	<b>df</b>	<b>RMSEA</b>	<b>NFI</b>	<b>NNFI</b>	<b>CFI</b>
<b>Structural Model</b>	<b>42.12</b>	<b>20</b>	<b>0.08</b>	<b>0.98</b>	<b>0.98</b>	<b>0.99</b>

#### **4.5 Correlations Test**

The current study used a series of bivariate correlation analysis to check whether participants' knowledge of Chinese, knowledge of English, and dining frequency in Chinese restaurants could reveal a significant influence on the results. The results of the correlation test in the Table 7 shows that participants' dining frequency in a Chinese restaurant would not make significant difference to the hypothesized relationships (Brand Personality  $r=.04$ ,  $p=n.s$ ; Food Authenticity  $r=.80$ ,  $p=n.s$ ; Target Marketing  $r=.04$ ,  $p=n.s$ ). However, based on the correlation analysis, participants' knowledge of the Chinese and English languages have significant influences on the results. Results in table 7 shows that Participants' knowledge of Chinese and three proposed variables were significantly correlated (Brand Personality,  $r=.36$ ,  $p <.001$ ; Food Authenticity,  $r=.22$ ,  $p <.001$ ; Target Marketing,  $r=.29$ ,  $p <.001$ ). Correspondingly, the participants' knowledge of English and three proposed variables were also significantly correlated (Brand Personality,  $r=.32$ ,  $p <.001$ ; Food Authenticity,  $r=.21$ ,  $p <.001$ ; Target Marketing,  $r=.29$ ,  $p <.001$ ). Regarding the correlation test, two sub-groups that included Non-Chinese speaking customers and Chinese speaking customers, analysis would be conducted based on the participants' ethnicity, to check if the results could have significance bearing on the Non-Chinese speaking customers and Chinese speaking customers. This indicates that the comparison tests for Non-Chinese speaking customers vs. Chinese speaking customers, are needed to test the proposed hypotheses.

**Table 7. Correlations tests**

	Dining frequency in Chines restaurant	Knowledge of Chinese	Knowledge of English
Brand Personality	r=.04	r=.36**	r=-.32**
Food Authenticity	r=.80	r=.22**	r=-.21**
Target Marketing	r=.04	r=.29**	r=-.29**

\*p <.05. \*\*p <.001.

#### 4.6 Hypotheses Test

To test the three hypotheses, firstly, the study investigated the three hypotheses with all participants. The study predicted that the use of a menu written in a foreign-language would influence customers' perceptions of the restaurant's brand personality.

Table 8 indicates that scenario 1 (using English script menu treatment) is M=2.84, scenario 2 (using Chinese script menu treatment) is M=3.76, and scenario 3 (using a menu with both Chinese and English script treatment) is M=3.89. A one-way ANOVA test showed that the mean difference was statistically significant (F=26.85, p<.001). Based on the results, Hypothesis 1 (H1) is supported by the whole customers sample test: The use of a menu written in a foreign-language could influence customers' perceptions of the restaurant's brand personality.

Secondly, the study predicted that the use of a menu written in a foreign-language increases customers' expectations of food authenticity. Table 8 shows that scenario 1 (English script menu treatment) is M=2.97, Scenario 2 (Chinese script menu treatment) is M=3.94, and scenario 3 (Menu with both English and Chinese script treatment) is M=3.99. One-way ANOVA test indicated that the mean difference was significant (F=26.39, p<.001). Accordingly, Hypothesis 2 (H2) is also supported: The use of a menu written in a foreign-language could increases customers' expectations of food authenticity.

Thirdly, the study predicted that the use of a menu written in a foreign-language

makes consumers perceive that the restaurant is attempting to appeal to a particular demographic. Table 8 shows that scenario 1 (English script menu treatment) is M=2.83, scenario 2 (Chinese script menu treatment) is M=3.83, and scenario 3 (Menu with both English and Chinese script treatment) is M=3.44. One-way ANOVA test indicated that the mean difference was significant (F=21.58, p<.001), therefore, accordingly to these results, Hypothesis 3 (H3) is also supported: The use of a menu written in a foreign-language could makes consumers perceive that the restaurant is attempting to appeal to a particular demographic.

Evidently, all proposed hypotheses were supported in the whole customers sample test.

**Table 8. The results of hypotheses test**

	English menu	Chinese menu	Mixed Menu	F-Value	Hypothesis
Brand Personality	M=2.84 , SD=1.03	M=3.76, SD=.71	M=3.89, SD=.52	F=26.85**	Supported
Food Authenticity	M=2.97 , SD=.97	M=3.94, SD=.69	M=3.99, SD=.73	F=26.39**	Supported
Target Marketing	M=2.83 , SD=.95	M=3.83, SD= .66	M=3.44, SD=.67	F=21.58**	Supported

\*p <.05. \*\*p <.001.

Additionally, to check whether there was statistical significance among the three scenarios, the study employed a series of multiple comparisons tests. Table 9 indicates that, based on the customers' perceptions of the restaurant's *brand personality (BP)*, the mean difference was statistically significant between Scenario 1 (English script menu treatment) and Scenario 2 (Chinese script menu treatment), and between Scenario 1 and Scenario 3 (Menu with both English and Chinese script treatment). However, the mean difference was not statistically significant between

Scenario 2 and Scenario 3.

Based on the customers' perceptions of the restaurant's *food authenticity (FA)*, Table 9 shows that the mean difference was statistically significant between Scenario 1 (using English script menu treatment) and Scenario 2 (Chinese script menu treatment), and between Scenario 1 and Scenario 3 (Menu with both English and Chinese script treatment). However, the mean difference was not statistically significant between Scenario 2 and Scenario 3.

Table 9 also shows that based on the customers' perceptions of the restaurant's *target marketing (TA)*, the mean difference was statistically significant between Scenario 1 (using English script menu treatment) and Scenario 2 (Chinese script menu treatment), and between Scenario 1 and Scenario 3 (Menu with both English and Chinese script treatment). Also, the mean difference was significant between Scenario 2 and Scenario 3.

Therefore, according to these results, Scenario 1 (using English script menu treatment) is the most statistically significant out of the three scenarios, based on the customer's perceptions of restaurant's brand personality, food authenticity and target marketing.

**Table 9. Multiple Comparisons Test**

LSD

Dependent Variable	(I) Exp	(J) Exp	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
BP	Eng only	Chinese only	-.91888 <sup>*</sup>	.15978	.000	-1.2346	-.6031
		Combined	-1.04480 <sup>*</sup>	.15978	.000	-1.3605	-.7291
	Chinese only	Eng only	.91888 <sup>*</sup>	.15978	.000	.6031	1.2346
		Combined	-.12593	.17201	.465	-.4658	.2140
	Combined	Eng only	1.04480 <sup>*</sup>	.15978	.000	.7291	1.3605
		Chinese only	.12593	.17201	.465	-.2140	.4658
FA	Eng only	Chinese only	-.96762 <sup>*</sup>	.16177	.000	-1.2873	-.6480
		Combined	-1.01207 <sup>*</sup>	.16177	.000	-1.3317	-.6924
	Chinese only	Eng only	.96762 <sup>*</sup>	.16177	.000	.6480	1.2873
		Combined	-.04444	.17415	.799	-.3886	.2997
	Combined	Eng only	1.01207 <sup>*</sup>	.16177	.000	.6924	1.3317

		Chinese only	.04444	.17415	.799	-.2997	.3886
TA	Eng only	Chinese only	-.99630*	.15506	.000	-1.3027	-.6899
		Combined	-.61111*	.15506	.000	-.9175	-.3047
	Chinese only	Eng only	.99630*	.15506	.000	.6899	1.3027
		Combined	.38519*	.16693	.022	.0553	.7150
	Combined	Eng only	.61111*	.15506	.000	.3047	.9175
		Chinese only	-.38519*	.16693	.022	-.7150	-.0553

\*p <.05. \*\*p <.001.

## 4.7 Sub-Group Analysis

### 4.7.1 Non-Chinese speaking customers

To test the three hypotheses on the Non-Chinese speaking customers, firstly, the study predicted that the use of a menu written in a foreign-language could influence customers' perceptions of the restaurant's brand personality.

Table 9 shows that scenario 1 (using English script menu treatment) is M=1.93, scenario 2 (using Chinese script menu treatment) is M=3.65, and scenario 3 (using the menu with both Chinese and English script treatment) is M=3.83. A one-way ANOVA test indicated that the mean difference was statistically significant (F=107.53, p<.001). Regarding the results, Hypothesis 1 is supported with this sub-group: The use of a menu written in a foreign-language could influence Non-Chinese speaking customers' perceptions of the restaurant's brand personality.

Secondly, the study predicted that the use of a menu written in a foreign-language increases customers' expectations of food authenticity. Table 9 shows that scenario 1 (English script menu treatment) is M=2.23, Scenario 2 (Chinese script menu treatment) is M=3.79, and scenario 3 (Menu with both English and Chinese script treatment) is M=4.12. One-way ANOVA test indicated that the mean difference was significant (F=61.03, p<.001). Accordingly, Hypothesis 2 is also supported: The use of a menu written in a foreign-language could increase Non-Chinese speaking customers' expectations of food authenticity. Third, the study predicted that the use of a menu written in a foreign-language makes consumers perceive that the restaurant is attempting to appeal to a particular demographic. Table 9 shows that scenario 1

(English script menu treatment) is  $M=2.08$ , scenario 2 (Chinese script menu treatment) is  $M=3.92$ , and scenario 3 (Menu with both English and Chinese script treatment) is  $M=3.31$ . One-way ANOVA test indicated that the mean difference was significant ( $F=51.01$ ,  $p<.001$ ), therefore, based on these results, Hypothesis 3 is also supported: The use of a menu written in a foreign-language could make Non-Chinese speaking consumers perceive that the restaurant is attempting to appeal to a particular demographic.

Overall, the three proposed hypotheses were clearly supported in the Non-Chinese speaking customers' sample test.

**Table 10. Non-Chinese speaking customers**

	English menu	Chinese menu	Mixed Menu	F-Value	Hypothesis
Brand Personality	$M=1.93$ , $SD=.43$	$M=3.65$ , $SD=.69$	$M=3.83$ , $SD=.46$	$F=107.53^{**}$	Supported
Food Authenticity	$M=2.23$ , $SD=.61$	$M=3.79$ , $SD=.71$	$M=4.12$ , $SD=.71$	$F=61.03^{**}$	Supported
Target Marketing	$M=2.08$ , $SD=.61$	$M=3.92$ , $SD=.72$	$M=3.31$ , $SD=.68$	$F=51.01^{**}$	Supported

\* $p <.05$ . \*\* $p <.001$ .

#### 4.7.2 Chinese speaking customers

The three hypotheses were tested again, this time on the Chinese-speaking participants.

The study predicted that the use of a menu written in a foreign-language influence customers' perceptions of the restaurant's brand personality. Table 10 indicates that scenario 1 (using English script menu treatment) is  $M=3.65$ , scenario 2 (using Chinese script menu treatment) is  $M=3.86$ , and scenario 3 (using the menu with both

Chinese and English script menu treatment) is  $M=4.01$ . A one-way ANOVA test indicated that the mean difference was not significant ( $F=2.20$ ,  $p=.118$ ) -according to these results, Hypothesis 1 is not supported: The use of a menu written in a foreign-language could not influence Chinese-speaking customers' perceptions of the restaurant's brand personality.

Secondly, the study predicted that the use of a menu written in a foreign-language increases customers' expectations of food authenticity. Table 10 indicates that scenario 1 (English script menu treatment) is  $M=3.62$ , Scenario 2 (Chinese script menu treatment) is  $M=4.09$ , and scenario 3 (Menu with both English and Chinese script treatment) is  $M=3.83$ . One-way ANOVA test indicated that the mean difference was not significant ( $F=3.03$ ,  $p=.055$ ), and therefore, Hypothesis 2 is not supported: The use of a menu written in a foreign-language could not increase Chinese-speaking customers' expectations of food authenticity.

Thirdly, the study predicted that the use of a menu written in a foreign-language makes consumers perceive that the restaurant is attempting to appeal to a particular demographic. Table 10 shows that scenario 1 (English script menu treatment) is  $M=3.51$ , Scenario 2 (Chinese script menu treatment) is  $M=3.75$ , and scenario 3 (Menu with both English and Chinese script treatment) is  $M=3.61$ . One-way ANOVA test indicated that the mean difference was not significant ( $F=1.01$ ,  $p=.368$ ), and consequently, Hypothesis 3 is not supported either: The use of a menu written in a foreign-language could not make Chinese-speaking consumers perceive that the restaurant is attempting to appeal to a particular demographic.

In contrast to the Non-Chinese speaking customers sample test, all hypotheses were not supported in the Chinese-speaking customers' sample test.

**Table 11. Chinese Speaking customers**

	English menu	Chinese menu	Mixed Menu	F-Value	Hypothesis

Brand Personality	M=3.65 , SD=.57	M=3.86, SD=.74	M=4.01, SD=.51	F=2.20	Not Supported P=.118
Food Authenticity	M=3.62 , SD=.66	M=4.09, SD=.65	M=3.83, SD=.75	F=3.03	Not Supported P=.055
Target Marketing	M=3.51 , SD=.58	M=3.75, SD= .61	M=3.61, SD=.64	F=1.01	Not Supported p=.368

\*p <.05. \*\*p <.001.

# **CHAPTER 5-DISCUSSION AND CONCLUSION**

## **5.1 Research Implications**

From a theoretical perspective, this study makes several contributions to the existing literature. Firstly, numerous studies have discussed the impact of using of foreign language on customers' perceptions. However, despite Chinese being one of the most widely used languages in the world, no study has investigated the use of a Chinese script restaurant menu on customers' perceptions. Moreover, this is the first study that explores the impacts of using a Chinese script menu on brand personality perceptions, and only a few studies in the hospitality context investigated the impact of restaurant menus on customers' perceptions of brand personality. Therefore, this study will provide some support for the conceptual premise concerning the use of a menu written in a foreign-language, and its influence(s) consumers' perceptions of the restaurant's brand personality.

### **5.1.1 Brand personality**

The study aimed to investigate the use of a menu written in a foreign-language, and their psychological effects on customers' attitudes and behavioural intentions. According to the findings for the full group test (both Chinese and Non-Chinese speaking customers), using a menu written in a foreign-language has a significant impact on consumers' perceptions of the restaurant's brand personality. However, as the results were significantly impacted by the participants' knowledge of the Chinese and English languages, the results for the full group test varied from the results of the Non-Chinese speaking and Chinese-speaking customers' sub-groups test. Therefore, the findings of the sub-groups (Non-Chinese speaking customers and Chinese-speaking customers) tests appear to be more specific to the ethnic restaurants' practitioners.

According to the findings of Non-Chinese speaking customers' sub-group test, these customers thought that a restaurant using English script menu could not provide

a unique description of the Chinese restaurant. Also, Non-Chinese speaking customers could not visualise the decorations or physical settings likely to be seen in the Chinese restaurant, just from reading the English script menu. Most Non-Chinese speaking customers did not think the word “common” could be used to describe the restaurant based on the English script menu, indicating that when Non-Chinese speaking customers read the English script menu, they could not perceive that there would be many restaurants that use similar text in their menus.

On the other hand, it was found that using either a Chinese script menu, or a mixed English and Chinese script menu in a restaurant, could provide a unique description of the Chinese restaurant for the Non-Chinese speaking customers. Moreover, Non-Chinese speaking customers could visualise the decorations or physical settings likely to be seen in the Chinese restaurant, just from seeing the Chinese script and mixed script menus. In addition, Non-Chinese speaking customers believe the word “common” could describe the restaurant according to the Chinese script menu and Mixed English and Chinese script menu. These findings were similar to the full group test, although there has been no previous research specifically investigating the perceptions of foreign language menu on Non-Chinese speaking customers. The results of this Non-Chinese speaking customers sub-group test are aligned with Magnini et al. (2011) who found that a restaurant’s exterior sign can influence potential out-group customers’ perceptions of the restaurant’s brand personality.

However, compared with the results of the scenario using just the English script menu, the results did not show a significant difference for Non-Chinese customers’ perceptions of restaurant brand personality when using a Chinese script menu and mixed English and Chinese script menu. These findings indicate that ethnic restaurant practitioners using a foreign language menu could influence out-group customers’ perceptions of the restaurant’s brand personality.

Concerning the Chinese-speaking customers, findings showed that all the three types of menu could provide a unique description of the Chinese restaurant. The findings also indicated that any one of the three menu types could help

Chinese-speaking customers to visualise the decorations or physical settings likely to be seen in the Chinese restaurant. Results showed that Chinese-speaking customers thought the word “common” could describe the restaurant based on all three menu types. It means no matter what type of menu a restaurant uses, there is no difference in Chinese-speaking customers’ perceptions of a Chinese restaurant’s brand personality that include the image of the restaurant decoration or settings, and the amount of restaurants that use similar text in their menus. This outcome is contrary to that of Zhou and Ren (2016), who examined the use of foreign language in advertising, and found out that it has less impact on customers who are not familiar with that language, and more impact on the customers who are knowledgeable in that language. In addition, Magnini et al. (2011) also showed that a restaurant’s exterior sign could influence potential in-group customers’ perceptions of the restaurant’s brand personality - this is different from the findings of the current study. A possible explanation for this might be due to using different variables in the studies, and the demographic factors of the participants.

The results of this study did not show a significant difference between the use of Chinese script menu and mixed English and Chinese script menu on Chinese-speaking customers’ perceptions of restaurant brand personality. Hence, the findings suggest the ethnic restaurant practitioners who use foreign-language menus could not significantly influence the in-group customers’ perceptions of the restaurant’s brand personality.

In summary, using a menu written in a foreign-language can influence out-group consumers’ perceptions of the restaurant’s brand personality. However, using a menu written in a foreign-language has no significant impact on in-group customers’ perceptions of a restaurant’s brand personality.

### **5.1.2 Food Authenticity**

Chinese cuisine is one of the most popular ethnic cuisines in the world (Lu & Fine, 1995), so naturally, the authenticity of the Chinese food is an essential aspect that can influence the customers’ dining experience in Chinese restaurants. This is the

first study that explores the impacts of the use of a menu written in a foreign language on perceptions of Chinese food authenticity. In previous literature, Magnini et al. (2011) studied the impact of using foreign-language signs (cf. Spanish and Korean) on customer's perceptions of food authenticity. However, there is lack of research examining the impacts of using a foreign-language menu on customers' perceptions on food authenticity. This study will therefore help to fill in the gap within the extant literature.

In the full group test, the findings indicated that the use of a menu written in a foreign-language can increase customers' expectations of food authenticity. However, as the results were significantly correlated with all participants' knowledge of the Chinese and English languages, these results may not be entirely applicable to both the Non-Chinese speaking and Chinese-speaking customers sub-groups. Therefore, the findings of the individual sub-group tests could provide ethnic restaurant practitioners with a better understanding about using a foreign language-menu on different ethnic group customers' perceptions of the food authenticity.

As the findings of Non-Chinese speaking customers' test indicated, when Non-Chinese speaking customers read the English script menu, majority of them would not think the restaurant would use authentic Chinese cooking methods to cook the food, nor expect the food in the restaurant to be cooked with authentic Chinese ingredients. Basically, most non-Chinese speaking customers would not expect to have authentic Chinese food when they read the English script menu in the restaurant. Compared with using an English script menu, when Non-Chinese speaking customers see a Chinese script menu or a mixed English and Chinese script menu, they expect the food in the restaurant to be cooked using authentic Chinese cooking methods, using authentic Chinese ingredients. Non-Chinese speaking customers also expect to have authentic Chinese food when they read Chinese script menu or Mixed English and Chinese script menu in the restaurant.

The results of this study differ from the findings of Magnini et al., (2011) which was that foreign language-signs did not increase the food authenticity expectations of out-group customers. However, they are broadly consistent with Kim, Youn, and Rao

(2017), whose latest study found that if the food names and ingredients were written in the foreign language, it could increase the customers' perceptions of authenticity of food. Ultimately, the findings of this study show that using a menu written in a foreign-language could positively influence customers' perceptions of food authenticity; these findings were consistent with similar previous studies (Lu, Gursoy, & Lu, 2015; Jang, Ha, & Park, 2012; Jang, Liu, & Namkung, 2011).

The results, however, did not find a significant difference between using a Chinese script menu, and mixed English and Chinese script menu, in the Non-Chinese speaking customers' expectations on restaurant food authenticity. Furthermore, the findings indicate to ethnic restaurant practitioners that using a foreign language menu can increase the out-group customers' perceptions of the food authenticity.

To the Chinese-speaking customers, the findings showed that all three types of menus have the similar impacts on the expectations of food authenticity, that is, regardless of which type of the menu a restaurant uses, Chinese-speaking customers would still expect the restaurant use the authentic Chinese cooking methods and ingredients to cook authentic Chinese food. Therefore, using a foreign language may not be a main factor that increase expectations of food authenticity to Chinese-speaking customers. Results have not shown a significant difference between using a Chinese script menu, and mixed English and Chinese script menu, in the Chinese-speaking customers' expectations on restaurant food authenticity.

These results are similar with the findings of Magnini et al. (2011) which was that foreign-language signs do not increase the food authenticity expectations of in-group customers. Additionally, these findings were comparable to the results with that of studies by Lin & Wang (2016), Alden, Steenkamp, & Batra (1999), and Chang (2008) who found that using local language display advertisements might not increase the in-group customers' perceptions on quality or authenticity of products. Accordingly, the current research findings indicate to ethnic restaurant practitioners that using a foreign language menu may not increase in-group customers' perceptions of food authenticity.

In summary, using a menu written in a foreign-language could increase out-group

customers' expectations of food authenticity. However, there is not enough evidence to support that using a menu written in a foreign-language would increase in-group customers' expectations of food authenticity.

### **5.1.3 Target marketing**

Chinese cuisine makes up one of the most extensive ethnic restaurant bases in the world (Jang, Liu & Namkung, 2011), however, no study has explored the impacts of using a foreign-language menu on customers' perceptions, on a Chinese restaurant's target marketing; this is the first study that examines the impacts of using a menu written in a foreign-language, on customers' perceptions on a Chinese restaurant's target marketing. Although extensive research had been conducted on how customers perceive the target marketing of an organisation from the perspective of servicescape, this study will add new knowledge to hospitality research by indicating the impacts of using foreign-language menus on customer's perceptions on target marketing.

In the full group test, the findings indicated that the use of a menu written in a foreign-language could make consumers perceive that the restaurant is attempting to appeal to a particular demographic. Again, due to the participants' knowledge of Chinese and English language which had evident impacts on the results, these results might not be generalizable across both the Non-Chinese speaking and Chinese-speaking customers sub-groups. Therefore, the findings of the sub-group tests may provide a more practical insight to the ethnic restaurant practitioners.

The findings indicated that when Non-Chinese speaking customers read the English script menu in a restaurant, they did not think the signage and information in the restaurant would be written in Chinese. Also, the Non-Chinese speaking customers did not expect the employees in the restaurant to speak Chinese when they read English script menu, and most non-Chinese speaking customers were not convinced that the majority of customers in the restaurant would be Chinese. Compared to the English script menu scenario, when Non-Chinese speaking customers read a Chinese script menu or a Mixed English and Chinese menu, they believed the signage and information in the restaurant would be written in Chinese.

They also believed the employees would be able to speak Chinese, and that majority of the restaurant's customers would be Chinese, when they read either the Chinese script menu or mixed English and Chinese script menu. The results did not show a significant difference between using a Chinese script menu and a mixed English and Chinese script menu in Non-Chinese customers' perceptions about the restaurant in attempting to appeal to a particular demographic.

Magnini et al. (2011) suggested that using foreign language signs could not make out-group customers believe the restaurant was targeting a particular ethnic group. However, the findings of current study are consistent with previous studies by Kraak & Holmqvist (2017), Holmqvist et al. (2014), and Van Vaerenbergh & Holmqvist (2014) who found that if encounters at a restaurant or other service provider were conducted in the customers' first language, customers would feel that they are being targeted. On the contrary, a restaurant or service encounter conducted in a foreign language would make customers perceive the restaurant or service encounters are targeting another ethnic group who uses that language.

In light of the above findings, ethnic restaurant practitioners need to understand that if they wish to target out-group customers, then using foreign-language menus should be carefully considered, because foreign language menus could subtly indicate that the restaurants are not specifically trying to target the out-group customers.

For Chinese-speaking customers, findings showed that all three menus have a similar impact on their perceptions of target marketing. When Chinese-speaking customers read the three menus, they could perceive the following things: the signage and information in the restaurant would be written in Chinese, employees would be able to speak Chinese in the restaurant, and majority of the customers in the restaurant would be Chinese. These findings indicated that no matter which type of menu a restaurant uses, Chinese-speaking customers could still perceive the target marketing of the restaurant. Therefore, using foreign language menus would not influence the Chinese-speaking customers' perceptions of targeted marketing for a Chinese restaurant. The findings did not show a significant difference in Chinese-speaking customers' perceptions on a restaurant's target marketing, when using the Chinese

script menu and mixed English and Chinese script menu. These results are consistent with findings from Magnini, Miller, and Kim (2011), which indicated that using foreign language signs did not make in-group customers believe the restaurant was targeting a particular ethnic group. Therefore, ethnic restaurant practitioners should understand that if they want to target in-group customers, they should use other components of their marketing communications to appeal to customers instead of using different language menus. For example, Magnini, et al, (2011) suggested that ethnic event sponsorship is a good way of targeting particular ethnic groups.

In summary, the use of a menu written in a foreign-language can make out-group consumers perceive that the restaurant is attempting to appeal to a particular demographic. However, there is lack of evidence that the use of a menu written in a foreign-language can make in-group consumers perceive that the restaurant is attempting to appeal to a particular demographic.

## **5.2 Practical Implications**

On a practical level, the findings of this study have a number of important implications for future practice. Firstly, the findings of this study brings to restaurant practitioners' attention, the significance of the customers' perceptions of brand personality. All factors of the servicescape such as signage, menu design, and interior decoration, must be carefully selected, designed, and implemented to present the desired brand personality (Magnini et al., 2011). The findings reveal that out-group customers could perceive a restaurant's brand personality from looking at its menu that uses foreign language. Therefore, if restaurant practitioners wish to show their restaurant brand personality to out-group customers, using a menu with foreign language could be a good option to consider.

Secondly, customers would anticipate authentic dining experiences in any restaurant - especially in ethnic restaurants, customers would want to have authentic ethnic food. They expect the food to be cooked with authentic ethnic or traditional cooking methods and ingredients. The findings highlight that using a menu written in a foreign-language could positively influence out-group customers' perceptions of

food authenticity. Therefore, if restaurant practitioners want out-group customers to perceive that the restaurant provides authentic food, using a foreign-language menu can increase the out-group customers' perceptions of food authenticity.

Thirdly, findings of the present study indicate that using a menu written in a foreign-language at a restaurant can make out-group customers to perceive that the restaurant is attempting to appeal to a particular demographic. These findings outline an important point to restaurant owners or marketing managers, that they should first explicitly define their target market, then based on the target market, select corresponding menu types or other marketing components to use.

Finally, restaurant practitioners should note that using a menu written in a foreign-language can only influence out-group customers' perceptions of brand personality, food authenticity, and target marketing. However, if the restaurant practitioners define the in-group customers as their target group, using a menu written in a foreign-language will have no significant impacts on in-group customers' perceptions about brand personality, food authenticity, and target marketing. Thus, this study suggests that restaurant practitioners should carefully consider which language will be used on their menu, based on the type of customer group(s) they wish to target.

### **5.3 Limitations and Future Research**

The current study has some limitations that can form the basis for future research. Firstly, the study was conducted in Auckland, New Zealand, so the findings may not necessarily be generalised or applied to other areas. The future research could use the current study as a blueprint to further investigate the use of foreign language menus and its psychological effects on customers' perceptions in different areas.

Secondly, the study used an English script menu and Chinese script menu to test the impact of foreign language-menus on customers' perceptions. However, the findings may not accurately represent customers' perceptions based on other language menus. For example, using an English script menu and Spanish script menu to analyse customers' perceptions about foreign-language menus, may yield

results that differ from this current study. The future research could use different menus with different languages from what was used in this current study, to make comparisons and analyse their influence on customers' perceptions.

Thirdly, as Creswell (2014) motioned, in any experimental based research, the artificial situation under the research conditions may not always accurately reflect the situations in real life. The current study used consumer behaviour experiments to test the impacts of foreign-language menus on customers' perceptions. These experiments were not conducted in real restaurants, nor with the restaurant's real customers, so the results of this study may differ from the real situation. Therefore, future researchers could consider designing a similar experiment in a real restaurant with real customers who are dining in the restaurants.

Furthermore, the study tested three main variables (brand personality, food authenticity, and target marketing) - each of these three variables was only measured against three items. Future research could consider adding more scales to measure these variables, as using multiple item scales could increase the reliability and validity of the construct measurement (Diamantopoulos, Sarstedt, Fuchs, Wilczynski, & Kaiser, 2012).

The menus that were used in this study are the photos of real restaurant menus, and participants had to use smartphones or other electronic devices to read the menus. However, according to studies conducted by Rvachew, Rees, Carolan, and Nadig (2017), and Richter and Courage (2017), people have different reading experiences when they use electronic books compared to paper books. Similarly, reading the photo of a menu on an electronic device (when customers usually read real paper-based menus in the restaurants) may have some influence in the participants' perceptions with the menus. Hence, future study could conduct research by using real paper-based restaurant menus to explore the customers' perceptions of foreign-language menus.

#### **5.4 Conclusion**

This study set out to investigate the impacts of using a menu written in a

foreign-language, on customer's perception. This study has identified that using a menu written in a foreign-language has a significant influence on the out-group customers' perceptions on brand personality, food authenticity, and target marketing of the restaurant. However, the study has not found that using a menu written in a foreign-language would have any significant influence on the in-group customers' perceptions on the above constructs. This is the first study of substantial duration, which examines associations between the use of a menu written in a foreign-language and the customer's perceptions. Therefore, these findings provide a new body of knowledge to aid our understanding of the influences of using a foreign-language menu on customers' perceptions, and also provides the basis for further research. Also, the findings of this study will benefit restaurant practitioners by highlighting the importance of understanding the impacts of using foreign language menus on customer' perceptions, and indicates whether using a foreign language-menu in the restaurant would be a wise strategy for restaurant managers to implement. The current study only provided initial evidence about the impact of using a foreign-language menu on restaurant customers' attitudes and behavioural intentions, and encourages further study to investigate deeper into this current topic.

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# APPENDICES

## Appendix 1: An Invitation to Participants



### An invitation to participants

Greetings. My name is Hongyang Bi. I am an AUT University student. I am doing my master study. I would like to invite you to participate in research investigating the effects on customers of using foreign language on a restaurant menu.

### 邀请函

大家好，我是毕宏洋。我是一名奥克兰理工大学的学生。我现在正在完成我的硕士论文，我想邀请您参与一个关于餐厅的外语菜单对于顾客心理作用的调查问卷。

# Appendix 2: Participant Information Sheet (English Version)



## Date Information Sheet Produced:

10/10/2016

## Project Title

The impact of using foreign-language in restaurant menu on customers' attitude and behavioural intention

## An Invitation to participate in research

My name is Hongyang Bi, and I am a student at AUT University. I would like to invite you to participate in my research that investigates the psychological effects of foreign-language menus on customers.

## What is the purpose of this research?

This research aims to explore the psychological effects of foreign-language menus on customers. The output of this research will contribute to my completion of the Masters Degree in International Hospitality Management at AUT University. The research results may also be used for conference papers, presentations, and journal articles.

## How was I identified and why am I being invited to participate in this research?

You were invited to participate in this online survey because you have dining experience in ethnic restaurants, and are a part of the researcher's wider social network. Your participation and responses will provide valuable perspectives and contributions to this research.

## How do I agree to participate in this research?

By completing the online survey, you will be agreeing to participate in this research.

## What will happen in this research?

Firstly, I will distribute the online questionnaire through the social network sites (Facebook and Wechat). Specifically, the URL link of the questionnaire will be post on the group discussion board with a brief research introduction. If you are willing to participate in this survey, you can click the URL link to the online survey. This survey will take approximately 8 to 10 minutes to complete. Once you have completed all questions, you need to click the 'Finish' button to submit your response.

## What are the discomforts and risks?

The online survey is voluntary and anonymous, and the information sought in this research is not expected to be controversial, so you should not experience any discomfort, be exposed to any embarrassment, or face any repercussions. Additionally, no personally identifiable information will be collected in this research. All information gathered will be combined for statistical analysis and only used for the purpose of this research.

## What are the benefits?

Your participation will make a meaningful contribution to the restaurant business environment, and help provide a better understanding about the psychological impacts of foreign-language restaurant menus on customers. Furthermore, your participation will also assist me (the researcher) in completing my Master's Degree in International Hospitality Management at AUT University.

## How will my privacy be protected?

The survey is anonymous, so participants will not be identifiable from any information they have provided; all information gathered will be combined for statistical analysis and used for academic research purposes only. No third party will have access to the data. The Data will be stored for six years.

## What are the costs of participating in this research?

There is no cost to participate in this research.

## What opportunity do I have to consider this invitation?

You can complete this survey at any time between 1st December and 31<sup>st</sup> December, 2016.

## Will I receive feedback on the results of this research?

The result of this research will be available on the New Zealand Tourism Research Institute (NZTRI) website: <http://www.nztri.org> in March 2017, and you are more than welcome to visit the website and view the findings.

**What do I do if I have concerns about this research?**

Concerns regarding the conduct of the research can be addressed to the Executive Secretary of AUTEK, Kate O'Connor, via email: [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz) , or phone call on 921 9999 ext 6038.

**Whom do I contact for further information about this research?**

***Researcher Contact Details:***

If you have any questions or concerns about this research or survey, please feel free to contact:

Primary researcher: Hongyang Bi, [bhy\\_2049@163.com](mailto:bhy_2049@163.com)

***Project Supervisor Contact Details:***

If you have any concerns about this research or survey, please feel free to contact:

Project Supervisor: Dr Peter Kim. [bc.peter.kim@aut.ac.nz](mailto:bc.peter.kim@aut.ac.nz) 9219999 ext 6105.

Secondary supervisor: Warren Goodsir, [warren.goodsir@aut.ac.nz](mailto:warren.goodsir@aut.ac.nz)

Approved by the Auckland University of Technology Ethics Committee on *type the date final ethics approval was granted*, AUTEK Reference number *type the reference number*.

# Appendix 3: Participant Information Sheet (Chinese Version)



## 参与者信息表

### 信息表创建日期

2016年10月10日

### 研究题目

使用外语餐厅菜单对于顾客的态度和潜在行为的影响

### 参与者邀请函

我叫毕宏洋，我是一名奥克兰理工大学的学生，我想邀请您参与我关于外语菜单对于顾客心理影响的研究。

### 研究目的

这个研究的目的是探索外语菜单对于顾客心理的影响。这个研究可以帮助我完成国际酒店管理硕士的学习。研究成果也可以用于教学，演讲或者发表于学术期刊。

### 参与的要求和原因

参与者需要有在外国餐厅的就餐经历，所有的参与者的回答将会为这个研究提供非常有价值的帮助和贡献。

### 如何参与这项研究

参与者需要完成在线调查问卷。

### 这项研究如何进行

首先，我将会把在线调查问卷通过社交网络分发出去（脸书，微信）。具体来说就是我会把调查问卷的链接发到朋友圈或者个人主页并且附带一个简短的说明。完成这个问卷将会花费八到十分钟。

### 参与这项研究的不适和风险

这个在线的调查问卷是自愿并且匿名的。所有的参与者不需要提供任何个人的资料和信息。所有收集到的数据信息只会用于这项研究。因此参与者在这项研究中不会有任何的不适合风险。

### 参与这项研究的利益

参与这项研究将会帮助餐厅产业的从业者更好的理解外语菜单是如何影响顾客的心理。另外，参与这项研究也可以帮助我完成我硕士的学习。

### 参与者隐私的保护

这项研究的参与者是匿名的，所以不会涉及到个人隐私。所有收集到的数据将会只用于这项研究，没有第三方可以接触到数据。所有的数据将会保存六年。

### 参与这项研究的开销

参与这项研究不需要任何开销。

### 参与这项研究的时间

参与者可以在2016年12月1日到12月31日之间参与这项研究的调查问卷。

### 研究的结果

研究的结果可以在2017年3月新西兰旅游局网站查询，网址是：<http://www.nztri.org>。欢迎所有参与者查看研究的结果。

### 更多关于这项研究的道德伦理问题

更多关于这项研究的道德伦理问题可以联系奥克兰理工大学道德伦理委员会行政助理：Kate O'Connor，邮箱：[ethics@aut.ac.nz](mailto:ethics@aut.ac.nz)，或者电话：921 9999 转 6038。

### 更多关于这项研究的问题

更多关于这项研究的问题可以联系：

### 主研究者联系方式：

Hongyang Bi, bhy\_2049@163.com

**研究导师联系方式:**

第一导师: Dr Peter Kim. bc.peter.kim@aut.ac.nz 9219999 ext 6105.

第二导师: Warren Goodsir, warren.goodsir@aut.ac.nz

Approved by the Auckland University of Technology Ethics Committee on *type the date final ethics approval was granted*, AUTEK Reference number *type the reference number*.

## Appendix 4: Online Questionnaire

Are you over 18 years old? 你大于 18 岁吗?

- Yes / 是的 (1)
- No / 不是 (2)

If No / 不是 Is Selected, Then Skip To End of Survey

Have you visited a Chinese restaurant in the past month? 在过去的一个月中你是否去过中式餐厅就餐?

- Yes / 是的 (1)
- No / 不是 (2)

If No / 不是 Is Selected, Then Skip To End of Survey

Please carefully read the following restaurant menu at least one minute then evaluate the following statements based on your impressions of the restaurant menu.

请仔细阅读下面的餐厅菜单至少一分钟然后根据你对菜单的印象评价一下下列陈述。

## Part One

### Brand Personality

#### 品牌个性

Q1 The words on the restaurant menu help provide a unique description of the Chinese restaurant.

餐厅菜单上面的内容可以对中式餐厅有一个大体的描述。

- 1 Strongly disagree / 非常不同意 (1)
- 2 Disagree / 不同意 (2)
- 3 Neither agree nor disagree/ 既不同意也不否定 (3)
- 4 Agree / 同意 (4)
- 5 Strongly agree / 非常同意 (5)

Q2 When I read the restaurant menu, I can visualise the decorations or physical settings likely to be seen in the Chinese restaurant.

当我阅读餐厅的菜单时，我可以联想到一些中式餐厅的装饰和摆设。

- 1 Strongly disagree / 非常不同意 (1)
- 2 Disagree / 不同意 (2)
- 3 Neither agree nor disagree/ 既不同意也不否定 (3)
- 4 Agree / 同意 (4)
- 5 Strongly agree / 非常同意 (5)

Q3 The word "common" can be used to describe the restaurant.

我认为可以用词语“常见的”来形容这个餐厅。

- 1 Strongly disagree / 非常不同意 (1)
- 2 Disagree / 不同意 (2)
- 3 Neither agree nor disagree/ 既不同意也不否定 (3)
- 4 Agree / 同意 (4)
- 5 Strongly agree / 非常同意 (5)

## Part Two

### Food Authenticity

#### 食物真实性

Q4 I expect the dishes in the restaurant to be cooked by authentic Chinese cooking methods

我认为餐厅里提供的食品是使用真实的中国的烹饪方法烹制的。

- 1 Strongly disagree / 非常不同意 (1)
- 2 Disagree / 不同意 (2)
- 3 Neither agree nor disagree/ 既不同意也不否定 (3)
- 4 Agree / 同意 (4)
- 5 Strongly agree / 非常同意 (5)

Q5 I expect the dishes in the restaurant to use authentic Chinese ingredients.

我认为餐厅里提供的食品用的是真实的中国配料。

- 1 Strongly disagree / 非常不同意 (1)
- 2 Disagree / 不同意 (2)
- 3 Neither agree nor disagree/ 既不同意也不否定 (3)
- 4 Agree / 同意 (4)
- 5 Strongly agree / 非常同意 (5)

Q6 If I am going to dine in this restaurant, I want to have authentic Chinese food there.

如果我以后去这个餐厅就餐，我想能品尝到真正的中国菜肴。

- 1 Strongly disagree / 非常不同意 (1)
- 2 Disagree / 不同意 (2)
- 3 Neither agree nor disagree/ 既不同意也不否定 (3)
- 4 Agree / 同意 (4)
- 5 Strongly agree / 非常同意 (5)

## Part Three

### Target Market

#### 目标市场

Q7 I would expect the promotions (Such as advertisements, posters, restaurant name cards) in this restaurant to be written in Chinese.

我认为这个餐厅的宣传媒介（例如广告，海报，餐厅的名片）使用的文字是中文。

- 1 Strongly disagree / 非常不同意 (1)
- 2 Disagree / 不同意 (2)
- 3 Neither agree nor disagree/ 既不同意也不否定 (3)
- 4 Agree / 同意 (4)
- 5 Strongly agree / 非常同意 (5)

Q8 Employees in this restaurant should be able to speak Chinese

这个餐厅的员工应该会讲中文

- 1 Strongly disagree / 非常不同意 (1)
- 2 Disagree / 不同意 (2)
- 3 Neither agree nor disagree/ 既不同意也不否定 (3)
- 4 Agree / 同意 (4)
- 5 Strongly agree / 非常同意 (5)

Q9 Most of the customers in this restaurant are Chinese.

这个餐厅的大多数顾客都是中国人

- 1 Strongly disagree / 非常不同意 (1)
- 2 Disagree / 不同意 (2)
- 3 Neither agree nor disagree/ 既不同意也不否定 (3)
- 4 Agree / 同意 (4)
- 5 Strongly agree / 非常同意 (5)

## Part Four

### Personal information

个人信息

#### Q10 Gender

性别

- Male / 男 (1)
- Female / 女 (2)
- Other / 其他 (3)

#### Q11 Age

年龄

- 18-24 years / 18 -24 岁 (1)
- 25- 34 years / 25-34 岁 (2)
- 35-44 years / 35-44 岁 (3)
- 45- 54 years / 45- 54 岁 (4)
- 55-64 years / 55-64 岁 (5)
- Older than 64years / 大于 64 岁 (6)

#### Q12 Ethnicity

种族

- Chinese / 华裔 (1)
- European / 欧洲裔 (2)
- Maori / 毛利裔 (3)
- Asian (exclude Chinese) / 亚裔(不包括华裔) (4)
- Pacific people / 太平洋岛裔 (5)
- Other / 其他 (6)

#### Q13 How often do you dine in Chinese restaurants?

你多久去一次中国餐厅就餐?

- Every day / 每天都去 (1)
- Several times a week / 一周都去几次 (2)
- Once a week / 一周一次 (3)
- 1-3 times a month / 一到三次每个月 (4)
- Less than once a month / 每个月少于一次 (5)

Q14 Knowledge of Chinese

中文知识水平

- None / 一点也不了解 (1)
- Somewhat knowledge about Chinese / 对中文了解很少 (2)
- Adequate knowledge about Chinese / 对中文有一些了解 (3)
- Knowledgeable about Chinese / 很了解中文 (4)
- Fluent in Chinese / 对中文很熟练 (5)

Q15 Knowledge of English

英文知识水平

- None / 一点也不了解 (1)
- Somewhat knowledge about English / 对英文了解很少 (2)
- Adequate knowledge about English / 对英文有一些了解 (3)
- Knowledgeable about English / 很了解英文 (4)
- Fluent in English / 对英文很熟练 (5)

Q22 How important is the presentation of a menu for a restaurant?

你认为菜单对于一个餐厅的重要性。

- Very unimportant / 非常不重要 (5)
- Unimportant / 不重要 (4)
- Neutral / 一般 (3)
- Important / 重要 (2)
- Very important / 非常重要 (1)

Q23 How important is it to use a foreign language on a restaurant menu?

你认为使用外语菜单对于一个餐厅的重要性。

- Very unimportant / 非常不重要 (5)
- Unimportant / 不重要 (4)
- Neutral / 一般 (3)
- Important / 重要 (2)
- Very important / 非常重要 (1)

Thank you for participating in this research. Please share this survey link with your friends, classmates or colleagues who have dined at a Chinese restaurant. Your help is highly appreciated. Kind regards, Hongyang Bi

感谢您参与这份调查问卷，我希望您可以把这个调查问卷的连接转发给您的曾经有在中餐厅就餐经历的朋友，同学或者同事。再次诚挚的感谢您的帮助。毕宏洋

## Appendix 5: AUTECH



### AUTECH Secretariat

Auckland University of Technology  
D-88, WU406 Level 4 WU Building City Campus  
T: +64 9 921 9999 ext. 8316  
E: [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz)  
[www.aut.ac.nz/researchethics](http://www.aut.ac.nz/researchethics)

15 November 2016

Peter Kim  
Faculty of Culture and Society

Dear Peter

Re Ethics Application: **16/389 The psychological impacts of restaurant menu with foreign-language on customers: the case of Chinese restaurants**

Thank you for providing evidence as requested, which satisfies the points raised by the Auckland University of Technology Ethics Committee (AUTECH).

Your ethics application has been approved for three years until 15 November 2019.

As part of the ethics approval process, you are required to submit the following to AUTECH:

- A brief annual progress report using form EA2, which is available online through <http://www.aut.ac.nz/researchethics>. When necessary this form may also be used to request an extension of the approval at least one month prior to its expiry on 15 November 2019;
- A brief report on the status of the project using form EA3, which is available online through <http://www.aut.ac.nz/researchethics>. This report is to be submitted either when the approval expires on 15 November 2019 or on completion of the project.

It is a condition of approval that AUTECH is notified of any adverse events or if the research does not commence. AUTECH approval needs to be sought for any alteration to the research, including any alteration of or addition to any documents that are provided to participants. You are responsible for ensuring that research undertaken under this approval occurs within the parameters outlined in the approved application.

AUTECH grants ethical approval only. If you require management approval from an institution or organisation for your research, then you will need to obtain this. If your research is undertaken within a jurisdiction outside New Zealand, you will need to make the arrangements necessary to meet the legal and ethical requirements that apply there.

To enable us to provide you with efficient service, please use the application number and study title in all correspondence with us. If you have any enquiries about this application, or anything else, please do contact us at [ethics@aut.ac.nz](mailto:ethics@aut.ac.nz).

All the very best with your research,



Kate O'Connor  
Executive Secretary  
Auckland University of Technology Ethics Committee

Cc: [bhy\\_2049@163.com](mailto:bhy_2049@163.com); [warren.goodsir@aut.ac.nz](mailto:warren.goodsir@aut.ac.nz)