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Culinary quality, Perceived Authenticity and Customer Behavioral Intentions; a case of selected ethnic restaurants in Jinja City

BY

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A DISSERTATION SUBMITTED TO MAKERERE UNIVERSITY BUSINESS SCHOOL (FACULTY OF GRADUATE STUDIES AND RESEARCH) IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF HOSPITALITY AND TOURISM MANAGEMENT OF MAKERERE UNIVERSITY.

PLAN A

SEPTEMBER, 2023

DECLARATION

I, **Jamirah Nabaale**, declare that this dissertation is my own original and unaided work. Any assistance and guidance that I have received has been duly acknowledged.

Signed..... Date: 10th/09/2023

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APPROVAL

This research report has been submitted with my guidance as university supervisor.

Signed..... Date.....

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Signed..... Date.....

DEDICATION

I dedicate this piece of work to my dear Supervisors who have been consistently a source of inspiration and encouragement throughout the MHTM programme.

ACKNOWLEDGMENTS

Above all, I am appreciative to the Lord God Almighty without whose life I would not have accomplished much. Special appreciation is also extended to my lecturers; Assoc. Prof. Samson Omuudu Otengei and Dr. Rehema Namono who have offered expert and timely guidance throughout this research proposal. The support of the family members and classmates is also worth mentioning. Thank you all.

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ACRONYMS

AL/T- Authenticity (Local or Traditional)

AU - Authenticity (Unfamiliar)

AR - Authenticity (Rare)

BIs - Behavioral Intentions

CQ - Culinary Quality

CVI - Content Validity Index

ERs - Ethnic Restaurants

GDP- Gross Domestic Product

OA - Organoleptic Attribute

PA - Perceived Authenticity

PV - Perceived Value

RI - Revisit Intentions

RI - Recommendation Intentions

ABSTRACT

The purpose of this study was to examine the links between culinary quality, perceived authenticity and customer behavioral intentions in selected ethnic restaurants in Jinja City, Uganda. Specifically, the objectives were to examine the relationship between culinary quality and customer behavioral intentions; perceived authenticity customer behavioral Intentions; and the joint predictive relationship between culinary quality, perceived authenticity and customer behavioral Intentions.

The study adopted an analytical cross-sectional correlational survey research design to test the study hypotheses. The data was collected using a self-administered questionnaire from a sample of 226 patrons of the selected ethnic restaurants participating in the study. The data were analyzed using correlation and hierarchical multiple linear regression in Statistical package for Social sciences. The findings showed a significant positive relationship between culinary quality and customer behavioral Intentions, perceived authenticity and customer behavioral intentions. The study also found that culinary quality and perceived authenticity significantly predict customer behavioral intentions. The study highlights the indispensable role of culinary quality in terms of value color, taste, good flavors, texture in building revisit and recommendation intentions. Furthermore, role played by perceived authenticity inform of unfamiliar, rare and traditional is vital in engendering customer behavioral intentions exhibited in revisiting and recommending others. The study thus recommends that, restaurant managers need to enhance culinary quality in terms of value, taste, smell, texture, rare, unfamiliar and local to motivate customers to revisit and recommend others to their establishments.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter contains the background of the study, the problem statement, purpose of the study, research objectives, research questions, scope of the study, significance of the study, and the conceptual framework.

1.1 Background

The global ethnic food market is projected to register a compound annual growth rate of nearly 12% and it's projected to hit $ 1.2 Trillion in sales by 2030 (USA National Restaurant Association Report, 2023). In Uganda, Ethnic restaurants (ER's) are among the leading hospitality establishments that contribute greatly to the economic development of the country with 7.75% GDP and 6.7% of total national employment (Uganda Bureau of Statistics [UBOS], 2020). The sector growth is backed by increasing demand for native food with over 84% of contemporary consumers preferring to dine out in ERs (Otengei, Bakunda, Ngoma & Ntayi, 2017). However, customers tend to revisit and recommend particular restaurants that provide quality and authentic local cuisines (Otengei & Changha, 2021). As a result, the current study attempts to investigate customer behavioral intentions as a variable of great interest to both scholars and practitioners.

By behavioral intentions (BIs), we mean a degree to which a person has consciously developed plans to perform or not to exhibit some specified future behavior (Coudounaris & Sthapit 2017). In the context of this study, the focus will be on customer revisit intentions and willingness to recommend others to particular ERs. BI is valuable to ethnic restaurant business as it contributes to competitive advantage, improved financial benefits (Kim, Ham,

Moon, Chua & Han, 2019), minimizes the costs of marketing and promotion, and reduces costs of customer acquisition (Alves, 2017). Notably, existing literature reveals that BIs may be influenced by a number of factors including but not limited to service quality, value, ambience, prior experience, culinary quality, authenticity and other restaurant attributes (Adnan, 2015; Gounaris, Dimitriadis, & Stathakopoulos, 2018; Latiff, Ng, Aziz, & Basha, 2019). However, for the purpose of this study, the focus will be on culinary quality and authenticity as major determinants of BIs. This is because many ERs seem to depend on chance visits as a result of their failure to meet or exceed customer expectations especially in terms of food quality and authenticity. Indeed, ER's (aka local restaurants) especially in Jinja City seem to offer tasteless food, moreover presented unprofessionally, and in unpleasant environment. This certainly translates into low intentions to revisit or recommend friends and relatives.

Drawing on the above discussion, this study therefore adopts the Theory of planned Behavior (TPB) to explain customer behavioral intentions in the context of ERs in Jinja, Uganda. TPB initially called Theory of Reasoned Action emphasizes an individual's intention to engage in a particular behavior in this case intention to revisit and or recommend others to visit an ER (Ajzen 1991; Sheeran & Abraham 2017). The theory presupposes individual intentions as a key factor that determines actual behavior, i.e., revisit or advocacy. Specifically, intention dictates how restaurant customers willingly revisit and or recommend or are less willing to perform the behavior. The stronger the intention to revisit or recommend, the more likely it is for the client to revisit and recommend. Here, it is envisaged that if restaurant patrons perceive food to be of good sensory quality and authentic in terms of ingredients and preparation, then they are likely to develop intentions to revisit and or recommend others to those Ethnic Restaurants.

Culinary quality (CQ) refers to an absolute sensory requirement that satisfy the needs and expectations of restaurant customers such as perceived value and organoleptic attributes - taste, flavor, appearance, service temperature and texture (Adnan 2015, Konuk, 2019; Hidayat, Bismo, & Basri, 2020). Customers will visit, revisit and/or recommend friends and relatives to specific ERs where food quality is guaranteed (Chen, Huang, & Hou, 2020). On the other hand, the concept of authenticity is regarded as the genuineness of local food which is specific to a place and a kind of description of local culture. (Zhang, Chen, Hu, 2019). The key features of authenticity include local or traditional, unfamiliar and Rare (Prayag, Pourfakhimi, Le, & Nadim, 2022). Consumers are increasingly seeking for food which is traditionally made, unfamiliar and rare when dining out in ERs (Otengei et al., 2017).

Nonetheless, whereas Behavioral Intention is a concept has been studied in various contexts, it remains understudied in ERs' especially in the developing countries perspective. Moreover, studies that investigate culinary quality and authenticity as major enablers of customer behavioral intentions have remained scarce hence need for further investigation.

1.2 Problem statement

The reluctance of customers to go back to restaurants and also recommend others is driven by restaurants inability to meet customer's expectations (Gamal, 2015). 82% of customers usually don't go back to restaurants especially when they have experienced less than expected (David, 2022). In Jinja City, recent findings suggest that most Ethnic Restaurants tend to rely on chance guests because of their inability to meet customer expectations (Otengei et al 2017). This suggests that repeat visits and intention to recommend others have remained low. In fact, in Uganda 33% reviews from customers rate ERs as poor, and 30% as terrible (Trip Advisor 2023). This could be attributed to ER's inability to provide quality and authentic local food yet these two seem to be significant influencers of positive word of mouth and willingness to

revisit. Many ER's especially in Jinja City continue to offers dull and tasteless food, moreover presented unprofessionally, and in unpleasant environment. In fact, anecdotal evidence indicates that what is served in many ERs doesn't seem to be authentic and is usually of squat sensory quality. For example, instead of preparing and serving local chicken, in majority of ERs, off-layer and kuroiler birds are frequently prepared and served to guests (Otengei & Changha, 2021). This violates the principals of authenticity and indeed sensory quality leading to negative behavioral outcomes. Deplorably, few or no studies have investigated the relationship between culinary quality, perceived authenticity and behavioral intentions and how they interact in the context of ERs in emerging economies. This will therefore attempt to establish the link between the three main study variables namely, culinary quality, perceived authenticity and customer behavioral intentions using selected ERs in Jinja City as a testing ground.

1.3 Purpose of the study.

The purpose of the study was to examine the relationship between culinary quality, perceived authenticity and customer behavioral intentions in selected ethnic restaurants in Jinja City, Uganda.

1.4 Study objectives.

The study was guided by the following study objectives;

i. To establish the relationship between culinary quality and behavioral intentions among customers in the selected ERs in Jinja city.

ii. To determine the relationship between perceived authenticity and behavioral intentions among customers in the selected ERs in Jinja city.

iii. To establish the effect of culinary quality and perceived authenticity on behavioral intentions among customers in the selected ERs in Jinja city.

1.5 Study Hypothesis

i. There is a positive significant relationship between culinary quality and customer behavioral intentions in selected ERs in Jinja city?

ii. There is a positive significant relationship between perceived authenticity and customer behavioral intentions in selected ERs in Jinja city?

iii. There is a positive significant joint predictive relationship between culinary quality and authenticity on customer behavioral intentions in selected ERs in Jinja city?

1.6 Study scope

The study scope was defined by subject matter, geographical scope and time scope as presented below.

1.6.1 Subject scope

The study focused on three study variables i.e. culinary quality, authenticity which will constitute the independent variables and behavioral intention which will be the dependent variable.

1.6.2 Geographical scope

The study was conducted in Jinja City through five selected ERs, namely;

1. All Friends Grill Bar and Restaurant - Located on Plot 6, Jackson crescent, Jinja, Uganda.
2. The black Lantern Restaurant – Bujagali, Jinja, Uganda.
3. Jinja Sailing Club Restaurant - Plot 1-5, Nile Pier Road, Jinja, Uganda.
4. Simpo Restaurant – Plot 103, Gabula Road, Jinja, Uganda.

5. The Yellow Chilly - Plot 54B, Kiira Road, Jinja, Uganda.

1.7 Significance of the study

i. The study provided valuable insights to the existing body of knowledge specifically on the relationship between culinary quality, authenticity and BI in the context of ERs in Uganda. The findings and recommendations of the study will hopefully be helpful to future researchers who may be interested in undertaking further studies in related areas in the restaurant trade.

ii. This study could provide restaurant managers with a better understanding of the factors that drive business success. This knowledge can be used to improve marketing strategies.

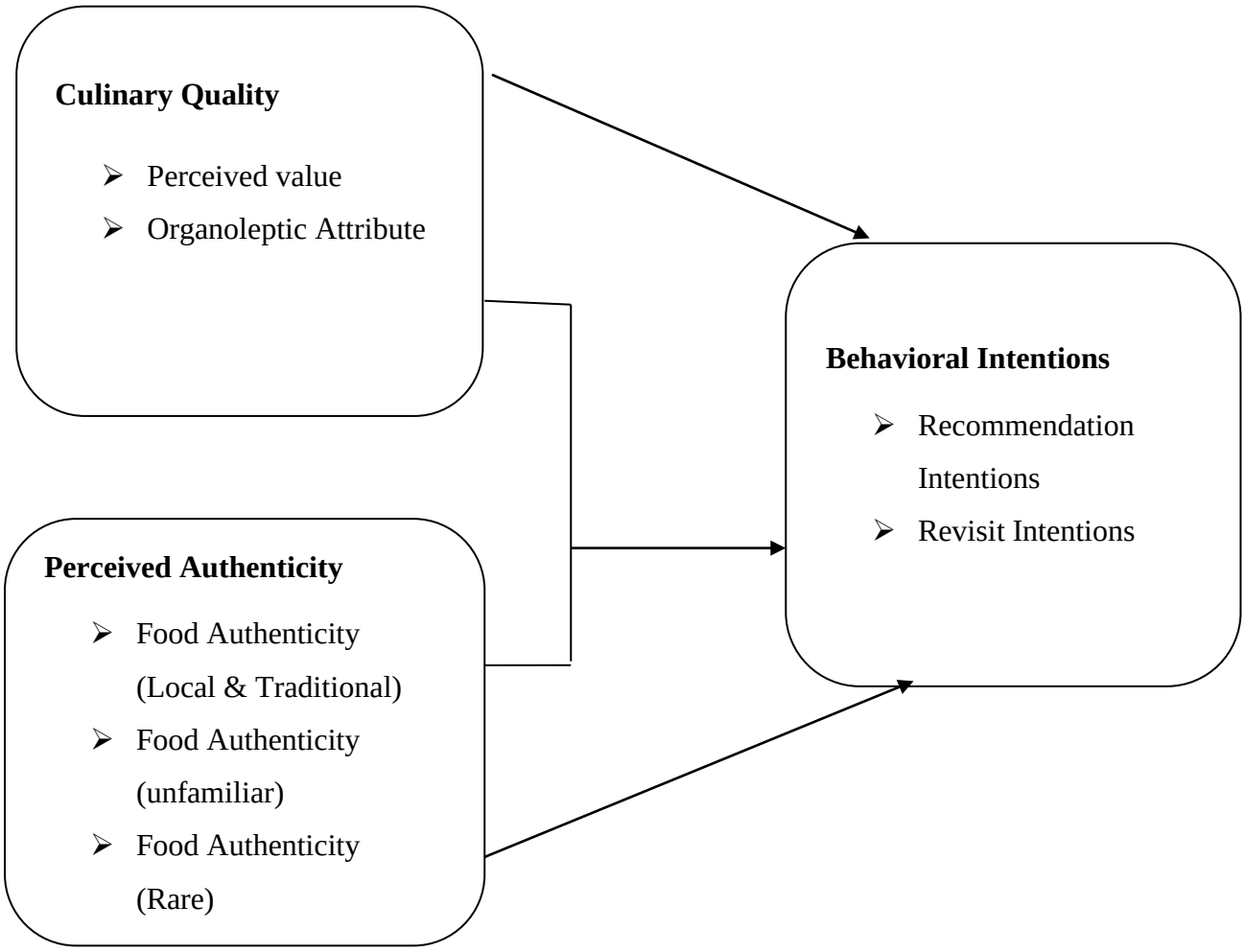
iii. The study could contribute to the existing body of knowledge in the field of restaurant management by exploring the impact of food quality, food authenticity and behavioral intentions. It will provide valuable resource for future researchers, helping to advance the understanding of these topics.

iv. The study could provide restaurant managers with a road map for improving their culinary quality. This will lead to better use of resources, improved customer satisfaction and increased profitability.

v. The results of the study could have practical implications for restaurant managers and owners by providing them with a deeper understanding of the effects perceived culinary quality, perceived food authenticity and behavioral intentions. This information can be used to improve business operations, increase efficiency and enhance overall restaurant performance.

1.8 Conceptual framework

Fig.1below presents the theorized conceptual framework.



Source: Adopted and modified from literature review (Adnan,2015; Konuk 2019; Prayag et al., 2022; Gounaris et al., 2018).

8.1 Model Description

In this study, it is hypothesized culinary quality leads to positive customer BIs. Similarly, the study theorizes that perceived authenticity is positively associated with revisit and recommendation intentions. Finally, culinary quality and authenticity significantly affect customer behavioral intentions in ERs.

CHAPTER TWO

LITERATURE

2.0 Introduction

This chapter provides a review of literature relating to culinary quality, authenticity and behavioral intentions. The chapter begins with the theoretical grounding and later explains the study variables and their relationships in accordance with the objectives of the study.

2.1 Theoretical review

2.1.1 The Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) started as the Theory of Reasoned Action in 1980 and provides a deeper insight towards forecasting an individual's intention to engage in a particular behavior (Ajzen 1991; Sheeran & Abraham 2017). The theory proposes that individual intentions are assumed to capture the motivational factor that influences a behavior. The intention indicates how people are willing to perform or not to perform a behavior. The stronger the intention to engage in a behavior, the more likely should be its performance. The more advantageous the attitude and subjective norm in lieu with a behavior, and the greater the perception of behavioral control, the stronger the intention to perform that particular behavior under consideration will be.

Drawing from the TPB, it can be envisaged that once customers believe that a restaurant provides quality and authentic local dishes, they are motivated to revisit and recommend others. The constructs consolidate behavioral intentions of the customer in the ethnic restaurants as hypothesized in the conceptual model. This study therefore makes efforts to unearth knowledge on the influence of culinary quality, authenticity and behavioral intentions of ethnic restaurant customers in Jinja City.

2.2 Literature Review

The following sub sections present relevant literature on the study variables and the relationship between them.

2.2.1 Behavioral Intention

Customer behavioral intentions are signals of actual purchasing choice, and thus are desirable to monitor. Behavioral intention is an indication whether customers remain with or defect from the restaurant. A number of scholars define behavioral intentions in different ways. According to Torlak, Demir and Budur (2019), Customer behavioral intentions refer to customer loyalty to the same merchandise, though loyal customers don't take legal actions rather complain about their dissatisfaction to the service provider (Antón, Camarero, Garcia, 2017). Rajput and Gahfoor (2020) defined behavioral intentions as a tendency for clients to exhibit intentions to revisit or spread positive comments about the firm to recommend others. Additionally, Behavioral Intention can also be defined as the motivational factor that influences a given behavior where the stronger the intention to perform the behavior, the more likely the behavior will be performed. This is conceptualized using the dimensions of revisit intentions and recommendation intentions (Gounaris et al., 2018).

Recommendation intention is defined as the use of positive words or message by a loyal customer to influence friends, associates, and customer groups. Personal communication influences the intention to purchase by promoting awareness of a brand's offerings. This is driven by Word of mouth; this plays a significant role in shaping attitudes and is viewed with far less skepticism. Once customer's expectation of culinary quality and authenticity is met they are likely to engage in positive recommendation of their fellows towards the organization (Rambocas, Kirpalani, & Simms, 2018). Positive word of mouth is a sign of favorable behavioral intentions while negative word of mouth included in unfavorable

behavioral intention (Sharma & Nishant, 2019, Ali & Amin, 2014). The negative word-of-mouth is the result of dissatisfaction felt by consumers.

Revisit intention is expressed as the desire of the visitors to revisit the destination in another period. While according to Wibowo (2016), revisit Intention is an interest in revisiting as a form of behavior and previous visit experience on the quality of firm services in the same country (Htun, 2022). More so Lu and Stepchenkova (2012) referred to a revisit as consumers being willing to visit the same establishment. Visitor revisit is a necessary consequence of the higher level of visitor satisfaction. Chen (2011) found that visitor revisits enhance the destination's competitiveness. According to Hyunjin (2013), interest in revisiting is an essential factor in creating long-term performance, thus generating profits for the company. A loyal customer of the business performs revisit behavior a probable result of consumers' positive behavioral intentions.

2.2.2 Culinary Quality

Food is the core product of a restaurant; it plays a pivotal role in the restaurant experience. Food quality has been generally accepted as a major factor influencing customer post dining behavioral intentions (Gamal, 2015, Liu and Jang, 2009). Culinary quality has been defined by previous scholars in various ways. Rozekhi, Hussin, Saddiqe (2016), it can also be defined as an absolute requirement that satisfy the needs and expectations of restaurant customers. Hidayat et al, (2020) defined similarly culinary quality is food that serves well, fresh, and delicious. Additionally, the term food quality can be defined as an overall performance of food to fulfill customer need and is considered an important element of the customer experience with the restaurant (Suhartanto, Ali, Tan, Sjahroeddin, & Kusdibyo, 2019). This is conceptualized by organoleptic attributes and perceived value.

Food organoleptic is defined by the food quality attributes such as presentation, menu variety, taste and freshness. Literature shows that the general description of food quality among researchers emphasizes food quality attributes. Food Taste is regarded as a key attribute in food dining experience. Many customers have become food savvy, so the taste of food in restaurant has become increasingly important. It is thus not surprising that non formal restaurant with gourmet cooking may be packed with customer than high end customers. Also, the taste is usually believed to influence restaurant customer future behavior intention (Rozekhi et al, 2016).

Menu variety, Restaurants should offer a wide variety of menus to customer in food service because the customer is generally individuals from different cultural, ethnic, and economic background, and mostly having their exact food preferences. Menu variety is needed in order to serve varying dining preferences of the miscellaneous customer. Presentation refers to technique of plating food, decorated attractively to get an eye catching of costumer in order to fulfill the customer perception of quality. Rozekhi et al., (2016), highlighted that the presentation of food is one of the factors of food feature in modeling dining experience and return customer since it improves on customers dining experiences and build reputation of the firm.

The freshness usually refers to the fresh state of food related to its crisp, juicy and aroma. Previous studies have illustrious freshness of food as a crucial intrinsic quality cue. Food is one of the factors that influencing customer behavioral intentions. Factors that relate to the food are explicated in terms of the sensory characteristics of food such as flavor. (Rozekhi et al, 2016). Understanding of consumers' perceptions of food quality is highly relevant because their buying decisions depend on these attributes. (Petrescu, Vermeir, Mag, 2020). Food is one of the factors that influencing customer behavioral intentions. Factors that relate to the

food are explicated in terms of the sensory characteristics of the food such as color, flavor (odor or taste), and texture.

Consumers' value perceptions are critical for their purchase decisions, (Wang, 2015). Values received by customers are the overall assessment between the products and services that received compared to the costs they spent (Ahmad, Ghazali, Othman, & Jules 2017). Hidayat, Bismo and Basri (2020), states that perceived value is defined as the overall assignment of the consumers on what they receive and what they give. In this case value is the quality that the customers get for the price they pay. Perceived value is determined by perceived quality and perceived price. In general, consumers compare the utility and the price of a product. From the same perspective, Konuk (2019), argue that when a product's price is not acceptable, this results in lower consumers' Perceived Value. In consumer behavior literature, it was also reported that Perceived Value has a positive impact on consumers' willingness to buy.

2.2.3 Authenticity

Food is considered as a driving factor in encouraging customers to visit ethnic restaurants. Authenticity is defined as the genuineness or realness of a product, (Latiff et al., 2019). Authenticity is also defined as that which is “real and genuine and has a history or tradition (Lee, Lee & Cho, 2015). Previous scholars have defined authenticity in different ways. According to Zhang, Chen, and Hu (2019), Food authenticity could be regarded as the genuineness of local food which is specific to a place and a kind of description of local culture. Food authenticity refers to whether the ingredients or dishes are unique to a geographical place; whether the food is cooked in a traditional way; cooked with local ingredients; or prepared by natives (Sidali & Hemmerling, 2014). Customers who visit ethnic restaurants expect to be served local cuisine that is genuine, original, innocent, sincere,

honest and unaffected in terms of taste, flavor, Variety and Presentation. (Chen et al, 2020). Local food is often conceptualized as authentic product that symbolize the establishment, its culture and identity (Yeoman and McMahon-Beatte, 2016). In this study authenticity is conceptualized by local or traditional aspects of food, unfamiliar, and Rare (Prayag et al., 2022).

Gastronomic Literature shows that the perceived authenticity of local food is related to terms such as pure or traditional, unfamiliar and rare (Björk & Kauppinen-Räisänen, 2016; Kauppinen-Räisänen et al., 2013). These facets have emerged as important in recent studies, given that authentic ingredients, original and unique foods are examples of food authenticity in local food experiences (Atsız et al., 2021). Local or traditional aspects of food are reflected from food being prepared by use of traditional ingredients. Ingredients from a specific region are an expression of that place. Local ingredients that are locally sourced, unique, Standalone, or those that compose a dish, are reflective of a culinary heritage (Robinson & Clifford, 2012). Traditional ingredients used to prepare food in ethnic restaurants influence individuals' perceptions of authenticity the most. Previous research studies have confirmed that recipes of the local food, food items and ingredients are the critical food authenticity indicators that decide individually or collectively the overall culinary experience (Gupta & Sajnani, 2019; Kim et al., 2009; Steiner & Reisinger, 2006).

Rareness of local food is a distinct selling point for ethnic restaurants. In addition, local food is perceived to be authentic when it is not widely distributed, which can attract customers searching for unfamiliar and novel food (Räisänen et al., 2013). On the other hand, unfamiliar food refers to food items a customer has never tested before. Some people love eating food they have never tested before to gain the experience while others are not fond of it. For example, food can appear rare and unfamiliar to a customer from a foreign country when served in traditional kitchen utensils or Native paraphernalia (Roasted banana leaves).

Luwombo dishes served in roasted banana leaves (Otengei et al., (2017). For that reason, Consumers are increasingly seeking such attributes in food when dining out in local and ethnic restaurants (Le et al., 2019, 2022). This reflects the originality of Uganda culture. Though, Raji, Karim, Ishak, and Arshad (2017) pointed out that some traditional equipment are hard to be found in the urban area and may only be used in the villages, especially during occasions. Therefore, emphasizing attributes of these foods that are distinct from those of local foods has been identified as one of key indicators of food authenticity.

2..4 The relationship between culinary quality and behavioral intentions

Due to its important role, along with other variables, food quality has been empirically examined in various restaurant studies. For example, a study conducted by Konuk (2019), on the influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants in Turkey found out that behavioral intention is influenced by Customer Satisfaction. Extant studies have also shown that quality of food is an important antecedent of customer's willingness to revisit in future or recommend others (Liu & Tse, 2018; Muskat, Hortnagl, Prayag, & Wagner, 2019). In particular, food quality is well accepted as one of the key factors leading to customers' post-dining behavioral intentions in the restaurant industry (Kim & Baker, 2017).

Another study conducted by Hidayat, Bismo and Basri (2020) on The Effect of Food Quality and Service Quality Towards Customer Satisfaction and Repurchase Intention among Hot Plate Restaurants in Indonesia, they found out that food quality and service quality have positive and significant impact on customer satisfaction of XYZ hot plat restaurant while customer satisfaction have positive and significant impact on repurchase intention. Food and service quality both have positive and significant impact indirectly on repurchase intention

with the intervening of customer satisfaction. Ha and Jang (2010) acknowledged the direct correlation between food quality and behavioral intentions in casual dining ethnic restaurants.

Earlier researchers have noted that the assessment of consumers' perceived quality is formed through a recall of various aspects of the overall experience. Empirically, (Chen et al., 2020), confirmed that high quality of food leads to positive behavioral intentions. Furthermore, recent studies regard food quality as the most significant restaurant quality dimension influencing a customer's quality perception (Kukanja et al., 2017). Shahzadi et al. (2018), in their research conducted in Pakistan, found that high quality attribute in restaurants such as food quality, has a positive and significant effects on consumers' behavioral intentions, measured through the intention to revisiting and willingness to recommend others.

Several authors have researched the impact of perceived quality on the behavioral intentions of consumers, particularly in the food service sector. A study by Kalitesi, Memnuniyet & İlişkisi (2020) on Perceived Food Quality, Satisfaction, Brand Image on Restaurants and Recommendation Intention in Turkey. It was found that food quality positively and strongly affects the brand image, satisfaction and recommendation intention. In addition to that, it was also identified that consumer satisfaction has significant and positive effect on brand image and recommendation intention. Further studies by (Suhartanto et al., 2018) reveal that loyal customers tend to revisit the business for further purchases, refer new customers to the business.

Previous research testing the relationship between food qualities attributes and behavioral intentions modeled a direct relationship between food quality behavioral intentions. A study by Han and Hyun (2017) confirms the positive relationship between food quality and behavioral intentions. For casual dining ethnic restaurants, Ha and Jang (2010) confirm direct effects between food quality and behavioral intentions. Another study by Suhartanto et al.,

(2019), reports the significant role of food quality in affecting satisfaction and intention to purchase and recommend the restaurant. Following the suggestions by Liu et al. (2018) and Muskat et al. (2019), quality of food is identified as the relevant aspects in the assessment of this study.

Although it is the fundamental element for restaurants, many studies that have been conducted on food quality relating it to customer satisfaction, brand image hence identifying a gap in literature on culinary quality and behavioral intentions in ethnic restaurants in Jinja City. Therefore, limited studies have been carried out in the Context of ethnic restaurants assessing food quality as the determinant of customer behavioral intentions.

It is evident from the above discourse that the nature, direction and the strength of the relationship between the study variables has remained unclear and confusing. Besides, extant works could have been complete and more enlightening if they were also authenticated in other contexts. Moreover, the studies were done in established economies other than emerging economies. Thus this study coins the following hypothesis;

H1 There is a positive significant relationship between culinary quality and customer behavioral intentions among selected ethnic restaurants in Jinja City.

2.2.5 The relationship between Perceived Authenticity and Behavioral Intentions

Authenticity is viewed as a critical factor in examining the quality of culinary products and experience (Akhoondnejad, 2016). A study conducted by Chen, Huang & Hou (2020) on Perceived authenticity of traditional branded restaurants: impacts on perceived quality, perceived value, and behavioral intentions in China confirmed a significant positive relationship has been supported between perceived authenticity and behavioral intentions. In particular, many marketing managers and researchers have reported the positive relationship

between perceived authenticity and behavioral intentions within the tourism and hospitality contexts (Fu et al., 2018; Jang et al., 2012; Kim & Boon, 2016; Liu et al., 2018).

Extant research has noted a significant role of perceived authenticity on consumer behavior (Fu et al., 2018; Liu et al., 2018). Another study by Liang (2015) on Understanding Repurchase Intention of Airbnb Consumers: Perceived Authenticity, EWoM and Price Sensitivity. The results showed that Perceived Risk negatively impacts Airbnb consumers' Perceived Value and Repurchase Intentions while Perceived Value positively enhances their Repurchase Intentions. Interestingly, Price Sensitivity was found not to reduce customers' Perceived Risk but improve their Perceived Value and promote the intention to repurchase. Perceived Authenticity was found to have significant effects in reducing Airbnb consumers' Perceived Risk and positively influences perceived value.

Nevertheless, given a number of studies in the broader tourism and hospitality contexts (Fu et al., 2018; Muskat et al., 2019; Ramkissoon & Uysal, 2011), a significant positive relationship has been supported between perceived authenticity and behavioral intentions. Latiff et al., (2019), in their study conducted in Malaysia on Food authenticity as one of the stimuli to world heritage sites confirmed that objective, existential and food authenticity were significant stimuli of recommendation intention. More so in their study, Findings revealed that authenticity influences behavioral intention and loyalty. Previous studies have shown empirically that place attachment positively influences recommendation intention (Prayag and Ryan, 2012; Hosany et al., 2016).

A study by Lu, Gursoy & Lu (2015), on Authenticity perceptions, brand equity and brand choice intention: The case of ethnic restaurants, in South Africa, Findings indicate that consumers' authenticity perception is a critical determinant of brand equity and brand equity has a significant impact on consumers' brand choice intention. Another study by Zhang, Yin

and Peng (2021**)** on the Effect of Commercialization on Tourists' Perceived Authenticity and Satisfaction in the Cultural Heritage Tourism Context: Case Study of Langzhong Ancient City in China. The results indicate that tourism commercialization positively affects objective, constructive, existential and postmodern authenticity and tourist satisfaction; the four authenticities positively affect tourist satisfaction, while only objective and existential authenticity and tourist satisfaction positively affect tourist loyalty.

According to Youn and Kim (2017), Food prepared using traditional Ingredients with traditional tools by traditional chefs is perceived authentic. For example, in a study examining customers' dining experiences in Thai restaurants, Sukalakamala and Boyce (2007) found that the use of authentic Thai ingredients is the most important factor contributing to inauthentic Thai restaurant experience. Some ethnic restaurants employ a dual-menu strategy. The authentic menu is not offered to the nationals of the current country (Liu and Mattila, 2015). However, Liu and Mattila (2015) criticized this dual-menu strategy suggesting that not providing opportunities to experience real ethnic food will negatively influence customers' dining experiences in ethnic restaurants. Food names that satisfy ethnic diners' expectations and motivations for authentic experiences will affect their behavioral intentions. (Youn & Kim, 2017)

Previous researchers have emphasized the significance of providing authentic cuisine because authenticity is an important resource through which a business can attract customers and distinguish itself from its competitors (Youn & Kim, 2019). As ethnic restaurants function as cultural ambassadors, educating local customers about their foods and cultures, delivering authentic experiences is particularly important (Wang & Mattila, 2015). Customers who seek out authentic dining want to not only enjoy foods but also seek opportunities to experience the traditional foods of the "other" and to connect to the cultural experiences of the "other" through different cultural markers (Youn & Kim, 2019). Previous empirical studies have

supported this notion, finding that culinary authenticity has a significant impact on customers' perception of food quality and their behavioral intentions in ethnic restaurant settings (Wang and Mattila, 2015).

The concept of perceived authenticity has been studied in hospitality and tourism context relating with tourist destinations, brand equity, price sensitivity, the relationship whether perceived authenticity can be a direct antecedent to behavioral intentions has been rarely studied in ethnic restaurant. Nevertheless, given a number of studies in the broader tourism and hospitality contexts (Fu et al., 2018; Muskat et al., 2019; Ramkissoon & Uysal, 2011), a significant positive relationship has been supported between perceived authenticity and behavioral intentions of customers. Few or no studies have identified a negative relationship between perceived food authenticity and behavioral intentions.

However, while many studies have reported a positive and significant relationship between the variables under investigation, contextual differences may not guarantee similar findings. Majority of the extant findings have been validated in contexts which are not ethnic restaurants related and are not in an African setting where many may wish to associate with local cuisine (Otengei, Bakunda, Ngoma, Ntayi & Munene, 2017). Thus the pragmatic proof has remained obscure in such a context. The current study thus seeks to focus on the relationship between perceived authenticity and customer behavioral intentions in ethnic restaurants in Jinja, Uganda as a testing ground.

H2 There is a positive significant relationship between perceived authenticity and customer behavioral intentions in selected ethnic restaurants in Jinja City.

2.2.6 Perceived Culinary Quality, Perceived Authenticity and Behavioral Intentions

Liu et al., (2018) argued that the relationship between perceived authenticity and perceived quality in previous literature is ambiguous. Nevertheless, consumers may use authenticity to

convey quality assessment of the restaurants (Kovács et al., 2014; Liu et al., 2018). Lu et al. (2015) found consumers' perceived authenticity is a predictor of perceived quality, and confirmed the positive impacts of perceived authenticity on perceived quality in ethnic restaurants. Zhang et al. (2019) concerned the traditional view of quality attributes, and argued that authenticity is a strong predictor to the quality and loyalty framework of customers.

Furthermore, previous studies also indicate that consumers may use authenticity as a subtle way to convey quality judgments, which means "authentic" implies good quality. A study by Lu *et al.*'s (2015) considered authenticity perception as an antecedent of perceived quality and empirically supported that perceived authenticity positively affected perceived quality, which then led positive behavioral intentions. However, while many studies have reported positive and significant relationship between the variables under investigation, contextual differences may not guarantee similar findings. Majority of the findings have been validated in contexts which are not ethnic restaurant related and not in Ugandan setting where many may wish to associate with local cuisine (Otenge et al., 2017) thus leaving a gap.

H3 There is a positive significant joint relationship between culinary quality, perceived authenticity and customer behavioral intentions in selected ethnic restaurants in Jinja City.

Section conclusion.

This section has reviewed relevant literature on the relationships between culinary quality, perceived authenticity and behavioral intention. The next section will present the methods, techniques and materials that will be used to carry out the study.

CHAPTER THREE

METHODOLOGY

3.0. Introduction

This chapter presents the methods and techniques that guided the study specifically, the research design, population of the study, sampling design, sample size, sources of data, measurement of variable , research instrument and ethical considerations.

3.1 Research Design

The study used cross-sectional survey because it is effective when gathering data of a sample population at a particular point in time (Amin, 2005). Specifically, a quantitative approach was adopted, hence making use of coded data from the questionnaire, captured using figures, and analyzed using inferential statistics. The approach allowed us to objectively explore the study objectives and address the research questions.

3.2 Study Area

The study was conducted in Jinja city among selected ethnic restaurants, namely;.

1. All Friends Grill Bar and Restaurant
2. The black Lantern Restaurant
3. Jinja Sailing Club Restaurant
4. Simpo Restaurant
5. The Yellow Chilly

3.3. Study Population

The scientific population of the study consisted of the total daily average number of customers for the selected restaurants, estimated to be 550 (Company Records, 2022) as

presented in Table1. The restaurant customers will form both the unit of analysis and unit of inquiry.

Table 1: showing the Average Daily Customer Numbers per restaurant

Name of restaurant	**Average Daily Customer number**
All Friends Bar and Grill restaurant	104
The black lantern restaurant	112
Jinja Sailing club restaurant	120
Simpo restaurant	106
The yellow chilly restaurant	108
Total	**550**

Source: Company records (2022)

3.4 Sample Size Determination

The sample size comprised of 226 customers obtained basing on sample size determination guidelines by Krejcie and Morgan, (1970). The respondents per restaurant were computed using proposionate allocation approach which helped to ensure that an ethnic restaurant with many clients contributes the highest number of study participants / respondents as shown in Table 2.

Table 2: showing distribution of the sample

Name of restaurant	**Average Daily Customer number**	**Contribution to sample size**
All Friends Bar and Grill restaurant	104	43
The black lantern restaurant	112	46
Jinja Sailing club restaurant	120	49
Simpo restaurant	106	44
The yellow chilly restaurant	108	44
Total	**550**	**226**

3.5 Sample design and procedure

Using simple random sampling technique, the study selected every guest who accepted to participate as they visited the selected ethnic restaurants to fill the self-administered questionnaire. This was done until the sample size for each restaurant was attained.

3.6 Data sources

The study used both primary and secondary data. Primary data was collected using a self-administered questionnaire. This enabled the researcher get accurate, basic and specific information directly from the respondents. Secondary data on the other hand was obtained by reviewing company reports, existing literature and published articles in journals.

3.7 Data Collection Instruments and procedure

3.7.1 Data collection instrument

Data was collected using a closed ended self-administered questionnaire with four sections which captured data regarding the background information of the respondents, culinary quality, perceived authenticity and behavioral intentions. Questions were constructed on an interval scale to elicit the degree of agreement anchored on a 5- point Linkert scale with 1- representing Strongly Disagree (SD) and 5- Strongly Agree (SA).

3.7.2 Data collection procedures

The management of selected restaurants was contacted prior to data collection to seek permission for the exercise. Guests who visit the restaurant at the point of data collection and accept to participate in the study were given the questionnaire to fill at the end of their meals. This was done until the required sample for each restaurant was attained.

3.8 Measurement of study variables

The study variables were operationalized and measured basing on the previous studies and reviewed literature. Each dimension was measured basing on the works of other scholars and was modified to match the study context. Culinary quality was measured using perceived value and organoleptic attributes (Adnan 2015), perceived authenticity was measured by three dimensions, namely; local or traditional aspects of food, unfamiliar and rare (see Prayag et al., 2022), customer behavioral intention was divided into two constructs; revisit intentions and recommendation intentions (Gounaris et al., 2018).

3.8 Validity and Reliability

3.8.1 Validity

As recommended by Amin (2005), validity was determined by computing content validity index (CVI) of 0.8 (Nunnally, 1978). The content validity was examined by a panel of experts in the fields from which the study variables were derived. The panel consisted of one restaurant manager, two senior lecturers of hospitality management and two senior lecturers of service marketing.

3.8.2 Reliability

Reliability of the instrument was achieved by carrying out a pilot study from customers of ethnic restaurants in Jinja City to provide the researcher with feedback that was used to improve the data collection tool. The Cronbach alpha coefficient was computed to measure reliability of the questionnaire as a tool. According to Nunnally (1978), the reliability coefficients of 0.70 or more was considered very acceptable, all the items met the criteria as shown below;

Reliability and Validity

	Cronbach Alpha Coefficient	*Content Validity Index*	*Number of Items*
Culinary Quality	.716	.875	08
Perceived Food Authenticity	.703	.900	08
Behavioral Intentions	.747	.850	10

3.9 Data Processing and Analysis

Data collected was compiled, sorted, edited and coded to have the required quality, accuracy and completeness. Then it was entered into the computer using the Statistical Package for Social Sciences (SPSS) to tabulate the raw data and provide comparisons that make the analysis easier. The collected data was analyzed using quantitative analysis which involved six major activities namely; data preparation, counting, grouping, and relating, predicting and statistical testing. The data collected was analyzed using descriptive statistics. Correlation and regression tests which were done to ascertain the significance of the relationships between the study variables.

3.10 Ethical Procedure

In order to ensure ethical research principals, the researcher obtained an introductory letter from the Faculty of Graduate Studies and Research Makerere University Business School which was presented to the management of selected ethnic restaurants in Jinja City. To seek permission to distribute questionnaire to respondents who were willing to participate in the study.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF FINDINGS

4.0 Introduction

This chapter presents the data analysis and interpretation of the results to answer the research questions accruing from the objectives earlier stated in chapter one;

i. To establish the relationship between culinary quality and behavioral intentions among customers in the selected ERs in Jinja city.
ii. To determine the relationship between perceived authenticity and behavioral intentions among customers in the selected ERs in Jinja city.
iii. To establish the effect of culinary quality and perceived authenticity on behavioral intentions among customers in the selected ERs in Jinja city.

4.1 Background characteristics

This includes the individual characteristics as discussed below;

4.1.1 Characteristics of Respondents/Individuals

The results presented in table 3 reflect the attributes of individual respondents obtained from the study. These include; age group, level of education , gender,

Age Group: The respondents were dominantly in the 35-44 years accounting for 43.8% of respondents, followed by 22.6% aged between 25-34 years, also 16.4% of respondents were between 45 – 54yrs, then 18-24 years accounting for 11.5%. lastly, above 50 years accounted for 5.8% of total respondents. This implies that majority of the customers in theses ethnic restaurants are relatively mature persons and high-income earners, and could be relied upon to give information for the study which is quite credible and constructive.

Table 3: Age Group Distribution

Age Group	Count	Percent	Cumulative Percent
18 – 24yrs	26	11.5	11.5
25 – 34yrs	51	22.6	34.1
35 – 44yrs	99	43.8	77.9
45 – 54yrs	37	16.4	94.2
Above50yrs	13	5.8	100.0
Total	226	100.0	

Source: primary data

Level of education: The results in table 4 below show that majority of the respondents 69% (156) of the customers in ethnic restaurants had attained a bachelor's degree, 13.7% (31) of the respondents had attained master's degree, 10.6% (24) of the respondents had attained secondary school and while a few (6.6%) of the respondents belonged to other categories(ie below secondary and no formal education).This is an indication that majority of the respondents are able to read, understand and interpret the questionnaires thus being able to give valid information.

Table 4: Highest level of Education

Highest level of Education	**Count**	**Percent**	**Cumulative Percent**
Secondary	24	10.6	10.6
Bachelor's Degree	156	69.0	79.6
Masters	31	13.7	93.4
Others	15	6.6	100.0
Total	**226**	**100.0**	

Source: primary data.

Gender distribution: The results revealed that the majority of respondents were male accounting for 54.0% (122) and 46.0% (104) were female. This is an indication that female consume more of smaller bites and may be by nature of their gender require low levels of calories throughout the day, and this makes them to take longer to eat from these ethnic restaurants

Table 5: Gender distribution:

Gender	Count	Percent	Cumulative Percent
Male	**122**	**54.0**	**54.0**
Female	**104**	**46.0**	**100.0**
Total	**226**	**100.0**	

Source: primary data

Table 6: Means, standard deviation and correlation

	Mean	SD	1	2	3
Culinary Quality-1	4.637	.387	1.000		
Perceived Food Authenticity-2	2.075	.717	.235**	1.000	
Behavioral Intentions-3	4.772	.353	.532**	.235**	1.000

**. Correlation is significant at the 0.01 level (2-tailed).

Source: primary data

4.2 Correlation

The Pearson (r) correlations coefficient was employed to examine the relationship between variables to answer research questions. The Pearson correlation coefficients only range between -1.0 and +1.0. A correlation coefficient value of .10 is considered weak, while that between .30 - .50 is considered as being moderate. Those values which are above .50 are rated as large or strong (Cohen, 1988).

The relationship between culinary quality and behavioral intentions

A moderate positive and significant relationship is revealed between culinary quality and behavioral Intentions (r = .532**, p<.01). This implies that restaurants that provide tasty foods with good flavor are likely to increase the customer's intention to revisit and recommend others.

The relationship between perceived authenticity and behavioral intentions

The results in the table above show a weak positive but significant relationship between Perceived Food Authenticity and Behavioral intentions (r =.235**, p<.01). This implies perceived authenticity is one of the other important factors that are crucial in enhancing customer's intention to revisit and recommend friends and relatives.

4.2.1 Mean and standard deviations.

From table 6, the corresponding average responses for the study constructs were: Culinary quality (Mean= 4.637, SD= 0.387), Perceived Food Authenticity (Mean= 2.075, SD= 0.717) and behavioral Intentions (Mean=4.772, SD=0.353). For culinary quality, the high mean and low variability suggest that it's perceived positively across the participants. This could imply that culinary quality is an important factor driving positive responses in your study. Also, perceived food authenticity showed a wide range of responses and lower mean which This variability could also indicate potential opportunities for interventions to enhance or clarify

perceptions of authenticity. Lastly, behavioral intentions, a positive mean and low variability in behavioral intentions suggest that participants generally have positive intentions related to the subject of study and this outcome indicates a strong tendency toward desired behaviors.

4.3 Regression Analysis

To achieve objective 3 on effect of culinary quality and perceived authenticity on behavioral intentions among customers, regression analysis was performed to determine the level to which the predictor variables affect behavioral intentions among customers in the selected ERs in Jinja city. The results in table 8 below show that culinary quality is a statistically significant predictor (β=.504**, $p<.05$) of behavioral intentions among customers. This suggests that a unit change in culinary quality will lead to .504 change in behavioural intentions of customers. Similarly, perceived authenticity is statistically significant (β=.116, $p<.05$) on behavioral intentions among customers. Implying that a unit change in perceived authenticity translates into .116 change in behavioural intentions among customers. However, culinary quality has the strongest influence on behavioral intensions among customers. Further, results showed that both culinary quality and perceived authenticity contribute 28.9 % of the variance in the dependent variable (Adjusted R square = .289) and the remaining percentage (71.1%) may be attributed to other factors outside this study.

Table 7 show the Regression Model

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.519	.239		10.551	.000
Culinary Quality	.460	.053	.504**	8.718	.000
Perceived Food Authenticity	.057	.028	.116**	2.011	.046
Dependent Variable: Behavioural Intentions					
R	.543				
R Square	.295				
Adjusted R Square	.289				
Std. Error	.298				
F Statistic	46.733				
Sig.	.000				

Dependent variable: customer behavioral intentions

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the discussion of the findings of the study and thereafter delivers conclusions, recommendations, limitations and areas for further research are suggested.

5.1 The relationship between culinary quality and customer behavioral intentions

The results revealed a positive and significant relationship between culinary quality and behavioral Intentions. This implies that restaurants that provides food which has good flavors, tasty with value are likely to influence customers behavioral intentions to revisit and recommend friends and relatives. This agrees with the study conducted by Konuk (2019) who found that perceived food quality, price fairness, perceived value increases customers' revisit, intentions towards organic food restaurants thus enhancing customer behavioral intentions which is influenced by customer satisfaction. Relatedly, the findings also are in line with the findings of Kim & Baker (2017) who concluded that quality of food is an important antecedent of customer's willingness to revisit in future or recommend others.

5.2 The relationship between perceived authenticity and behavioral intentions

The results revealed a weak positive and significant relationship between Perceived food authenticity and behavioral intentions. This implies that restaurants that provides food which is prepared using traditional ingredients, presented in a traditional way using local tools, unique and unfamiliar are likely to influence customers behavioral intention to revisit and recommend others. This finding is in agreement with studies forexample, Chen et al., (2020) found that perceived authenticity of traditional branded restaurants has a significant positive relationship on behavioral intentions of customer. Also, a study by Liang (2015) found that

perceived risk negatively impacts consumers' perceived value and repurchase intentions while perceived value positively enhances their repurchase intentions. Conclusively, majority of the studies have noted a significant role of perceived authenticity on consumer behavior intentions (Fu et al., 2018; Liu et al., 2018; Chen, Huang & Hou 2020).

5.3 The effect of culinary quality and perceived authenticity on behavioral intentions.

The results from the regression model show that culinary quality and perceived authenticity are statistically significant predictor on behavioral intentions among customers. This finding resonates with Lu et al. (2015)'s study wo argued that authenticity perception as an antecedent of perceived quality positively affected perceived quality which leads positive behavioral intentions customers. Further, Zhang et al. (2019) found that consumers may convey quality assessment of the restaurants and perceptions which in turn improves the overall customers behavioral intentions.

5.4 Conclusions

The purpose of this study was to establish the relationship between culinary quality and perceived authenticity on customer behavioral intentions in ethnic restaurants in jinja city. From planned behavior theoretical perspective. An analysis of survey data collected from a sample of 226 ethnic restaurants in Uganda specifically jinja city revealed that both culinary quality and perceived authenticity are positively related to customer behavioral intentions. Also, results revealed that culinary quality is statistically significant predictor on behavioral intentions among customers While, perceived authenticity is not significant on behavioral intentions among customers. Lastly, since culinary quality significantly predicted customer behavioural intensions, it can be concluded that ethnic restaurants in Uganda can improve their behavioural intensions through emphasizing their culinary quality in terms of perceived quality and improving organoleptic attributes.

5.5 Recommendations

In light of the study findings discussed in the previous section, the following recommendations are provided;

i. Managers of ethnic restaurants need to enhance culinary quality in terms of perceived quality and organoleptic attributes which can be implemented through preparing food which is reasonably priced, enticing, attractive, nutritious and delicious thus, customers will see worth the money spend and delighted to revisit the restaurant and consider the restaurant as first choice when they want to dine out.

ii. Lastly, restaurants need to ensure that the flavours of the food are enticing, nutritious and always delicious since this can attract customers and increase their willingness to recommend friends and associates to return and buy food from this restaurant as a result of speaking things about this restaurant.

5.6 Limitations of the study and areas for further study.

i. The study used a cross sectional research which makes it difficult to empirically test causality. Some of the study variables such culinary quality and customer behavioral intentions need to be studied over time due to their inherent behavioural elements. With cross-sectional data, there is a risk of analysing a temporary situation in the organisation and not its capability for improving customer behavioural intentions over time. Hence, future research that could, where possible, collect longitudinal data on the study variables would add value to the findings.

ii. The study was only limited to ethnic restaurants in Uganda specifically jinja city. Further research needs to be done in other categories such as 3-star hotels, 4-star hotels and other geographical locations in Uganda and other developing economies to provide more generality of the findings.

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APPENDIX I

QUESTIONNAIRE

Dear respondent,

I am Jamirah Nabaale, a student from Makerere University Business School. I am undertaking a study on **"Culinary Quality, Perceived Food Authenticity and Customer Behavioral Intentions among selected ethnic restaurants in Jinja City, Uganda".** You are kindly requested to spare a few minutes and fill in this questionnaire. This research is purely academic and any information provided will be treated with utmost confidentiality.

SECTION A: Background information of the respondent

Please tick as appropriate;

1. Gender: Male ☐ Female ☐

2. Age group

18-24	25 – 34	35 – 44	45 – 54	Above 50

3. Level of formal education

Primary	Secondary	Bachelors Degree	Masters	Others

SECTION B: CULINARY QUALITY

Please indicate by ticking in the appropriate box the extent to which you agree/ disagree with the statements on culinary quality, with **1= strongly disagree; 2 = Disagree; 3= Not sure; 4 = Agree; 5= Strongly Agree)**

Perceived Value						
CODE	**ITEM**	**SD**	**D**	**NS**	**A**	**SA**
PV1	Food I buy from this restaurant is worth the money I spend	1	2	3	4	5
PV2	By buying food from this restaurant, I feel delighted	1	2	3	4	5
PV3	The restaurant food is reasonably priced	1	2	3	4	5
PV4	Food served in this restaurant is a good value for the price.	1	2	3	4	5
Organoleptic Attribute						
CODE	**ITEM**	**SD**	**D**	**NS**	**A**	**SA**
OA1	The flavor of the food from this restaurant is enticing	1	2	3	4	5
OA2	The food is always delicious in this restaurant	1	2	3	4	5
OA3	The food looks attractive	1	2	3	4	5
OA4	The food from this restaurant is nutritious	1	2	3	4	5

SECTION C: PERCEIVED FOOD AUTHENTICITY

Please indicate by ticking in the appropriate box the extent to which you agree/ disagree with the statements on authenticity that are ranked as follows; **(1= strongly disagree; 2 = Disagree; 3= Not sure; 4 = Agree; 5= strongly Agree)**

Authenticity (Local or Traditional)						
CODE	**ITEM**	**SD**	**D**	**NS**	**A**	**SA**
AL/T1	Food is prepared with Local ingredients	1	2	3	4	5
AL/T2	Food is presented using local tools	1	2	3	4	5
AL/T3	Food is served in a local way	1	2	3	4	5
AL/T4	Food from this restaurant looks traditional	1	2	3	4	5
Authenticity (Unfamiliar)						
CODE	**ITEM**	**SD**	**D**	**NS**	**A**	**SA**
AU1	Food from this restaurant has unfamiliar aromas	1	2	3	4	5
AU2	Food is served in unfamiliar way	1	2	3	4	5
AU3	The food I eat from this restaurant tests unfamiliar	1	2	3	4	5
AU4	Their food is made in unfamiliar way	1	2	3	4	5
Authenticity (Rare)						
CODE	**ITEM**	**SD**	**D**	**NS**	**A**	**SA**

AR1	Food from this restaurant has rare names	1	2	3	4	5
AR2	The food has local names	1	2	3	4	5
AR3	The food is unique	1	2	3	4	5

SECTION D: BEHAVIORAL INTENTIONS

Please indicate by ticking in the appropriate box the extent to which you agree/ disagree with the statements on behavioral intention that are rated as follows; **(1= strongly disagree; 2 = Disagree; 3= Not sure; 4 = Agree; 45= strongly Agree)**

Revisit Intentions						
CODE	**ITEM**	**SD**	**D**	**NS**	**A**	**SA**
RI1	Am willing to return and buy food from this restaurant	1	2	3	4	5
RI2	I will continue to visit this restaurant even if the prices increase somewhat	1	2	3	4	5
RI3	My Intention is to re-visit this restaurant in the Future	1	2	3	4	5
RI4	I consider this restaurant my first choice when I want to dine out	1	2	3	4	5
Recommendation Intentions						
CODE	**ITEMS**	**SD**	**D**	**NS**	**A**	**SA**
RI1	I Will recommend this restaurant to my friends and associates	1	2	3	4	5

RI2	Will encourage friends and relatives to consume food from this restaurant	1	2	3	4	5
RI3	I will say positive things about this restaurant	1	2	3	4	5

Thank you for your time.

APPENDIX II

BUDGET

The summarized budget of items, unit costs, quantity and total amount of requirements and funds that will be needed to facilitate the study on culinary quality, perceived food authenticity and behavioural intentions.

ITEMS	UNIT COST	QUANTITY	TOTAL COST
STATIONARY			
Ream of ruled papers	25,000	10	250,000
Pens	500	100	50,000
Pencil	500	30	15,000
Flash disk	40,000	5	200,000
SECRETARIAL SERVICES			
Typesetting proposal	200,000	1	200,000
Printing proposal	50,000	3	150,000
Proposal binding	25,000	3	75,000
Type setting of report	50,000	1	50,000
Report printing and binding	60,000	3	180,000
OTHERS			
Transport cost to and from the field	300,000	3 trip	900,000
Accommodation	50,000	10 nights	500,000
Lunch	15,000	21	315,000
Research assistant allowances	30,000	10	300,000
Data analysis specialist	700,000	1	500,000
Dissemination workshops	1,000,000	1	1,000,000
Inflation rate	3.8%	-	121,258
TOTAL			**4,806,258**

APPENDIX 111

WORK PLAN

Table 1: Presenting the Time Schedule for the Entire Research Process

ACTIVITY	YEAR OF 2022/2023										
	2	3	4	5	6	7	8	9	10	11	12
Topic formulation and approval	■										
Planning and gathering literature		■	■								
Proposal writing		■	■	■	■						
Proposal submission					■	■					
Feasibility study						■					
Data collection						■	■	■			
Data analysis and presentation									■		
Research report writing										■	
Submission of draft research report											■

APPENDIX IV:

KREJCIE AND MORGAN TABLE

Krejcie and Morgan (1970) table for determining the sample size of a given population

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970