U S
Universitetet i Stavanger

FACULTY OF SOCIAL SCIENCES,
NORWEGIAN SCHOOL OF HOTEL MANAGEMENT

MASTER'S THESIS

STUDY PROGRAM:	THESIS IS WRITTEN IN THE FOLLOWING SPECIALIZATION/SUBJECT:
Master's degree in service leadership in International Business	Service marketing
	IS THE ASSIGNMENT CONFIDENTIAL? No

TITLE:

Which factors affect customers perception of authenticity, and how are their downstream behavioural effects affected at historical hotels in Norway

AUTHOR		SUPERVISOR:
		Lars Bergkvist

Student number:	Name:
250005 …………………	Ole Unger Weierholt ……………………………………..
256015 …………………	Øystein Haave ……………………………………..

Abstract

This study aims to investigate which factors affect the perception of authenticity among customers at historical hotels in Norway, and how downstream behavioural effects are affected. The study builds on previous work on the relationship between authenticity, customer satisfaction and certain outcome variables such as willingness to pay, word-of-mouth and loyalty intentions (Hooley et al., 2020; Kotler et al., 2019; Sharpley, 2018; Södergren, 2021). A quantitative survey study has been conducted with a sample size of 2416 respondents. The sample consists of leisure and holiday customers from historical hotels connected to De Historiske Hotell & Spisesteder (DHHS). The dataset has been analysed and interpreted using the SPSS software. The findings demonstrate that the four factors shaping authenticity, *history of the brand, relationship to place, quality commitment,* and *genuineness*, have a positive effect on the perception of authenticity. Regarding customer satisfaction, the factor *relationship to place* was not significant. Further findings demonstrate that perceived authenticity and customer satisfaction have positive effects on customers' *willingness to pay, word-of-mouth,* and *loyalty intentions*. These outcomes are referred to as downstream behavioural effects. Implications of this study can benefit hotel managers, marketers, and historical hotel development.

Keywords: Marketing, Authenticity, Customer satisfaction, Willingness to pay, Word-of-mouth, Loyalty intentions

Table of content

List of figures and tables

Foreword

This master thesis marks the ending of two years at the master program in Service Leadership in International Business at the Norwegian School of Hotel Management. The thesis focuses on the concepts of authenticity, and if the perception of it can affect customers downstream behavioural effects. The topic of authenticity seems to be of great interest across industries since the perception of what's considered real or fake is challenging to distinguish in modern societies.

We want to thank all participants at the qualitative pre-stage, and Kronen Gaard Hotel for accommodating us for this part of the study. Thanks to Christian Hjelle, our contact partner at De Historiske Hotell & Spisesteder for corporations and providing us with access to the newsletter for the holiday and leisure segment. Furthermore, we want to thank all participants in the main study for taking the time to contribute to our research. We are truly thankful for our supervisor Lars Bergkvist, for supporting and mentoring us during this thesis. We also want to thank the Norwegian School of Hotel Management at University of Stavanger for facilitating and contributing to a great study environment.

Stavanger, May 15, 2024

Ole Unger Weierholt

Øystein Haave

Introduction

Authenticity has become an attribute which consumers increasingly seek (Gilmore & Pine, 2007). It describes a product, service, or experience as genuine, true or the real thing (Sharpley, 2018; Theobald, 1998; Taylor, 1991). For hotels, the future success does not only rely on operational efficiency, but also needs to include authenticity into customers' experiences (Manthiou et al., 2018). Authenticity has become an attribute which conveys quality (Frazier et al., 2009), and customers' purchase intentions are increasingly affected by it (Gilmore & Pine, 2007). This motivates businesses and organisations to produce authentic products and services to attract more customers (Grayson & Martinec, 2004).

Arguably, authenticity can be perceived as the most over-used word in tourism perspectives. It can frequently be seen in advertisement, brochures, and travel industry publications (Sharpley, 2018). Despite the over-use, it gained relevance in 2023 when it was announced as word of the year by Merriam-Webster. The increased use of Artificial Intelligence (AI), social media and fake news showcase the importance of distinguishing the real form the fake (Merriam-Webster, 2023; Södergren, 2021). What consumer perceive as authentic is socially constructed (Napoli et al., 2014), however several characteristics influence consumers perception when distinguishing something real from the fake (Södergren, 2021).

Within brand authenticity, a widely accepted understanding is that an old or long history would increase a brand's value, prestige, and identity (Beverland, 2005). Furthermore, it reflects moral, real craftsmanship, and lasting values (Thompson et al., 1994). Historical and heritage hotels hold a unique opportunity to enhance authenticity with their distinct identity and nostalgic character (Elsaher et al., 2022). Customers might perceive historical hotels as more authentic than chain hotels with standardisations-measures, as they are historically connected, represent culture and practices (Napoli et al., 2014).

In recent years, there has been an increased demand for historical and heritage hotels (Espeland, 2020; Henderson, 2013), which reflects changes in consumer preferences towards seeking authentic and memorable travelling experiences (Manthiou et al., 2018; Sharpley, 2018). Customers' intention to visit historical or heritage hotels is diverse, but mainly affected by perceived authenticity, quality, historical attributes, and heritage character (Elsaher et al., 2022). To the author's knowledge, the literature within historical and heritage lodging in Norway is limited. Despite the interest in authenticity among researchers across industries, there seems to be a gap in current literature regarding which factors affect the perception of authenticity at historical and heritage hotels.

The purpose of this master thesis is two folded. Firstly, it aims to create an understanding of which factors affect customers' perception of authenticity at historical hotels in Norway and to see if customers' satisfaction level is related to those factors. Secondly, it aims to examine how the perception of authenticity and customer satisfaction influence customers' consumer behaviours. Hence, three downstream behavioural effects are proposed as common outcomes of the perception of authenticity and customer satisfaction: willingness to pay (WTP), word-of-mouth (WOM), and loyalty intentions.

To gain insight into customers at historical hotels in Norway, customers at De Historiske Hotell & Spisesteder (DHHS) have been the chosen population for this study. A close-ended questionnaire has been developed and distributed to customers subscribing to the newsletter of DHHS.

Research- problem and questions

Based on the gap in the current literature and the relevance of the construct, the following research problem has been established:

"Which factors affect customers' perception of authenticity and customer satisfaction, and how do they influence their downstream behavioural effects, at historical hotels in Norway?"

To answer the research problem, four research questions have been established.

1. *Does the history of the brand, quality commitment, relationship to place and genuineness have an effect on customers perception of authenticity?*

2. *Does the history of the brand, quality commitment, relationship to place and genuineness have an effect on customer satisfaction?*

3. *How does the perception of authenticity affect customers' downstream behavioural effects?*

4. *How does customer satisfaction affect customers' downstream behavioural effects?*

Research background

To answer our research problem and research question, it is considered important to establish a general introduction of authenticity in tourism, and the development of historical hotels in Norway.

Development of authenticity in tourism

Authenticity in the perspective of tourism is frequently used to describe everything that reflects a country's culture, traditions, and origin (Sharpley, 2018). Since the early beginning of modern tourism, the quest for authenticity has been a phenomenon that gained the attention of researchers, commentators, and marketers (Sharpley, 2018). It is often used in marketing contexts to attract customers, such as "Real Italy, real experiences" (Reader Digest, 2022) and "Explore the authentic Bergen" (Visit Norway, n.d.).

The early pioneers of package tourism gained lots of criticism in the early 19th century, and it was claimed that tourism was a lost art when it comes to travelling (Sharpley, 2018). In modern times, the attitude towards tourism and authenticity has become more positive. MacCannell (1989, as cited in Sharpley, 2018) argues that the average modern consumer must experience and seek out contrasting experiences to their everyday lives. He suggested that the phenomenon of tourism is based on the quest for authenticity and argues that modern consumers seek experiences that reflect the simplicity and purity of other surroundings (MacCannell, 1989, as cited in Sharpley, 2018).

Historical hotels in Norway - De Historiske Hotell & Spisesteder (DHHS)

The Norwegian hotel market is dominated by big hotel chains that leverage the economy of scale and standardization (Iversen et al., 2015). In recent years, an increase in demand for unique, smaller, and historical hotels appears to be a countertrend of the big hotel chains (Espeland, 2020; Iversen et al., 2015). As mentioned, customers now want to play an active part in the history, and culture, and taste local cuisines from the region they are visiting. An example of this trend can be seen in the growth in the membership organisation De Historiske Hotel & Spisesteder (DHHS) (Iversen et al., 2015).

DHHS is a membership organisation for independent historical hotels and restaurants in Norway. The organisations consist of 69 historical and heritage hotels, 25 restaurants, and two ships. DHHS holds a wide portfolio of the most historical hotels in Norway. They range from small rural hotels like Hotel Walaker, which is Norway's oldest hotel, to Hotel Britannia which is a 5-star luxury hotel (*De Historiske*, n.d.-a). DHHS has 798 quality assurance criteria that must be fulfilled to become a member. Some of the criteria concern the architectural work of the hotel, local food, and professional hosting skills. Between 2018 and 2020, over 65 hotels applied to be a part of the organisation, but due to the strict criteria only 12 hotels were accepted (Espeland, 2020).

The CEO of DHHS, Nils Henrik Geitle announced in 2020 that there had been a 27% increase in sales within the leisure- and holiday segment, confirming the increase in demand after more unique hotel experiences (Espeland, 2020). According to Hjelle C. (personal communication, February 29, 2024), DHHS had 175 597 customers registered in the central booking system in 2023. However, he elaborated that this number is higher as direct hotel bookings are not registered in the central booking system of DHHS (C. Hjelle, personal communication, February 29, 2024).

Structure

The structure of this master thesis is divided into six chapters. The second chapter present relevant academic literature within the field of authenticity, customer satisfaction and consumer behaviours. The third chapter present the research methodology of this thesis. Chapter four will present the results and findings from the quantitative data collection. In chapter five, the findings are discussed and compared to the literature. The final chapter presents a conclusion which will summarise the discussed findings, limitations of the research and suggestions for further research.

Literature Review

Authenticity is a comprehensive field in a marketing context, including concepts from both service marketing and consumer behaviours (Södergren, 2021). In this chapter, the concept of authenticity as a marketing technique and the characteristics will be presented. Additionally, consumer behaviour elements such as WOM, WTP, and loyalty intentions will then be presented. Due to the natural limitations of this master thesis and the comprehensive field of authenticity, only the relevant constructs for customers at historical hotels will be presented.

Authenticity

The role of authenticity has been studied from several perspectives within the field of marketing and is referred to as a cornerstone within modern marketing techniques (Brown et al., 2003; Fritz et al., 2017). Authenticity is a complex construct that contains various assumptions, perspectives, and typologies (Wang & Mattila, 2013). A widely accepted definition of authenticity is something or someone being "genuine, unadulterated, or the real thing" (Theobald, 1998, p.411). Distinguishing a real brand from a fake one is considered challenging in today's modern marketplace. Brands have created their own hyper-reality by using marketing strategies to shape consumers' experience and perception of the brand (Napoli et al., 2014). Hence, the concept of brand authenticity is referred to as a "...core asset in mainstream marketing" (Södergren, 2021, p.645).

According to Gilmore and Pine (2007), consumers seek memorable experiences but emphasise that the intention to purchase is affected by how authentic they perceive an offering to be. Since modern consumers are met with targeted advertisement daily, brands that can appear authentic or communicate an authentic meaning can distinguish themself from competitors (Södergren, 2021). Researchers have discovered that brands that appear

authentic have a positive effect on customers' trust and loyalty behaviour (Portal et al., 2019).

Accordingly, authenticity increases customers' perceived value and the customer experience

which increase their level of satisfaction (Goulding & Derbaix, 2019; Park et al., 2019;

Södergren, 2021). Beverland (2005) suggests that authenticity strengthens the brand's status

of high value, can charge premium prices, and keep competitors away.

The concepts of authenticity can be interpreted from a subjective or objective

perspective. However, assessing what consumers perceive as authentic or inauthentic tends to

be subjective (Grayson & Martinec, 2004), and are either socially or personally constructed

(Napoli et al., 2014). Haksever & Render (2013) define perception as "… how we see the

world around us. It is a process through which we select, organise, and make sense of stimuli

from our environment" (Haksever & Render, 2013, p.45). Understanding consumers'

perceived brand authenticity (PBA) is therefore important when assessing which elements

affect consumers' perception. PBA is defined as "a subjective evaluation of genuineness

ascribed to a brand by consumers" (Napoli et al., 2014, p.1091). As previous research has

discovered, through the utilisation of brand commitment and connection, PBA significantly

affects customer loyalty (Choi et al., 2014).

Since authenticity tends to be subjective, it is vital to understand that it has different

meanings to different people. Authenticity is a behaviour experienced by an individual and

can therefore not be generalised (Sheldon et al., 1997). For some consumers, brands can have

a nostalgic and deep history, without giving the feeling of authenticity. On the other hand,

brands can also give an image of a long authentic heritage, but lacking basis in reality. No

matter how true those claims are, some consumers may not find it as important (Grayson &

Martinec, 2004). For example, some customers may seek hotels with an old history

embedded in the customs and traditions. The origin itself can help increase the customer's

perception of authenticity. However, other customers may value the visual aspects of a hotel and do not find the history behind it important for the perception of authenticity.

Factors shaping authenticity

A commonly asked question is if authenticity must be real or if it can be created and shaped by events or fiction (Beverland, 2006). Several studies have seen that authenticity often is constructed rather than being the real thing or genuine (Brown et al., 2003). When measuring perception of authenticity, several constructs have been identified. Napoli et al, (2014) suggest that brands that are historically connected and have a link to traditional cultures, practices, locations, and beliefs, manage to create a unique identity and nostalgic feel that enhances authenticity. Södergren (2021) suggests that brands that are perceived as authentic, consist of five constructs: presentation of traditions, connection to the past, place of origin, craftsmanship and genuineness. Beverland (2006) identifies six attributes of authenticity in the wine industry: heritage and pedigree, stylistic consistency, quality commitments, relationship to place, method of production, and downplaying commercial motive. A shared understanding of brand authenticity is closely connected to the past, nostalgia, and traditions as well as dedication to quality (Fritz et al., 2017; Hitzler & Müller-Stewens, 2017). Hence, authenticity serves as a proof of quality and differentiation (Fritz et al., 2017). Gilmore and Pine (2007) elaborate that the use of raw, fine, or natural materials also contributes to authenticity.

The above literature review illustrates that the constructs of brand authenticity are diverse, and can be perceived differently across industries (Södergren, 2021). For customers at historical hotels, the perception of authenticity can be affected by several factors, but for this research the factors will consist of history of the brand, relationship to place, quality commitment, and genuineness.

History of the brand

Businesses that reflect the brand's history, heritage, and representation of tradition, manage to create a distinctive identity and nostalgic feeling which enhance perception of authenticity (Brown et al., 2003). This can be done with the display of nostalgic pictures (Beverland et al., 2008) or the architectural work of the hotel (Lwin et al., 2014). Historical or heritage hotels are often remodelled or renovated historical buildings, e.g., old post offices, forts, factories or even train stations. This creates a venue where customers are introduced to the cultural- and historical background of the building and past society (Elshaer et al., 2022). The building's architectural structure is often perceived as authentic when it appears in traditional forms and style, and fits into the surroundings (Jive´n & Larkham, 2003). Research conducted by Thompson et al., (1994) suggest that a brand's old and long history reflects moral values of real craftsmanship and lasting values. Furthermore, it also reflects a time where the world seemed safer, comprehensible, and less commercial.

Communicating is an important aspect of providing customers with information about the brand's history, traditions, and heritage (Fritz et al., 2017). The use of storytelling techniques is a method which combines communication and generates an experience for customers (Mossberg, 2008). According to Mossberg (2007, p. 71), "The story becomes a verbal and visual metaphor, which shows the total offering, the total package, which for tourists hopefully is received as a positive experience". Providing customers with a story of the organisation or destination can create more meaningful experiences for customers when the history of the brand is presented (Mossberg, 2007). The stories can be real, but also fictional. An example can be seen at Dalen Hotel in Norway where customers are presented the ghost story about "The English Lady". It is claimed that the ghost haunts room number 17, and customers that stay in this room claim to hear children crying or have seen a grey woman figure in the hallways at night (*De Historiske*, n.d.-b).

Relationship to Place

The place or country where a brand originates from (place of origin) provides customers with valuable information about the brand's identity and values. It also confirms traditions from the area (Beverland, 2005). For tourists, experiencing other cultures and traditions can enhance the perception of authenticity (Asplet & Cooper, 2000). Researchers have seen how countries and places of production are closely connected to customers' perception of authenticity (Peterson, 2005, Napoli et al., 2014). Hooley et al. (2020, p.153) state that "the identity of the home country can contribute either as an asset or a liability". Customers perceive a brand to be authentic if the place of origin is somewhere unique, or if the brand has a historical or cultural attachment to the place (Beverland, 2005). For example: the district of Champagne in France is well known for their quality and production of Champagne.

According to Beverland (2006), having a traceable origin is important to boost the consumers perception of authenticity. In the wine industry, this was recognized through the different labelling of the wine bottles. Wine that was labelled as a "single vineyard" added value because it showed that it had a traceable origin (Beverland, 2006). Relationship to place can also be addressed in the hotel industry, where heritage tourists may value smaller and independent hotels, located at heritage sites or at unique locations. Historical or heritage hotels often have a strong relationship to the location, either as a former guesthouse or as a post-office (Elshaer et al., 2022). Old and traditional architecture create attractive streetscapes with local identity which make the location unique (Lee & Chhabra, 2015). This makes it interesting for the customers to learn more about the origin of the hotel, and what the hotel's relationship to the location has been, combined with a luxurious stay (Elshaer et al., 2022; Henderson, 2013). As mentioned, the perception of authenticity is subjective. Some

customers might choose the hotel due to the uniqueness of the location, while others might

choose it due to convenience (Masiero et al., 2019).

Quality commitment

Dedication to quality and craftsmanship is another characteristic that affects perceived

authenticity (Napoli et al., 2014). Quality can be defined as "the totality of features and

characteristics of a product or service that bears on its ability to satisfy given needs"

(Haksever & Render, 2013, p. 250). The quality commitment factor is two-sided, it consists

of the method of the production, but also quality materials and ingredients (Södergren, 2021).

According to Beverland (2006) quality commitment is highlighted by the dedication and

methods of the production. For a business to be perceived as authentic, the production needs

to reflect local craftsmanship, culture, and use local recipes (Södergren, 2021; Zhang et al.,

2019). An example of this can be seen at the historical hotel Kronen Gaard, where the hotel

uses traditional and local recipes that reflect the local culture (*De Historiske*, n.d.-c).

Consumers tend to favour products and services that use quality materials and locally sourced

ingredients (Gilmore & Pine, 2007; Zhang et al., 2019). These components seem to have a

positive effect on customers' perception of authenticity since it combines local food

traditions, stories, and gives certain clues to customers about what locals eat (Napoli et al.,

2014; Zhang et al., 2019).

In the service industry, Parasuraman et al. (1985) identified five dimensions

customers use when measuring the overall quality level at service providers. The five

dimensions of service quality refers to how well the service provider manages to perform

what they have promised their customer (Reliability). Secondly, employees' willingness to

provide service (Responsiveness). Thirdly, employee's knowledge, competence, and their

ability to appear trustful and confident (Assurance). Fourthly, employees' ability to care

(Empathy). Lastly, the physical elements and facilities (Tangibles), such as tables, chairs, and

beds (Haksever & Render, 2013). The importance of each dimension might vary in different service situations, but research has shown that these five dimensions are relevant for customers when evaluating the service quality (Hooley et al., 2020).

Genuineness

According to Starr (2008), genuineness is the term most used in relation to authenticity. Genuineness can be defined as the quality of being genuine, natural, real, and not counterfeit (Starr, 2008). Although the term genuineness and authenticity share many similarities, there is also an important difference. Unlike authenticity, genuineness is not a process of self-discovery, but a demonstration of actions and values where truthfulness and realness capture the essence (Starr, 2008).

Reflecting a sincere and honest appearance are examples of actions that shape the perception of authenticity (Södergren, 2021). For a business or brand to appear genuine employees need to be well integrated into the organisation's culture (Beverland, 2009; Södergren, 2021). Employees who are integrated in the organisation culture appear more satisfied and comfortable in their position, which can result in better customer service (Chi & Gursoy, 2009). Additionally, when responsibilities are clearly stated, the employees know their limitations and level of authority, making it easier to take actions (Belias & Koustelios, 2014). When employees can express their passion, commitment and job enthusiasm towards their customer, the brand appears more authentic (Beverland, 2009). A customer can for example ask for something unexpected at a hotel. If the receptionist knows that they have the authority to provide extra service without checking with their manager, the experience might appear more genuine since the receptionist has some commitment and can act immediately.

Customer satisfaction

Customer satisfaction can be defined as "... the customer's evaluation of a product or service in term of whether that product or service has met the customers need and expectations" (Zeithaml et al., 2009, p.104) When a service or product does not meet expectations, this might result in dissatisfaction for the customer (Schneider & White, 2004, p. 53). Parasuraman et al. (1985) introduced the gaps model of service quality providing an overview of the different gaps affecting customers perceived- and expected service quality. This gap is also referred to as the customer gap (gap number five), or the satisfaction gap (Hooley et al., 2020). According to Parasuraman et al., (1985) the level of satisfaction is based on whether the gap between customers' expectations and experience are met. The customer expectations are based on information from WOM, past experiences and promises from the business. Accordingly, the perceived service or the customer experience are based on the five elements of service quality (Hooley et al., 2020).

According to Berry and Parasuraman (1991) customer satisfaction can be achieved by providing and performing excellent service or by exceeding expectations. An increase of performance results in higher satisfaction, which further leads to an increase in loyalty intention (Hooley et al., 2020). When customers are satisfied or very satisfied, they are in the zone of tolerance. If the service performs adequately or below, customers will state that they are dissatisfied, which indicates that the loyalty intention might go down. To ensure customer satisfaction, organisations need to ensure that the five dimensions of service quality are reflecting reality and are reliable. Furthermore, organisations need to communicate with their customers to understand their expectations (Hooley et al., 2020).

Downstream behavioural effects

Downstream behavioural effects refer to the consequences or outcome of a particular perception or action. Kotler et al. (2019) describe some of these outcomes as post-purchase actions, a behaviour that occurs after purchasing a product or service. "If the customer is satisfied, he or she is more likely to purchase the product again. The satisfied customer will also tend to say good things about the brand to others" (Kottler et al., 2019, p.220). Hence, customer loyalty intentions and WOM can be seen as common outcomes of customer satisfaction (Kotler et al., 2019). These post purchase behaviours can also be positively influenced by the perception of authenticity (Södergren, 2021).

To the authors knowledge, only a few studies focus on customer satisfaction impact on WTP. Homburg et al., (2005) suggest that customer satisfaction has a strong impact on WTP, while Anderson (1996) suggest that customer satisfaction must be improved over time to have a positive impact on customers WTP. Additionally, customers' perception of authenticity has a positive effect on their expected quality (Morhart et al., 2015). This can increase customers' brand attitude towards their purchase intention and increase their WTP (Södergren, 2021).

Willingness to Pay

Willingness to pay (WTP) can be defined as "the maximum price a given consumer accepts to pay for a product or service" (Le Gall-Ely, 2009, p.92). With the ability to measure WTP and have an overview of the demand curve, brands can set the most optimal price for different time periods to increase sales volumes and margins (Le Gall-Ely, 2009).

Recent studies have examined the value of historic tourism considering the growing importance. Findings from South Korea showed that tourists from other regions had 9% higher WTP compared to the locals, when visiting a heritage site (Lee, 2015). When it comes

to different hotel attributes, the level of customers' WTP varies. According to Masiero et al. (2015), findings show that customers' WTP was affected by six different attributes. The results revealed that the hotel charged more for cancellation policy, which was less important to the customers compared to room view which was a considerably cheaper attribute. Furthermore, business travellers seemed to be less price sensitive than leisure travellers, and first-time visitors valued free room attributes (Masiero et al., 2015). In addition, Choi & Kandampully (2019) claimed that customers at higher priced hotels are often more engaged compared to customers at lower priced hotels.

WTP can also be linked to price sensitivity. Prices are known to have a significant impact on consumers' behaviour intentions. However, consumers often re-evaluate their choices when comparable products have different prices to different extents (Liang et al., 2017). This is what is called price sensitivity, which means that different consumers will react differently to the same price, regardless of the other factors of the product or service. Some people are more flexible to prices and alterations than others, whilst some are highly price sensitive and will not be willing to pay as much. It has also been proven that price sensitivity affects both customers repurchase intentions, perceived value, and perceived risk (Liang et al., 2017).

Word of Mouth

Word of mouth marketing (WOM) can be defined as "people to people oral, written or electronic communication that relate to the merits or experience of purchasing and consuming market offerings" (Kotler et al., 2019 p 772). The influence from other people tends to be stronger than from traditional advertising since people assume that other people have nothing to gain from purchase recommendation (Schiffman, 2019). As mentioned, WOM is connected to the customer's level of satisfaction. Researchers have seen that one consumer's WOM has an influence on two consumers' purchasing attitudes on average

(Kotler et al, 2019). In situations where the level of satisfaction is low, negative WOM tends to appear more often. Positive WOM is only generated when customers receive a higher level of service than they demand (Rajput & Gahfoor, 2020).

In today's digitised society, WOM is often performed online under the name of electronic word of mouth (eWOM). eWOM can be defined as internet users' online reviews of different services or goods, such as vacation locations, lodging, and tourism services. Other internet users can get valuable information from these comments, and they exchange both positive and negative perceptions (Parolin & Boeing, 2019). Dixit (2017) argues that the growth of online publications and reviews has an impact on the communication channels as well as the marketing and consumption of travel experiences (Dixit, 2017). eWOM is especially important in the tourism and hospitality industry, as the service is intangible and hard to evaluate before consuming it. As a result, consumers seek to other customers online evaluations of the services beforehand (Liang et al., 2017).

Employees are often the main source of interaction and engagement. Hence, they have an ability to enhance, but also diminish the customer's experience and brand perception. This can influence the customers WOM and revisit intentions (Rajput & Gahfoor, 2020).

Loyalty intentions

Customer loyalty can be described as "a commitment to rebuy or repatronise a preferred product or service" (Kotler et al., 2019, p 765). Loyalty patterns tend to increase customers' positive attitude towards brands and make them less sensitive to competitors' marketing campaigns (Hooley, et al, 2020). For customers who are very satisfied with a product or service, loyalty attitude is more present. Customers become less price sensitive towards the brand and speak more positively about it (Bowen & Chen, 2001; Hooley, et al, 2020). Loyalty is important for the tourism and hospitality industry since positive experiences

are rooted in the service performance. Hence, loyalty is arguably controllable by the hotel employees (Wilkins et al., 2009).

A positive brand experience can lead to brand loyal customers, which is important for business growth (Ong et al., 2018). Brakus et.al. (2009) defined brand experiences as consumer subjective behavioural responses. Brand experience consists of four dimensions: sensory, intellectual, affective, and behavioural experiences. Behavioural experiences are connected to a consumer's interactions and physical experience with a brand, and is connected to their PBA (Brakus et al., 2009).

As the competition amongst brands is highly dynamic, seeking the consumers attention and preferences is crucial for developing long-lasting loyal relationships (Fournier, 1998). According to Rundle-Thiele (2005), all marketing expenses related to keeping current consumers are less expensive than those associated with creating new ones.

Research Model and Research Hypotheses

The above literature review suggests which factors lead to perceived authenticity among customers of products and services. The four factors of authenticity showcased in figure 1 are arguably relevant for customers at historical hotels. Additionally, customer satisfaction has been presented as a proposed outcome of the factors affecting authenticity. Furthermore, the downstream behavioural effects have been presented as proposed outcomes of customers' perception of authenticity and customer satisfaction. Based on the current literature review the following research model for this thesis is purposed:
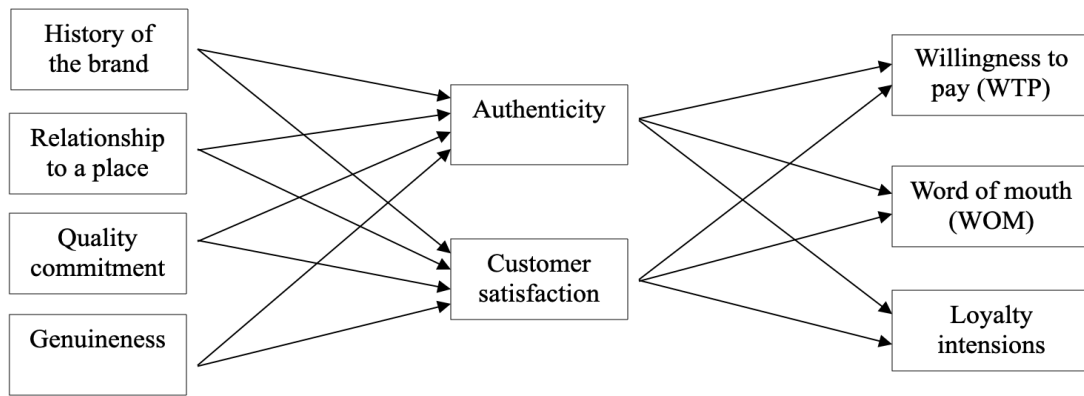
Figure 1 - Research model

As a result of the research model, the following fourteen hypotheses have been established:

H1: History of the brand has a positive influence on authenticity.

H2: Relationships to a place have a positive influence on authenticity.

H3: Quality commitment has a positive influence on authenticity.

H4: Genuineness has a positive influence on authenticity.

H5: History of the brand has a positive influence on customer satisfaction.

H6: Relationships to a place have a positive influence on customer satisfaction.

H7: Quality commitment has a positive influence on customer satisfaction.

H8: Genuineness has a positive influence on customer satisfaction.

H9: Authenticity has a positive influence on customers' willingness to pay.

H10: Authenticity has a positive influence on customers' word of mouth.

H11: Authenticity has a positive influence on customers' loyalty intentions.

H12: Customer satisfaction has a positive influence on customers' willingness to pay.

H13: Customer satisfaction has a positive influence on customers' positive word of mouth.

H14: Customer satisfaction has a positive influence on customers' loyalty intentions.

Method

In this chapter the research methodology will be explained and presented. A method can be defined as the approach or procedure used to create knowledge or solve a problem (Neuman, 2014a). In social science the study object is people, where the goal is to collect patterns of human activity which can lead to rules, principles, or procedures in the social world (Neuman, 2014b). This chapter will present the research design, method in use, sampling, and data collection. In the data collection section, the qualitative pre-stage and the quantitative data collection will be presented. Furthermore, the coding method, reliability, validity, and challenges with the thesis methodology is discussed. Lastly, the ethical consideration of the thesis is presented.

Research - Design and Methods

To answer the research questions of this thesis, a quantitative research methodology will be used. The purpose of this thesis is to measure patterns of consumers' perception of authenticity, and how the downstream behavioural effects are influenced by authenticity and customer satisfaction. Hence, a survey design has been the preferred method. According to Creswell and Creswell (2023) quantitative research methodology with a survey design aims to provide a "... description of trends, attitudes and opinions of a population, or test for associations among variables of a population, by studying a sample of that population" (Creswell & Creswell, 2023 p, 158).

To collect patterns and attitudes from the selected population, a survey has been constructed and distributed to customers subscribing to the DHHS newsletter. Data from respondents will be illustrated in numbers. This is often referred to as hard data (Neuman, 2014b). Variables will be given certain values to provide information about the selected population. Quantitative research methodology is an effective tool when testing formal

hypotheses of larger populations and is therefore evaluated to be the preferred research methodology of this thesis (Creswell & Creswell, 2023).

In this study, primary- and secondary data will be used to answer the research questions. Primary data refers to data that is collected first hand, and secondary data are collected by others (Neuman, 2014b). In this research there will mainly be used primary data, since there is not much research conducted within the field of authenticity among customers at historical hotels in Norway. The primary data collected will be analysed using IBM SPSS Statistics (Version 29.0.1.0), which is a software program for analysing and presenting quantitative data. In addition, secondary data have been used to establish the factors of authenticity or what leads to the perception of it. Additionally, the secondary data have also been used to establish the downstream behavioural effects.

Inspiration from earlier work

While the research model of this master thesis is not inspired from previous research in the field of authenticity, the literature and constructs of authenticity and the downstream behavioural effects are. The literature serves as a framework for this thesis. The four identified factors of authenticity are inspired by research conducted by Beverland (2005, 2008) in the luxury wine industry, Södergren (2021) who combined 25 years of research within authenticity, and Gilmore and Pines (2007) research of authenticity. The three identified downstream behavioural effects are common outcomes within the field of tourism and marketing. Kottler et al. (2019), argues that these outcomes are a result of customer satisfaction, while Södergren (2021) argues that these outcomes originate from authenticity.

Sample

For this thesis, a non-probabilistic sampling technique (convenience sample) was chosen, where respondents that find it convenient and are available are the participants of the

study (Creswell & Creswell, 2023). This sampling type is less desirable than a random sampling, but due to the limitation of time and resources this is evaluated to be the preferred sampling type of this thesis.

According to Creswell & Creswell (2023), the study population should be strategically selected to reduce the risk of bias. The study population of this research are leisure and holiday customers at historical and heritage hotels connected to DHHS. This population consists of roughly 175,600 customers (C. Hjelle, personal communication, February 29, 2024), and was chosen due to their engagement about authentic hotel experiences. When referring to customers at DHHS later in the thesis, it is the chosen population of leisure and holiday travellers that is intended. As mentioned in the theoretical review, customers at higher priced hotels are often more engaged than customers at lower priced hotels (Choi & Kandampully, 2019). This was also confirmed by the amount of feedback and emails received during the data collection phase. Arguably, the population of this thesis has a higher understanding of what makes a hotel experience authentic, and they have a higher willingness to respond sincerely.

To provide a more accurate representation of customers' perception of authenticity, the research focuses on customers in the segment of leisure and holiday. This segmentation was done as business customers often do not pay for or choose the hotel themselves, and the consumer behavioural pattern vary from leisure and holiday customers (Moll-de-Alba et al., 2016). As a result, the questionnaire was distributed to the 35,000 subscribers to the DHHS leisure and holiday newsletter. When the questionnaire was closed, the sample size consisted of 2416 respondents. The reliability and validity of this sample size will be presented later in this chapter.

Data Collection

In this section the systematic data collection process will be explained. Within the field of authenticity, there seems to be an understanding that an old or long history provides positive prestige and value for the brand (Beverland, 2005). Customers at hotels with an old or long history can potentially hold valuable information within this field. Hotels connected to DHHS were a natural selection due to the variety of historical and heritage hotels in Norway (*De Historiske*, n.d.-a).

Both the qualitative pre-stage and the quantitative data collection were performed and constructed in Norwegian. This was done since DHHS is a Norwegian brand, and the subscribers to their newsletter are mainly Norwegians. By using Norwegian as the research language, the risk of language confusion is reduced, as the level of English knowledge may vary between DHHS customers. In the quantitative data collection section, the questions and variables will be translated to English for structural reasons. The newsletter sent out can be seen in Appendix C, and a translated edition can be seen in Appendix D. The original questionnaire can be seen in Appendix E.

Qualitative pre-stage

Before distributing the questionnaire to the 35,000 people connected to the newsletter of DHHS, a qualitative pre-stage was conducted to secure the quality of the questionnaire and the research. The pre-stage was conducted on the 31st of January 2024 at Kronen Gaard Hotel in Sandnes, Norway. During the pre-stage, a total of five participants were randomly selected, three female and two male participants. The participants consisted of hotel managers and employees from several DHHS hotels.

The pre-stage started with going through all the questions in the questionnaire, and the participants were encouraged to state their thoughts on each question. They had the option to

conduct the questionnaire digitally or on paper. If there was anything that occurred too personal or challenging, the respondents provide feedback on potential changes. Additionally, participants were asked three open-ended questions around the topic of authenticity and their consumer behaviour at historical hotels. This way, the participants' thoughts about formulation, topics and language were easy to address and supplement to the final questionnaire.

In the open-ended questions, the participants were asked which factors had to be present to perceive a hotel as authentic. It became clear that the factors affecting their perception of authenticity were similar to the proposed factors in the thesis. The participants also confirmed that addressing customer satisfaction and downstream behavioural effects in relation to authenticity will provide interesting findings for the industry. The results of the qualitative pre-stage provided valuable feedback, changing the questionnaire for the better. The questions became more precise, and the order of the questions was adapted to make sure the questionnaire had a better flow. The intention behind the pre-stage was to improve the quality of the questionnaire, and the results alone are not relevant for this thesis.

Quantitative data collection

The instrument used to collect data in this study was a self-administered survey. The survey was distributed to customers connected to the newsletter of DHHS and had originally the possibility to reach out to 59,160 people. The survey method was chosen due to the ability to reach out to a bigger audience with the limited time frame and resources available and was an opportunity that could not be missed. As mentioned, the selected population are leisure and holiday customers at DHHS, and the newsletter was therefore only distributed to customers attached to the leisure and holiday segment.

Motivation to complete a survey is usually low for responders, and dropouts often occur (Creswell & Creswell, 2023). To motivate respondents to complete the survey, it was

announced that participants who completed the survey could win a gift card of 2000 kr NOK at DHHS. Additionally, it was announced that the survey only consisted of only 13 questions, (where one of the questions contained multiple factors) and it would approximately take five minutes to complete the survey.

The newsletter was distributed on February 5th, 2024, at 10:00AM, and gained attention from customers immediately. When the newsletter was sent out, DHHS confirmed that over 35,000 customers had successfully received the newsletter containing the survey. Within the first hour, over 820 respondents had completed the survey.

The survey was closed for participants on February 29th, 2024, at 10:00AM. At this point there were 2 416 respondents that had taken the survey. In total 2 647 people actually clicked into the survey, where 231 respondents did not answer any questions at all. The respondents with no answers were deleted from the dataset as they did not provide any data. However, the respondents who only answered some questions were kept as their answers may influence some of the analysis.

Structure of the survey

The questionnaire consisted of 13 questions, where one question had 13 sub questions. The survey was constructed in Survey-Xact, which is a software tool for production, distribution, and analysis of data (*Xact by Ramboll*, n.d.). The questionnaire was divided into five parts, covering the perception of authenticity and customer satisfaction in part one. In the second part, consumer behaviour was measured. In part three the factors affecting customers' perception of authenticity were measured, and in part four and five the questionnaire asked about respondents' demographics and some background information. The demographics can be seen in table 1 in the result and analysis chapter.

In the first part, two questions were asked to initiate the respondents' thinking process. The first question addresses the topic of authenticity and includes a short definition from

Theobald (1998). This was done to make sure the respondents knew what the word "authentic" meant, and if they perceived DHHS as something authentic. The second question addressed customer satisfaction, which would provide us with valuable information if the customer's expectation of DHHS was met (Zeithaml et al., 2009). Both questions used a 7-point Likert scale. Question one had a scale between -3 (Very false and unreliable) to 3 (Very real and reliable). Question two however used a scale between 0 (Very dissatisfied) to 6 (Very satisfied).

Part 1: Authenticity and Customer satisfaction

Nr.	Question	Type of question	Research Question	Theory
1	Last time you were staying at a historic hotel, did you experience the hotel as authentic (genuine/reliable)?	Likert 7 point	Research question 1 & 3	Authenticity
2	The last time you stayed in a historic hotel, how satisfied were you with your stay?	Likert 7 point	Research question 2 & 4	Customer Satisfaction

Figure 2 - Part 1 of the questionnaire - Authenticity and Customer satisfaction

In the second part of the survey, all respondents were asked to share information about their consumer behaviours, and how they would act in different scenarios. The questions highlight loyalty intentions, WOM and WTP. These three variables were chosen to see if the effect of authenticity impacts their consumer behaviour. All questions used a 7-point Likert scale, except question seven which was open-ended. Question three used a scale from 0 (highly unlikely) to 6 (highly likely). Question four used a scale from -3 (I speak very negatively about DHHS) to 3 (I speak very positively about DHHS). Question five used a scale from -3 (I strongly advise others against staying at a DHHS hotel) to 3 (I strongly recommend others to stay at a DHHS hotel). Question six used a scale from -3 (Very low price level) to 3 (Very high price level).

The challenges with question seven are described in the challenging section later in this chapter. It is interesting to observe the answers that 22 participants have left in this question. Their answers have been attached in appendix F.

Part 2: Consumer Behaviour

Nr.	Question	Type of question	Research Question	Theory
3	The next time you are going on holiday, how likely is it that you will choose one of the hotels associated with De Historiske Hotell?	Likert 7 point	Research question 3 & 4	Loyalty Intention
4	Think back to conversations you have had with others about De Historiske Hotell, which statement fits best with how you refer to them?	Likert 7 point	Research question 3 & 4	WOM
5	When you suggest to others which hotels they should stay at, which statement best fits your suggestions about De Historiske Hotell?	Likert 7 point	Research question 3 & 4	WOM
6	How do you think the price level for De Historiske is?	Likert 7 point	Research question 3 & 4	WTP
7	How much more in percentage are you willing to pay for a hotel room at De Historiske Hotel compared to a chain hotels?	Open question block	Research question 3 & 4	WTP

Figure 3 - Part 2 of the questionnaire - Consumer Behaviour

In part three, respondents were asked to provide an assessment of how good or bad a historical hotel appeared in each given factor. The respondents were asked to think of the last historical hotel that they had stayed at, to provide a more accurate overview of customers' thoughts. The factors were based on four main constructs of authenticity, namely: history of the brand, relationship to place, quality commitment, and genuineness (Beverland, 2008;

Gilmore & Pine, 2007; Södergren, 2021). It is important to acknowledge that there are several factors affecting customers' perception of authenticity. The factors that affect the level of perception can vary from industry to industry (Södergren, 2021). For this thesis, the four selected factors were chosen due to the characteristics of the hotel industry, and feedback from the qualitative pre-stage. Since authenticity is a subjective phenomenon (Grayson & Martinec, 2004), the given factors can potentially affect customers differently. Every factor used a 7 point Likert scale. The scale in all the sub questions used a scale from 0 (Very bad) to 6 (Very good).

Part 3: Factors affecting perception of Authenticity

Nr.	Question	Type of question	Research Question	Theory
8	Below you will find a list of factors. Take your last visit to a historic hotel as a starting point and give an assessment of how good or bad you think the hotel appears in each individual factor.	Likert 7 point	Research question 1 & 2	Authenticity
a)	History of the hotel			History of the brand
b)	The hotel's ability to tell their story (Storytelling)			History of the brand
c)	The hotel's ability to provide a nostalgia feeling			History of the brand
d)	The hotel's architecture			History of the brand
e)	The hotels' location			Relationship to place
f)	The hotel's historical connection to the location			Relationship to place
g)	The hotel's implementation of the local community's history			Relationship to place
h)	The hotel's use of quality products			Quality Commitment
i)	The hotel's use of local ingredients			Quality Commitment
j)	The hotel's overall quality level			Quality Commitment
k)	The hotel staff's genuineness			Genuineness
l)	The hotel's ability to stay true to their values			Genuineness
m)	The hotel staff's adaptability to each individual need			Genuineness

Figure 4 - Part 3 of the questionnaire - Factors affecting perception of authenticity

Part four consists of the demographic questions, which were age, gender, and educational level. These are three categories that make it possible to see if the survey results vary between different demographic groups. All questions were close-ended, and neither of the questions reveals the respondent's identity as they are generic and cannot be traced back to each individual. The age question was divided into brackets of 18-25, 26-35, 36-45, 46-55, 56-65, 66-75, 76-85 and 86+. The gender question had the variables; male, female, other, do not wish to state. The question regarding education asked about what level of education the respondents have: no education, elementary school, high school, university, or college - short (1-4 years) and university or college - long (over 4 years).

Part 4: Demographics

Nr.	Question	Type of question	Research Question
9	What is your age?	Close ended	Demographics
10	What is your gender?	Close ended	Demographics
11	What is your educational level?	Close ended	Demographics

Figure 5 - Part 4 of the questionnaire - Demographics

The final part of the questionnaire was made to gain some more background information of the respondents, and to strengthen the reliability of the responses. The questions address when the respondents had their last stay at a DHHS hotel, and how many stays they have had at DHHS in total. These questions can help analyse if the number of visits and if their recent stay can have an impact on the perception of authenticity, customer satisfaction, or the downstream behavioural effects. Arguably, respondents with many stays and a recent last stay have a better memory of what they perceived as authentic, and how it affected their consumer behaviour. The first question was closed ended in brackets of: less than six months ago, less than a year ago, more than a year ago, or I have not stayed at a

DHHS hotel. The second question was open ended where the respondents wrote down their number of total visits.

Part 5: Background information

Nr.	Question	Type of question	Research Question
12	When was your last stay at one of De Historiske hotels?	Close ended	Background
13	How many total stays have you had at De Historiske Hotel (approx.)?	Open ended	Background

Figure 6 - Part 5 of the questionnaire - Background information

Coding

To analyse the dataset, the information must be coded and cleaned properly. Data coding can be defined as a systematic reorganising of raw data (Neuman, 2014b). To reduce the risk of errors in the data cleaning process, both authors cleaned the dataset separately and then compared the two sets. The challenges met in the data cleaning process is explained later in this chapter.

The coding was done by importing the dataset into an Excel document and conducting the cleaning of respondents' errors. Empty rows were deleted, so the final dataset only consisted of respondents that had partly or completely conducted the survey. Since almost every question was closed-ended, the cleaning process was mainly limited to two columns of open-ended answers. How much more the respondents would pay for a DHHS hotel compared to a regular chain hotel, and how many times they have visited a DHHS hotel. When respondents to those questions answered with a scale, e.g. "10-20%", the average of 15% was typed into the Excel document. In the open-ended question regarding WTP, a handful of respondents had answered very high numbers. Arguably this happened since the respondents thought they should type in the amount of money instead of the percentage. It was agreed by the authors to remove answers above 500. This was done as the authors agreed

that some people would be able to pay five times more. All answers above 500 were higher than 1000, and the authors argued that these answers were all a result of misinterpretation.

In all five parts of the questionnaire, different values have been presented with a 7-point Likert scale, varying with values from -3 to +3 and 0 to 6. When coding the data in SPSS, the values 1 - 7 are used on all questions with a 7-point Likert scale. This is based on the pre-settings in the Survey-Xact software.

Evaluation of data quality

Reliability

Reliability is referred to as consistency and repeatability in the research (Creswell & Creswell, 2023). To strengthen the consistency, a qualitative pre-stage was conducted. Using this pre-stage to test the questionnaire before distributing it can improve reliability by assuring that all the questions are connected (Neuman, 2014b). As mentioned, the respondents were all subscribers to the DHHS newsletter. Hence, there were some expectations that the answers would be somewhat similar, as the respondents might have a shared understanding of the questions. Arguably, the consistency of the findings could be connected to the sample. This will be discussed in the research findings.

Internal validity

Validity determines if the survey instruments accurately measure what they are intended to measure (Creswell & Creswell, 2023). The qualitative pre-stage was conducted to make sure that respondents understood what the survey intended to measure, and that the theory addressed was relevant to the research questions. The participants gave feedback on how the survey could be improved, which helped the questionnaire's construct validity (Kimberlin & Winterstein, 2008).

External Validity

As mentioned, the sample size consisted of 2416 respondents. A larger number of samples can provide a more precise picture of the situation (Creswell & Creswell, 2023). Arguably, the sample size of this thesis is big enough to investigate patterns and behaviours of customers at DHHS. However, there might be some over positivism, due to the convenience sampling technique. The respondents might have a positive attitude towards DHHS as they are subscribers to their newsletter. On the other hand, the subscriptions are voluntary, and the respondents are not connected to DHHS in any other way. This reduces the level of bias and strengthens the external validity. As a result, the sample size can be generalised for the total population of this thesis.

Challenges

Some of the typical errors and challenges when using survey design are connected to the selection of respondents, respondents' participation, and survey administration errors (Neuman, 2014b). When constructing and executing the survey, some of these challenges appeared.

Some of the challenges encountered were related to sampling- and coverage errors. Sampling error refers to errors that occur when selecting participants, and coverage error refers to the distribution of the survey (Neuman, 2014b). The first challenge faced was how the survey could be distributed to customers at DHHS with the limited resources and time available. The authors contacted DHHS, and a collaboration was established where the survey could be distributed through their newsletter. The collaboration with DHHS resulted in no challenges regarding coverage errors. However, only focusing on customers connected to the newsletter resulted in some challenges regarding sampling errors. Since the questionnaire was distributed with a newsletter, only receivers who found it convenient or

were available to participate, answered. Furthermore, only giving subscribers of the newsletter access to the questionnaire excludes many potential respondents of the same population who might give different answers.

Most of the challenges occurred in the data cleaning process and are related to survey administration errors. In questions seven and thirteen which were open-ended, several respondents answered with text instead of the given scale, which in many cases did not give a valid answer. In some cases, there was a usable answer given, but hidden in the text. As a result, another challenge appeared which was not to delete any important data during the cleaning process. In total, approximately 240 participants responded with long sentences and paragraphs instead of the given scale. Furthermore, Excel's automotive interpretation of the data set created some challenges. When respondents wrote their numbered answers, Excel interpreted this to be dates instead of numbers in some cases, e.g., the answer 10-15 became October 15th. Finally, another issue was discovered in three questions during the cleaning process. When the survey was constructed in Survey-Xact, the order of some variables was changed, resulting in a higher value than intended. This mix-up did not affect the results, as the values were changed and assigned the correct variables.

Ethical considerations

When collecting data from and about people, some ethical considerations must be considered prior to and during research to secure respondents' privacy (Creswell & Creswell, 2023). In this research, it was established that there was no need to collect personally identifiable information from participants. The data collection process followed guidance provided by the University of Stavanger and the Norwegian Agency for Shared Services in Education and Research (SIKT, n.d.). The data collection tool Survey-Xact ensured

respondents anonymity, and Ip-addresses were not able to be traced back to respondents (*Xact by Ramboll*, n.d.).

Furthermore, the study aimed to not ask too many personal questions that could be traced back to the respondent. Hence, the authors chose the three demographic variables of gender, age, and educational level. This measurement was strategically done to reduce the risk of dropouts, as people often do not want to answer private questions. For the respondents who wanted to win a gift card at DHHS, a link to an external survey was created. This was done so the authors could contact the winner. By making the survey external, it would not be possible to trace the respondents' email back to the original survey.

Results and analysis

In this chapter, the findings and analysis from the conducted research methodology will be presented, based upon the research questions of this thesis. Firstly, the demographics and the characteristics of this thesis are presented. Secondly, the results of the four factors influencing authenticity and customer satisfaction will be presented. Furthermore, the level of authenticity and customer satisfaction will be measured against the downstream behavioural effects. There will also be several correlation and regression analyses. Lastly, there will also be some supplementary findings to analyse if there are any differences between different demographic groups.

Demographics and their characteristics

The characteristics of the sample can be seen in table 1. The sample size consisted of 2416 respondents, 53,1% females, 46,7% males and 0,2% that did not wish to state. In the respondents' age distribution, the majority stated that they were in the age between 56 to 65, which consisted of 734 respondents (33,6%). The second largest age group was 66 to 75, which consisted of 600 respondents (27,5%). Arguably, the sample size could be considered as mature in age. The respondent's educational level corresponds to previous research that suggests that customers in heritage tourism are highly educated (Elshaer et al., 2022). A total of 974 (44,6%) of the respondents stated that they have a university or college background, short (1 to 4 years), and 772 respondents (35,4%) claimed they had a university or college background, long (5 years and more).

854 respondents (39,2%) reported that their recent stay at a DHHS hotel was over 12 months ago and 800 (36,7%) reported that their recent stay was between 6 to 12 months ago. The most reported number of hotels those respondents had stayed at was 10 hotels. This number was reported by 356 respondents (15,7%). 5 hotel stays were the second most

answered (13,4%). The mean score is set to 8,93 hotels per customer. The table illustrating

the total number of hotel stays at historical hotels respondents have had, can be seen in

Appendix A.

Table 1. Sociodemographic variables

	Variables	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	1018	42.1	46.7	46.7
	Female	1159	48.0	53.1	99.8
	No not wish to state	5	.2	.2	100.0
	Total	2182	90.3	100.0	
Missing	System	234	9.7		
Total		2416	100.0		
Age	18-25 years	9	.4	.4	.4
	26-35 years	50	2.1	2.3	2.7
	36-45 years	151	6.3	6.9	9.6
	46-55 years	403	16.7	18.5	28.1
	56-65 years	734	30.4	33.6	61.7
	66-75 years	600	24.8	27.5	89.2
	76-85 years	226	9.4	10.4	99.6
	86 years and over	9	.4	.4	100.0
	Total	2182	90.3	100.0	
Missing	System	234	9.7		
Total		2416	100.0		
Education	No education	3	.1	.1	.1
	Elementary school	27	1.1	1.2	1.4
	High school	406	16.8	18.6	20.0
	University or College - short (1-4 years)	974	40.3	44.6	64.6
	University or College - long (5 years or more)	772	32.0	35.4	100.0
	Total	2182	90.3	100.0	
Missing	System	234	9.7		
Total		2416	100.0		
Last stay	Have not stayed at DHHS	11	.5	.5	.5
	Under 6 months ago	513	21.2	23.6	24.1
	Between 6 to 12 months	800	33.1	36.7	60.8
	Over 12 months ago	854	35.3	39.2	100.0
	Total	2178	90.1	100.0	
Missing	System	238	9.9		
Total		2416	100.0		

Table 1 - Sociodemographic variables

Perception of Authenticity

The perception of authenticity can be seen in table 2. A total of 1314 respondents

(54,5%) evaluated DHHS to appear as quite real and reliable. Secondly, 720 respondents

(29,9%) evaluated DHHS to appear as very real and reliable. A total of 31 respondents

(1,3%) reported DHHS as slightly, quite, or very fake and unreliable.

Table 2. Perception of Authenticity

		Frequency	Percent	Valid Percent	Cumulative Percent
Authent icity	Very fake and unreliable	0	0	0	0
	Quite fake and unreliable	4	.2	.2	.2
	Slightly fake and unreliable	27	1.1	1.1	1.3
	Neither fake nor real	105	4.3	4.4	5.6
	Slightly real and reliable	242	10.0	10.0	15.7
	Quite real and reliable	1314	54.4	54.5	70.1
	Very real and reliable	720	29.8	29.9	100.0
	Total	2412	99.8	100.0	
Missing	System	4	.2		
Total		2416	100.0		

Table 2 - Perception of Authenticity

Customer Satisfaction

Respondents' level of satisfaction with DHHS can be seen in table 3. Here a total of

1283 respondents (54,1%) state that they are quite satisfied with their last stay at DHHS.

Secondly, a total of 803 respondents (33,8%) state that they are very satisfied with DHHS. A

total of 59 respondents (2,5%) reported that they were slightly, quite, or very dissatisfied with

their last stay at DHHS:

Table 3. Customer Satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Customer Satis- faction	Very dissatisfied	8	.3	.3	.3
	Quite dissatisfied	18	.7	.8	1.1
	Slightly dissatisfied	33	1.4	1.4	2.5
	Neither satisfied nor dissatisfied	50	2.1	2.1	4.6
	Slightly satisfied	178	7.4	7.5	12.1
	Quite satisfied	1283	53.1	54.1	66.2
	Very satisfied	803	33.2	33.8	100.0
	Total	2373	98.2	100.0	
Missing	System	43	1.8		
Total		2416	100.0		

Table 3 - Customer satisfaction

Downstream behavioural effects

The following section will present the results of the customers' downstream behavioural effects. Customer loyalty intentions are illustrated in table 4, and WOM can be seen in table 5 and 6. Lastly, customers' WTP are illustrated in table 7 and 8.

Loyalty intentions

On the question about customers' loyalty intentions, 952 respondents (40,4%) stated that it was quite likely that they would choose a historical hotel next time. Secondly, 747 respondents (31,7%) stated that it was slightly likely they would choose a historical hotel connected to DHHS. A total of 119 respondents (5%) reported that it is slightly, quite, or very unlikely that they would choose a historical hotel the next time they were travelling.

Table 4. Loyalty intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Loyalty	Very unlikely	13	.5	.6	.6
	Quite unlikely	30	1.2	1.3	1.8
	Slightly unlikely	76	3.1	3.2	5.0
	Neither likely nor unlikely	406	16.8	17.2	22.3
	Slightly likely	747	30.9	31.7	54.0
	Quite likely	952	39.4	40.4	94.4
	Very sure	133	5.5	5.6	100.0
	Total	2357	97.6	100.0	
Missing	System	59	2.4		
Total		2416	100.0		

Table 4 - Loyalty intention

Word-of-Mouth

In conversations with others, respondents reported that most of them speak positively about DHHS. 1356 respondents (58%) reported that they speak quite positively about DHHS to others, and 542 respondents (23,2%) reported that they speak very positively about DHHS. A total of 14 respondents (0,6%) stated that they speak slightly, quite, or very negatively about DHHS.

Table 5. In conversations with others (WOM_A)

		Frequency	Percent	Valid Percent	Cumulative Percent
WOM_A	I speak very negatively about DHHS	3	.1	.1	.1
	I speak quite negatively about DHHS	2	.1	.1	.2
	I speak slightly negatively about DHHS	9	.4	.4	.6
	I speak neither positively nor negatively	105	4.3	4.5	5.1
	I speak slightly positively about DHHS	321	13.3	13.7	18.8
	I speak quite positively about DHHS	1356	56.1	58.0	76.8
	I speak very positively about DHHS	542	22.4	23.2	100.0
	Total	2338	96.8	100.0	
Missing	System	78	3.2		
Total		2416	100.0		

Table 5 - In conversations with others (WOM_A)

In conversations with others, respondents were asked to evaluate if they tend to recommend a hotel connected to DHHS or advise against it. Most respondents stated that they would recommend to others to stay at a DHHS hotel. 1068 respondents (45,9%) stated that they quite strongly would recommend DHHS to others, and 696 respondents (29,9%) stated that they would slightly recommend DHHS to others. A total of 6 respondents (0,3%) stated that they slightly advised others against staying at a DHHS hotel.

Table 6. When you suggest hotel accommodation to others, what statement fits (WOM_B)

		Frequency	Percent	Valid Percent	Cumulative Percent
WOM_B	I very strongly advise other against staying at DHHS hotel	0	.0	.0	.0
	I quite strongly advise other against staying at DHHS hotel	0	.0	.0	.0
	I slightly advise others against staying at a DHHS hotel	6	.2	.3	.3
	I neither recommend others to stay nor advise against staying at DHHS hotel	230	9.5	9.9	10.1
	I slightly recommend others to stay at a DHHS hotel	696	28.8	29.9	40.1
	I quite strongly recommend others to stay at a DHHS hotel	1068	44.2	45.9	85.9
	I very strongly recommend others to stay at a DHHS hotel	327	13.5	14.1	100.0
	Total	2327	96.3	100.0	
Missing	System	89	3.7		
Total		2416	100.0		

Table 6 - In conversations with others (WOM_B)

Willingness to Pay

Considering the question about the price level at DHHS, 1112 respondents (47,8%) state that the price level is quite high, and 861 respondents (35,6%) state that the price level is slightly high. A total of 13 respondents (0,6%) state that the price was slightly or quite low.

Table 7. Price level at DHHS

		Frequency	Percent	Valid Percent	Cumulative Percent
WTP_A	Very low price level	0	.0	.0	.0
	Quite low price level	1	.0	.0	.0
	Slightly low price level	12	.5	.5	.6
	Precise price level	149	6.2	6.4	7.0
	Slightly high price level	861	35.6	37.0	44.0
	Quite high price level	1112	46.0	47.8	91.8
	Very high price level	190	7.9	8.2	100.0
	Total	2325	96.2	100.0	
Missing	System	91	3.8		
Total		2416	100.0		

Table 7 – Customers' thoughts on the price level at DHHS

The respondents were then asked how much more they were willing to pay for a hotel room at a historical hotel compared to a regular chain hotel. The average WTP is 18,69% higher. The most reported number of WTP was 20%, which was reported by 498 respondents (22,9%), followed by 10% more which was reported by 488 respondents (22,5%).

Table 8. WTP at DHHS

		Frequency	Percent	Valid Percent	Cumulative Percent
WTP in percent	0	239	9.9	11.0	11.0
	1	7	.3	.3	11.3
	2	11	.5	.5	11.8
	3	6	.2	.3	12.1
	5	125	5.2	5.8	17.9
	6	2	.1	.1	18.0
	8	14	.6	.6	18.6
	9	1	.0	.0	18.7
	10	488	20.2	22.5	41.2
	12	2	.1	.1	41.2
	13	27	1.1	1.2	42.5
	15	175	7.2	8.1	50.6
	16	2	.1	.1	50.6
	18	17	.7	.8	51.4
	19	1	.0	.0	51.5
	20	498	20.6	22.9	74.4
	23	9	.4	.4	74.8
	25	187	7.7	8.6	83.5
	28	4	.2	.2	83.6
	30	166	6.9	7.6	91.3
	33	4	.2	.2	91.5
	35	12	.5	.6	92.0
	38	4	.2	.2	92.2
	39	1	.0	.0	92.3
	40	43	1.8	2.0	94.2
	45	3	.1	.1	94.4
	50	72	3.0	3.3	97.7
	60	7	.3	.3	98.0
	63	1	.0	.0	98.1
	70	1	.0	.0	98.1
	75	6	.2	.3	98.4
	80	3	.1	.1	98.5
	100	16	.7	.7	99.3
	110	4	.2	.2	99.4
	125	3	.1	.1	99.6
	130	4	.2	.2	99.8
	150	2	.1	.1	99.9
	200	2	.1	.1	100.0
	500	1	.0	.0	100.0
	Total	2170	89.8	100.0	
Missing	System	246	10.2		
Total		2416	100.0		

Table 8 - Customers WTP for accommodation at DHHS compared to a chain hotel

Factors shaping perception of authenticity

In this section the descriptive statistics from the four identified factors shaping customers perception of authenticity will be presented. The history of the brand can be seen in table 9, relationship to place in table 10, quality commitment in table 11, and genuineness in table 12.

History of the brand

The constructs of history of the brand are measured using four factors. Between 875 (40%) and 1219 respondents (55%) reported that each historical factor appeared "quite good" when thinking of their last hotel stay at DHHS. 20% or less reported the factors affecting the history of the brand to appear "neither good nor bad" or worse. Meaning that 80% of the sample size encountered the appearance of the four factors to be good. The hotel's storytelling ability was one factor that stood out to be slightly less important than the others. Although still very positive with high numbers of positive answers, it is not as high as the other factors. 1280 respondents (58,5%) answered that this factor was quite good or very good, compared to between 1500 and 1700 respondents on the other factors.

Table 9. Factors shaping perception of authenticity – History of the brand

H1- Hotels history		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	4	.2	.2	.2
	Quite bad	8	.3	.4	.5
	Slightly bad	24	1.0	1.1	1.6
	Neither good nor bad	165	6.8	7.5	9.2
	Slightly good	313	13.0	14.3	23.5
	Quite good	1219	50.5	55.6	79.1
	Very good	458	19.0	20.9	100.0
	Total	2191	90.7	100.0	
Missing	System	225	9.3		
Total		2416	100.0		
H2 – Hotels storytelling ability					
Valid	Very bad	9	.4	.4	.4
	Quite bad	22	.9	1.0	1.4
	Slightly bad	88	3.6	4.0	5.4
	Neither good nor bad	321	13.3	14.7	20.1
	Slightly good	470	19.5	21.5	41.6
	Quite good	875	36.2	40.0	81.5
	Very good	405	16.8	18.5	100.0
	Total	2190	90.6	100.0	
Missing	System	226	9.4		
Total		2416	100.0		
H3 – Hotels feeling of nostalgia					
Valid	Very bad	8	.3	.4	.4
	Quite bad	11	.5	.5	.9
	Slightly bad	60	2.5	2.7	3.6
	Neither good nor bad	217	9.0	9.9	13.5
	Slightly good	442	18.3	20.2	33.7
	Quite good	1010	41.8	46.1	79.8
	Very good	443	18.3	20.2	100.0
	Total	2191	90.7	100.0	
Missing	System	225	9.3		
Total		2416	100.0		
H4 – Hotels architecture					
Valid	Very bad	7	.3	.3	.3
	Quite bad	13	.5	.6	.9
	Slightly bad	46	1.9	2.1	3.0
	Neither good nor bad	149	6.2	6.8	9.8
	Slightly good	386	16.0	17.6	27.4
	Quite good	1058	43.8	48.3	75.8
	Very good	531	22.0	24.2	100.0
	Total	2190	90.6	100.0	
Missing	System	226	9.4		
Total		2416	100.0		

Table 9 - Factors shaping the perception of authenticity - History of the brand

Relationship to Place

The next factor measured how the hotel's relationship to the place appeared for the respondents. Most respondents evaluated the hotel's relationship to place as "quite good". When measuring the hotel's location, 1052 respondents (43,5%) stated that the hotel's location appeared as quite good. The same can be said for the hotel's historical connection to the place (41,3%), and the hotels implication of local community history (33,7%). 6,2% answered that the hotel's location was neither good nor bad, or worse. On the other two factors, this percentage was 13,6% and 26,1%, meaning that the hotel's location scored higher than the other factors in this construct.

Table 10. Factors shaping perception of authenticity – Relationship to place

P1 – Hotels location		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	1	.0	.0	.0
	Quite bad	1	.0	.0	.1
	Slightly bad	22	.9	1.0	1.1
	Neither good nor bad	111	4.6	5.1	6.2
	Slightly good	257	10.6	11.7	17.9
	Quite good	1052	43.5	48.0	65.9
	Very good	748	31.0	34.1	100.0
	Total	2192	90.7	100.0	
Missing	System	224	9.3		
Total		2416	100.0		
P2 – Hotels historical connection to the location					
Valid	Very bad	1	.0	.0	.0
	Quite bad	4	.2	.2	.2
	Slightly bad	15	.6	.7	.9
	Neither good nor bad	279	11.5	12.7	13.6
	Slightly good	328	13.6	15.0	28.6
	Quite good	999	41.3	45.6	74.2
	Very good	565	23.4	25.8	100.0
	Total	2191	90.7	100.0	
Missing	System	225	9.3		
Total		2416	100.0		
P3 - Hotel's implementation of the local community's history					
Valid	Very bad	8	.3	.4	.4
	Quite bad	14	.6	.6	1.0
	Slightly bad	56	2.3	2.6	3.6
	Neither good nor bad	494	20.4	22.6	26.1
	Slightly good	503	20.8	23.0	49.1
	Quite good	813	33.7	37.1	86.2
	Very good	301	12.5	13.8	100.0
	Total	2189	90.6	100.0	
Missing	System	227	9.4		
Total		2416	100.0		

Table 10 - Factors shaping the perception of authenticity - Relationship to place

Quality commitment

Respondents stated that the quality level at DHHS was overall high. The hotel's quality level had the highest score, where 168 respondents (7,7%) had answered that it was neither good nor bad or worse. 980 respondents (40,6%) stated that the hotel's use of quality products was quite good. 916 respondents (37,9%) stated that the hotels use of local products was quite good, and 1178 respondents (48,8%) evaluated the hotels quality level to be quite good as well.

Table 11. Factors shaping perception of authenticity – Quality commitment

Q1 – Hotels use of quality products		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	8	.3	.4	.4
	Quite bad	13	.5	.6	1.0
	Slightly bad	45	1.9	2.1	3.0
	Neither good nor bad	234	9.7	10.7	13.7
	Slightly good	438	18.1	20.0	33.7
	Quite good	980	40.6	44.7	78.4
	Very good	472	19.5	21.6	100.0
	Total	2190	90.6	100.0	
Missing	System	226	9.4		
Total		2416	100.0		
Q2 – Hotels use of local products					
Valid	Very bad	4	.2	.2	.2
	Quite bad	14	.6	.6	.8
	Slightly bad	32	1.3	1.5	2.3
	Neither good nor bad	295	12.2	13.5	15.8
	Slightly good	406	16.8	18.5	34.3
	Quite good	916	37.9	41.8	76.1
	Very good	523	21.6	23.9	100.0
	Total	2190	90.6	100.0	
Missing	System	226	9.4		
Total		2416	100.0		
Q3 – Hotels quality level					
Valid	Very bad	6	.2	.3	.3
	Quite bad	11	.5	.5	.8
	Slightly bad	36	1.5	1.6	2.4
	Neither good nor bad	115	4.8	5.3	7.7
	Slightly good	404	16.7	18.4	26.1
	Quite good	1178	48.8	53.8	79.9
	Very good	440	18.2	20.1	100.0
	Total	2190	90.6	100.0	
Missing	System	226	9.4		
Total		2416	100.0		

Table 11 - Factors shaping the perception of authenticity - Quality commitment

Genuineness

Regarding genuineness, the respondents were clear in their answer that the overall
level was high. The answers on the positive side of the scale accounted for 84,2%, 77,8% and
78,9% in the three different factors respectively. Quite good was the most popular answer in
all categories with 999 (41,3%), 993 (41,1%) and 954 respondents (39,5%) respectively. The
factor of hotel staff genuineness was ranked slightly higher than the others, with 15,8% rating
it as neutral or worse compared to 22,2% and 21,1% in the other two factors.

Table 12. Factors shaping perception of authenticity - Genuineness

G1 – Hotel staff genuineness		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	8	.3	.4	.4
	Quite bad	16	.7	.7	1.1
	Slightly bad	41	1.7	1.9	3.0
	Neither good nor bad	280	11.6	12.8	15.8
	Slightly good	436	18.0	19.9	35.7
	Quite good	999	41.3	45.6	81.3
	Very good	410	17.0	18.7	100.0
	Total	2190	90.6	100.0	
Missing	System	226	9.4		
Total		2416	100.0		
G2 - Hotels fidelity to their values					
Valid	Very bad	3	.1	.1	.1
	Quite bad	4	.2	.2	.3
	Slightly bad	22	.9	1.0	1.3
	Neither good nor bad	457	18.9	20.9	22.2
	Slightly good	393	16.3	18.0	40.2
	Quite good	993	41.1	45.4	85.5
	Very good	317	13.1	14.5	100.0
	Total	2189	90.6	100.0	
Missing	System	227	9.4		
Total		2416	100.0		
G3 - Hotel staff's adaptability to each individual need					
Valid	Very bad	10	.4	.5	.5
	Quite bad	13	.5	.6	1.1
	Slightly bad	60	2.5	2.7	3.8
	Neither good nor bad	379	15.7	17.3	21.1
	Slightly good	425	17.6	19.4	40.5
	Quite good	954	39.5	43.6	84.1
	Very good	348	14.4	15.9	100.0
	Total	2189	90.6	100.0	
Missing	System	227	9.4		
Total		2416	100.0		

Table 12 - Factors shaping the perception of authenticity – Genuineness

Reliability of Measures

To demonstrate consistency of the results, a reliability test was conducted. Here the Cronbach's Alpha was used as an instrument to measure the internal consistency or repeatability of a test or scale. It is expressed as a number between 0 and 1, where any number between 0.7 and 0.9 is considered as an optimal value in applied science (Creswell & Creswell, 2023). As seen in table 13, the Cronbach Alpha value of all the 13 factors affecting perception of authenticity is .914. This means that it consistently measures the same underlying construct, indicating a strong degree of internal consistency. Further emphasising that the scale is likely to give dependable and consistent results. However, Alpha values above .9 indicate that the constructs could be shortened down as some of them may be redundant (Tavakol & Dennick, 2011).

Table 13. Result of Reliability Test

Constructs	N	No. of items	Cronbach's Alpha
Factors shaping authenticity	2184	13	.914

Table 13 - Cronbach's Alpha value of all the constructs

Furthermore, the reliability of each individual construct who shared the same purpose was also measured, as displayed in table 14. The constructs included had to consist of more than one item and have similar scales. All the constructs have scores above the .7 limit that is used to determine reliability (Tavakol & Dennick, 2011), where "relationship to place" has a slightly lower score than the other constructs.

Table 14. Result of Reliability Test

Constructs	N	No. of items	Cronbach's Alpha
Factors shaping authenticity			
History of the brand	2184	4	.823
Relationship to place	2184	3	.703
Quality commitment	2184	3	.835
Genuineness	2184	3	.854
Downstream behavioural effects			
Word-Of-Mouth	2338	2	.932

Table 14 - Cronbach's Alpha value displayed to the different constructs

Skewness and kurtosis

To check if the distribution deviates from normal, an analysis of the skewness and kurtosis level have been conducted. The skewness level indicates if the distribution of the answers is symmetrical or not, while the kurtosis level indicates if there are high peaks in the results. In both cases, the values should not exceed +2 or - 2 (Hair et al., 2022). The complete table of the descriptive statistics can be seen in Appendix B. The acronyms used in the descriptive statistics table reflect the questionnaire that can be found in Appendix E. In general, most of the skewness values are negative, apart from the factor of WTP. Most factors are within the accepted value of -2, except from customer satisfaction which is slightly under. The high score of WTP indicates that almost all the results are at one end of the scale.

Regarding kurtosis, all factors have a positive result, indicating peaks of different sizes. WTP has a very high kurtosis score, meaning that the peak is very high. It is also worth mentioning the relatively high score of customer satisfaction, meaning that the answers here also have a clear peak. All the results of the skewness and kurtosis values can be seen in table 15.

Table 15. Skewness and kurtosis

		Authenticity	CS	Loyalty	WOM_T	WTP_T	HB	RP	QC	GE
N	Valid	2412	2373	2357	2338	2325	2194	2193	2190	2192
	Missing	4	43	59	78	91	222	223	226	224
Skewness		-1.220	-2.071	-.883	-.518	8.445	-.980	-.495	-.974	-.725
Std. Error of Skewness		.050	.050	.050	.051	.051	.052	.052	.052	.052
Kurtosis		2.399	7.114	1.248	.291	160.217	2.017	.118	1.926	.771
Std. Error of Kurtosis		.100	.100	.101	.101	.101	.104	.104	.105	.105

Table 15 - Skewness and kurtosis values

Correlation analysis

The degree of association between variables can be seen in the correlation analysis in table 16. A correlation analysis does not specify which variable is the cause or which is the result. Simple correlation analysis looks at two variables alone: partial or multiple correlation analysis looks at more than two variables (Bijaya et al., 2019)

The results of the analysis show that all factors shaping authenticity, customer satisfaction and authenticity have a relatively strong correlation. However, the downstream behavioural effects have a weaker association with the other variables. WTP has the weakest correlation compared to the other variables in the dataset, with values ranging from .083 to .167. A generally accepted alpha value is .05, this value indicates that there is a 5% probability that the null hypothesis can be supported. However, there would still be a chance that 5% of the correlated variables are not significant (Creswell and Creswell, 2023). When measuring the difference of the constructs, the effect size can provide valuable information. Regarding the correlation, if the effect size is 0,1, the effect size is considered small, a 0,3 indicates medium, and 0,5 or above indicate a larger effect (Bosco, Aguinis, Singh, Field, & Pierce, 2015).

Table 16. Correlation matrix

Variable	Mean	Sd. div	N	HB	RP	QC	GEN	AUT	CS	LOY	WOM	WTP
HB	5.7148	.84254	2194	-								
RP	5.7493	.79203	2193	.635**	-							
QC	5.7440	.88654	2190	.602**	.500**	-						
GEN	5.5411	.94283	2192	.635**	.538**	.703**	-					
AUT	6.07	.834	2412	.585**	.444**	.536**	.513**	-				
CS	6.13	.901	2373	.506**	.371**	.558**	.526**	.600**	-			
LOY	5.22	1.042	2357	.288**	.265**	.294**	.302**	.297**	.317**	-		
WOM	5.8962	.73667	2338	.455**	.391**	.479**	.466**	.496**	.480**	.456**	-	
WTP	11.6884	9.93474	2325	.167**	.141**	.130**	.151**	.151**	.131**	.083**	.146**	-

*Table 16 - Correlation matrix **Correlation is significant at the 0.01 level*

Multiple Regression analysis

In this section the multiple regression analysis will be analysed and explained. By implementing a regression analysis to the 14 hypotheses it will be clear if the hypotheses are supported or if they must be rejected. As mentioned, this study aims to see if the factors shaping authenticity have a positive effect on authenticity and customer satisfaction. Additionally, the research aims to see if authenticity and customer satisfaction have a positive influence on the three identified downstream behavioural effects. Five regression analyses were conducted to make sure all 14 hypotheses were included. A multiple regression analysis aims to measure the effect a variable has on the dependent variable (Vogt, 2009). If the sig. value is equal or smaller than .05, it means that there is a 95% probability that the hypothesis is statistically significant. The multiple regression analysis with the dependent and independent variables can be seen in table 17.

When measuring the different factors shaping authenticity against customer satisfaction, the analysis shows that quality commitment has the greatest influence (value β 12.481, P<.05) on customer satisfaction. On the other hand, the factor relationship to place

measured against customer satisfaction was not significant. The t-score of H6 was -.669 and
the Sig score of .503 indicates that the coefficient is negative, and the hypothesis is not
significant. Furthermore, the different factors shaping authenticity were measured against
perception of authenticity. Here the analysis shows that history of the brand has the greatest
influence (value β 14.121, P<.05) on authenticity. Lastly, three regression analyses were
conducted to measure how the appearance of customer satisfaction or perception of
authenticity affects the identified downstream behavioural effects. The findings show that
customer satisfaction had the greatest influence (value β 13.229, P<.05) on WOM.
Additionally, perceived authenticity also had the greatest influence (value β 15.132, P<.05)
on WOM.

The result of the regression analysis showed that 13 of the hypotheses were supported,
and H6 was rejected. An overview of this can be seen in table 17, and figure 7. Most of the
hypotheses also had a t-score well above the recommended 2.0, and all regression
coefficients of the supported hypothesis were positive.

Table 17. Multiple Regression Matrix

Hypothesis	Independent variables	Dependent variables	Regression Coefficients	t	Sig.	Results
H1	HB	AUT	.332	14.121	<.001	Supported
H2	RP	AUT	.055	2.444	.015	Supported
H3	QC	AUT	.206	9.318	<.001	Supported
H4	GE	AUT	.088	4.073	<.001	Supported
H5	HB	CS	.221	8.282	<.001	Supported
H6	RP	CS	-.017	-.669	.503	Not Supported
H7	QC	CS	.312	12.481	<.001	Supported
H8	GE	CS	.171	6.980	<.001	Supported
H9	AUT	WTP	1.391	4.439	<.001	Supported
H10	AUT	WOM	.297	15.132	<.001	Supported
H11	AUT	LOY	.214	6.929	<.001	Supported
H12	CS	WTP	.708	2.512	.012	Supported
H13	CS	WOM	.234	13.229	<.001	Supported
H14	CS	LOY	.252	9.007	<.001	Supported

Table 17 - Multiple regression matrix (significant at < .05)
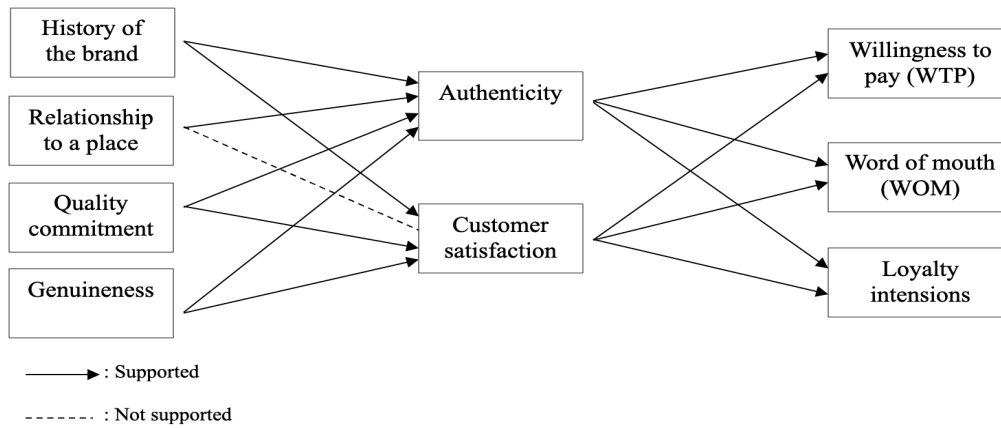
Figure 7 - Updated research model illustrating supported and not supported hypothesis

R-square

To further analyse the regression analysis, one can also look at their adjusted R-square score. There were five regression analyses, due to the different hypotheses. All the scores can be seen in table 18. In the first regression analysis with authenticity as the dependent variable and the factors shaping authenticity as the independent variables, the adjusted R-square score was .401. This means that 40.1% of the variance in the dependent variable is explained by the independent variables in the regression model. In the second regression model with customer satisfaction as the dependent variable, and the factors shaping authenticity as the independent variables, the adjusted R-square score was .368.

For the next three regression analysis, authenticity and customer satisfaction were the independent variables. In the third regression analysis where WTP was the dependent variable, the adjusted R-square score was .025. Meaning that 2,5 % of the variance in WTP could be explained by authenticity and customer satisfaction. Regarding the fourth regression analysis where WOM was the dependent variable, the adjusted R-square score was .298. The final regression analysis had loyalty as the dependent variable, and here the adjusted R-square score was .118.

Multiple collinearity

In the regression analysis, a test to check the Variance Inflation Factor (VIF) and collinearity tolerance scores was performed. All the scores can be seen in table 18. Regarding VIF, all scores were between 1.545 and 2.350, meaning that there is a very low level of multicollinearity between the variables. The collinearity tolerance score is between .425 and .647. This further explains that there is a low level of multiple collinearities, and that the results of a variable are not explained by another variable.

Table 18. R-square and VIF scores

Regression analysis	Adjusted R-square score	VIF score
Dependent: Authenticity Independent: HB, RP, QC, GE	0.401	HB: 2.211 RP: 1.779 QC: 2.166 GE: 2.350
Dependent: CS Independent: HB, RP, QC, GE	0.368	HB: 2.211 RP: 1.779 QC: 2.166 GE: 2.350
Dependent: WTP Independent: Authenticity, CS	0.025	Authenticity: 1.545 CS: 1.545
Dependent: WOM Independent: Authenticity, CS	0.298	Authenticity:1.549 CS: 1.549
Dependent: Loyalty Independent: Authenticity, CS	0.118	Authenticity: 1.555 CS: 1.555

Table 18 - R-square and VIF scores

Supplementary findings

In this section, the findings from different ANOVA tests will be presented to see if there are any significant differences or similarities between the demographic groups of the study. Due to the variety of respondents, it can be interesting to analyse if there are any differences between the demographic groups regarding their perception of authenticity, and consumer behaviour. The respondents' demographics are divided between age, gender, and level of education, which can be seen in table 1. ANOVA tests have been the preferred option to analyse all demographics since each demographic consists of more than two factors. All the tables of these supplementary findings can be seen in appendix G.

Age, gender, and education compared to perception of authenticity

In terms of perception of authenticity, the results are quite similar in all the age groups. The highest mean score can be seen in the age group 18-25, where the score is 6,22 out of 7. A mean score of 6 indicates "quite real and reliable", while 7 indicates "very real and reliable". The trend slightly decreases as the age of the respondent increases, and the lowest mean score belongs to the age group of 86 years or older with a mean score of 5.78. Regarding perception of authenticity compared to gender, the scores are quite similar, but females have a slightly higher score of 6,17 out of 7 compared to the men's 6,04. This means that gender does not affect the respondent's perception of authenticity in any particular way. When comparing the educational level, the mean score increases with longer education. The lowest mean score belongs to the non-educated respondents, which had a mean score of 5,33 out of 7. Both groups with university or college degrees (short and long) have the highest score with 6,11 and 6,13.

Age, gender, and education compared to customers WTP

Findings from the anova test shows that respondents aged between 36-45 have the highest willingness to pay a premium price for a historical themed hotel room, compared to a regular chain hotel. On average they are willing to pay 21,9 % more. Respondents aged 18-25 had the lowest WTP where they on average would be willing to pay 12,22% more. Regarding gender, males were more willing to pay a premium price, with 19,9% more compared to the 17,8%. When measuring the education level compared to WTP, customers who stated that they had a university or college degree - long (5 years or more) had the highest willingness to pay. They stated that they would be willing to pay 20,6% more for a historical themed hotel room than a regular chain hotel. Customers with no education had the lowest willingness to pay more of 12,6%.

Age, gender, and education compared to customers loyalty intentions

The age groups' loyalty intentions are quite similar, but with some differences. The oldest age group has the highest mean score of 5,35 out of 7, while the lowest mean score of 5,1 belongs to the age group of 46 to 55 years old. A mean score of 5 indicates "slightly likely to revisit" and 6 indicates "quite likely to revisit" the hotel. The tendency is that the two outer age groups have the highest mean score, and the tendency is decreasing towards the middle. Finally, there was no significant difference in the level of loyalty between the two genders. The mean score of women was 5,27 compared to 5,21 for the men. Comparing respondents' educational level with loyalty intentions, the results show a small decreasing trend. The highest score belongs to the respondents with no education, at 5,67 out of 7, while the respondents with the highest educational level had the lowest mean score of 5,2.

Age, gender, and education compared to customers WOM

Regarding respondents' WOM compared to age, there are not any clear differences. The age group of 26 to 35 years have the highest mean score of 5,98 out of 7, while the lowest score is given by the age group of 86 and over with a mean score of 5,72. A mean score of 5 indicates that the respondent would speak "slightly positively or would slightly recommend others about DHHS" and 6 indicates that respondents would speak "quite positively or quite strongly recommend others about DHHS". In terms of gender, female respondents had a higher mean score of 5,9 out of 7 compared to the males 5,74. When observing respondents' educational level, there is a trend that the mean score on WOM slightly increases with higher educational level. The lowest score can be seen in the group with no education, with a mean score of 5,67 out of 7. While respondents with a university or college degree - short (1-4 years) had a score of 5,84, and respondents with a university or college degree - long (5 or more years) had a score of 5,81.

Discussion

In this chapter, the findings of the research will be presented and discussed combined with the literature found in the literature review. The first part of the chapter is divided into the four research questions, where the results will be interpreted separately. The two first sections will discuss the factors shaping authenticity against the perception of authenticity and customer satisfaction. The third and last section will discuss how the perception of authenticity and customer satisfaction affect the downstream behavioural effects. The second part of the chapter will present the implications of this thesis.

Factors shaping authenticity's effect on authenticity

Based on the findings from this research, there seems to be a common understanding that DHHS is perceived as authentic. When evaluating how authentic DHHS appear for customers, most of the respondents (84,4%) reported that DHHS appear quite or very real and reliable. In the literature review, four constructs were suggested as factors shaping the perception of authenticity. Respondents were asked to rate how good or bad the historical hotel they last visited appeared in each given factor. The factors were based on several research papers within the field of authenticity and how this affects their perception of it (Beverland, 2005; Napoli et al, 2014; Gilmore & Pine, 2007; Södergren, 2021). All results showed a strong correlation between the four factors, and all four hypotheses towards the perception of authenticity were supported. The factor history of the brand had the greatest influence on authenticity, followed by quality commitment.

As mentioned in the literature review, businesses can enhance the perception of authenticity when they reflect the brand's history, heritage, representation of tradition, the architectural work (Brown et al., 2003; Beverland et al., 2008) and the use of storytelling techniques (Mossberg, 2007). This is similar to the findings in this research, where historical

hotels that manage to reflect the history of the brand were perceived as authentic. Respondents who perceived DHHS to be authentic also reported a strong appearance of the hotel's history, the use of different storytelling techniques, focusing on creating a nostalgic atmosphere, and preserving the hotel's architectural work. The findings can therefore support current literature which suggests that a strong appearance of the history of the brand can influence the perception of authenticity.

The second construct used to measure the level of authenticity is the relationship to place. Asplet & Cooper (2000) argue that the place where products or services are produced can have an impact on how authentic customers perceive an offering to be. The place where a brand originates from provides customers with information about the brand's identity and values and provides some confirmation of traditions (Beverland, 2005). According to the findings, historical hotels that had a good appearance with the location had a positive influence on the perceived authenticity level. This indicates the importance of understanding the surroundings of the hotel, and how the local community and tradition from that specific area can contribute to an authentic hotel experience.

Quality commitment is the third factor used to measure the perception of authenticity. The production needs to reflect local craftsmanship, and culture, and use local recipes to be perceived as authentic (Södergren, 2021; Zhang et al., 2019). Additionally, the use of quality materials and locally sourced ingredients tends to favour consumers when choosing a product or service (Gilmore & Pine, 2007). In this research, respondents who evaluated DHHS to be perceived as authentic, reported that there was a good appearance of quality products used at the hotels. In addition, respondents reported a high use of local ingredients in the food, and that the overall quality level was high. Hence, the findings support the current literature.

Genuineness was the fourth construct that was measured. According to Södergren (2021), businesses that reflect an honest and sincere appearance are shaping customers'

perception of authenticity. Genuineness is reflected when actions and values are grounded in truthfulness and realness (Starr, 2008). The respondents evaluated the good appearance of the hotel staff, the hotel's ability to stay true to their values, and the staff's adaptability to each individual need. This illustrates that employees at DHHS can express their passion, commitment, and job enthusiasm towards their customers, which leads to a more authentic experience. Hence, the findings from this factor are in line with previous research.

Factors shaping authenticity's effect on customer satisfaction

A total of 87,9% of the respondents answered that they were quite or very satisfied with their last stay at a historical hotel in Norway. This indicates that most of the respondents felt that their expectations were met or exceeded (Hooley et al., 2020).

Customer expectations are often based on information from WOM, past experiences and promises from the business (Hooley et al., 2020), which can be reflected in the findings. Here, respondents reported that they speak positively about DHHS to others and that they often recommend others to stay at these hotels. The final results indicate an overall positive WOM attitude. Furthermore, respondents reported that they on average had stayed at 8,9 hotels connected to DHHS in total. This could lead to a reinforcement of their satisfaction level since they most likely were satisfied on their last visit. Respondents' current satisfaction level can therefore be seen in line with their past experiences, and that their expectations towards DHHS continue to be met.

This research did not directly measure whether promises from DHHS were held or not. Instead, it is interesting to observe that most customers are satisfied and that 73,9 % of the respondents reported that the overall quality level was quite or very good. This could therefore indicate that the promises from the business were held, as hotels connected to DHHS have strict quality criteria that must be fulfilled (Espeland, 2020).

As mentioned in the result chapter, three out of four hypotheses towards customer satisfaction were supported, and all three were significant down to the .001 level, with high t-scores. However, it is important to acknowledge that the four factors shaping authenticity were based on what leads to the perception of it, and not customer satisfaction itself. It is therefore interesting to see that the strongest influence on customer satisfaction stemmed from the construct of quality commitment, followed by the history of the brand and genuineness. These constructs are partly based on the five dimensions of service quality, which are often used in research to measure customer expectations and the overall service quality level (Hooley et al., 2020). The findings are in line with previous research, suggesting that the level of quality at service providers influences the customer experience, leading to improved customer satisfaction (Hooley et al., 2020).

The results indicate that history of the brand, quality commitment and genuineness all have a strong positive effect on customer satisfaction. The relationship to place construct was not significant and the hypothesis was not supported. Although the result shows a negative correlation, as it is not significant and has a negative t-score, it is not a result that is useful as a conclusion other than the fact that the hypothesis could not be supported.

Authenticity's effect on downstream behavioural effects

As mentioned earlier in this chapter, 84,4% of all respondents evaluated DHHS to appear as quiet or very authentic. It is therefore interesting to evaluate if these results can be compared with their consumer behaviour. In the literature review, three downstream behavioural effects were suggested as outcomes of the perception of authenticity. The result showed that all three hypotheses suggesting that authenticity has a positive influence on WOM, WTP and loyalty intentions, were supported.

Customers WTP refers to the maximum price customers are willing to pay for a product or service (Le Gall-Ely, 2009). Södergren (2021) proposes that one of the outcomes of the perception of authenticity is that customers would have a higher WTP. In the findings, respondents were on average willing to pay 18,69% more for a historical-themed hotel compared to a regular chain hotel. This supports Södergren's suggestion. It also supports Gilmore and Pine's (2007) theory that customers are more willing to pay for experiences that occur authentic. Arguably, the increase in WTP can also stem from other factors that are unique to historical hotels. This could for instance be quality, historical attributes, and heritage character (Elsaher et al., 2022). These attributes have been measured to some extent with a strong appearance, but not extensively enough to draw any further conclusions. As seen in appendix F, some respondents stated that their WTP depends on how unique the hotel experience is. Others claim that the hotels connected to DHHS vary a lot in quality and offerings, making it difficult for some respondents to give a general WTP answer.

According to Liang et.al (2017), price sensitivity explains how customers react to price changes, which makes them re-evaluate their choices when comparing similar products with different prices. The results show that only 7% of the respondents answered that the DHHS pricing level was precise or low. The most reported answer (56%) was that DHHS had a quite or very high pricing level. Despite the results of the customers' price sensitivity, the respondents were still willing to pay 18.69% more. This indicates that customers of DHHS might not be that price sensitive.

The second construct was WOM, where respondents were asked to evaluate how positively or negatively they spoke about DHHS to others. Schiffman (2019) suggests that the influence from other people is stronger than from traditional advertising. The results indicated a positive attitude towards DHHS, as 81,2% of the respondents reported that they speak quite or very positively about DHHS to others. DHHS is benefiting in terms of

marketing, through their customers spreading good words and experiences to their friends and family. In contrast, 60% of the respondents reported that they quite or very strongly recommend others to stay at DHHS. Arguably, the lower number of 60% compared to 81,2% is because it could be easier to talk about a nice experience, rather than suggest a recommendation. Since authenticity is interpreted subjectively, one person might perceive an experience as authentic, while others might not (Grayson & Martinec, 2004; Gilmore & Pine, 2007). That is why customers might not want to feel responsible if they recommend a hotel, and the other person does not perceive the experience as authentic. Hence, they lower their enthusiasm and recommendations slightly. However, the fact that more than half of the respondents recommend others to stay at a DHHS hotel is still a very good result. Södergren (2021) suggests that a positive WOM attitude is a common outcome when a brand is perceived as authentic, which can also be confirmed in this research.

The last construct was loyalty intentions, where respondents were asked about how likely it was for them to choose a historical hotel the next time they were travelling. Hooley, et al., (2020) suggested that loyal customers are positive towards the brand and are less sensitive to competitors' offerings. 46% reported that it was quite or very likely that they would choose a historical hotel next time they were on holiday. This might not sound like a particularly high number, but only 5% answered that it was slightly, quite, or very unlikely that they would choose a historical hotel. This is a positive result and indicates a high level of loyalty towards DHHS. Södergren (2021) proposes that the perception of authenticity leads to a loyal attitude towards the brand. This suggestion can also be supported by the findings. The background information of the respondents can also support the loyalty pattern where customers at DHHS on average have stayed at 8,9 hotels. Liang et al. (2017) claim that price sensitivity affects customers repurchase intentions. This statement can also be supported

based on the low level of price sensitivity among customers at DHHS, and their average number of stays.

Customer satisfaction's effect on downstream behavioural effects

The last objective of this study was to evaluate if customer satisfaction affects customers' WTP, WOM and loyalty intentions. As mentioned, 87,9% of all respondents reported that they were very or quite satisfied with their last stay. As a result of high customer satisfaction, Anderson (1996) and Homburg et al., (2005) suggest that customer satisfaction has a positive effect on customers WTP. The findings of this research can also support current literature, as customers on average are willing to pay a higher price for a DHHS hotel (18,69%).

Furthermore, researchers have seen how customer satisfaction positively impacts customers' WOM (Kottler et al., 2019; Hooley et al., 2020). This suggestion can also be confirmed in the findings, where customer satisfaction had the strongest influence on WOM. In this research, 81,2% of all respondents reported that they speak quite or very positively about DHHS to others. This result can be seen as an outcome of very satisfied customers. WOM had a t-score of 13,005, indicating a very high level of significance. Furthermore, the r-square score was 0,298 meaning that almost 30% of the variation of the WOM results can be explained by the customer satisfaction result.

Hooley et al. (2020) and Kottler et al., (2019) also argued that satisfied customers lead to an increase in loyalty intentions. 46% of all respondents reported that they were quite likely or very sure to choose a historical hotel next time they were travelling. This can also be seen as a direct result of how the level of satisfaction impacts customers' loyalty intentions. The findings of this thesis show that the r-square score was .252 and the t-score was 9,007,

meaning that the regression between customer satisfaction and loyalty intentions is highly significant.

All three downstream behavioural effects are affected by customer satisfaction, which can be seen in the result where all three hypotheses are supported. The results indicate that customer satisfaction had the strongest positive influence on WOM, followed by loyalty intentions. Arguably, the results are reliable due to the large sample size and strong correlations.

Implications

Theoretical implications

Authenticity and customer satisfaction are two well-established research topics, and the already existing theory can be supported in this thesis. Previous research has established that authenticity affects customer satisfaction, which leads to changes in a customer's behavioural effects. What is interesting about this thesis is the research subjects, hotel customers at DHHS. Authenticity is a key part of the DHHS brand, and it is hence interesting to see how their offerings affect their customers' satisfaction and behaviour. This thesis has provided research that has not been done previously. Although the theoretical constructs are well known, they have been analysed in a new setting of historical hotels. The results of this thesis will contribute to more knowledge in the research field, mainly within authenticity and customer satisfaction in the tourism and hospitality industry.

Practical implications

These results can be used for practical implications, mainly at historical hotels. Hotel managers, developers and marketers can use these results to see what factors customers evaluate to improve the authentic hotel experience. Hence, they can put more resources into

improving the more important factors and save some resources on the less important factors. Hereby, the hotels can more efficiently increase their customers' satisfaction, for instance by focusing on the presence of the hotel's history. This will further have a positive effect on customers' WTP, WOM and loyalty intentions. The results of the respondents' WTP can also supply revenue managers to set a more optimal price.

Conclusion

The purpose of this chapter is to answer the research- problem and questions of this thesis. The research purpose, main findings, limitations, and suggestions for future research will also be presented.

Research purpose

The research problem of this thesis is *"Which factors affect customers' perception of authenticity and customer satisfaction, and how does it influence their downstream behavioural effects, at historical hotels in Norway?"*. To answer the research problem, four research questions were established:

1. *Does the history of the brand, relationship to place, quality commitment and genuineness have an effect on customers' perception of authenticity?*

2. *Does the history of the brand, relationship to place, quality commitment and genuineness have an effect on customer satisfaction?*

3. *How does the perception of authenticity affect customers' downstream behavioural effects?*

4. *How does customer satisfaction affect customers' downstream behavioural effects?*

During this master thesis, four factors shaping authenticity were suggested as the main factors shaping the perception of it. The same four factors were also used to see if the level of satisfaction was affected by them. Additionally, three downstream behavioural effects: WTP, WOM, and loyalty intentions, were suggested as outcomes that could be affected by authenticity and customer satisfaction. The literature consisted of different concepts within the field of authenticity, consumer behaviour and customer satisfaction. The second part of the research consisted of a closed-ended questionnaire which was distributed through DHHS´s newsletter, to over 35,000 people. The chosen sample was therefore

customers at DHHS, and a total of 2416 respondents participated in the study. Before the distribution of the questionnaire, a pre-stage was conducted to ensure the quality of the questions and structure. In the last stage, the dataset was analysed and interpreted with SPSS and then discussed in relation to the literature presented in the literature review.

Main findings

The purpose of this section is to answer the research problem stated above. The conclusion is drawn from the four research questions created for this thesis.

Regarding the first research question, it became clear that all factors shaping authenticity had a positive influence on the customer's perception of authenticity. All factors scored high and had a high correlation to perceived authenticity. However, the history of the brand had the greatest influence on perceived authenticity, followed by quality commitment. For historical hotels, being able to identify these factors with a good appearance can improve how authentic customers perceive them.

The second research question revealed that the history of the brand, quality commitment and genuineness all have a strong positive effect on customer satisfaction. An interesting finding was that the relationship to place construct was not significant. Customers at DHHS are arguably not as interested in the historical relation to the area. Hence, historical hotels in Norway should therefore focus on the other authenticity factors to further improve their customers' satisfaction.

In the third research question, all three downstream behavioural effects were affected by the level of authenticity. However, the major finding was that WOM was more affected than the other two, meaning that customers at DHHS are more eager to talk about their authentic experiences. This will benefit historical hotels in Norway with an increased spreading of awareness, potentially retrieving new customers. Another important finding was

the increased WTP which indicates that customers are willing to pay a premium price for an authentic experience at a hotel connected to DHHS, compared to a regular chain hotel. The findings suggest that customers of DHHS are not particularly sensitive to price.

Regarding the fourth research question, the findings showed that customer satisfaction also has a strong influence on the customers downstream behavioural effects. WOM was the behaviour that got influenced the most, with a very strong result. Additionally, the findings indicate that customer satisfaction can increase customers WTP.

As a result, one can conclude that a strong appearance of the four factors: *history of the brand, relationship to place, quality commitment and genuineness*, would lead to greater perception of authenticity among customers at historical hotels in Norway. Furthermore, the authenticity factors are also correlated to the customers level of satisfaction, except *relationship to place,* which was not significant. When customers perceive a historical hotel as authentic, it would, together with customer satisfaction, have a positive effect on their downstream behavioural effects. This will result in greater WOM, higher WTP and increased loyalty intentions. Hence, authenticity plays a crucial role for customers at historical hotels in Norway, and it is important to utilise these factors to take advantage of the downstream behavioural effects.

Limitations and future research

Limitations

Since a quantitative research methodology was used in this thesis, the distributed questionnaire was closed-ended. As a result, respondents' own thoughts about authenticity, and what led to the perception of it may have been omitted.

The sampling choice of this thesis could have led to over-positivism among the respondents. One can assume that the respondents of this thesis have subscribed to the

newsletter because they already are loyal customers and that they enjoy authentic experiences more than the average hotel customer might do. Arguably, the results are not as representative of the public, or the average hotel customer.

When respondents answered the two open-ended questions, many commented that it was difficult to give an answer as hotels within DHHS differ in service- and quality level. The respondents stated that the different hotels they had been to, could not be compared regarding WTP. Hence, there was some data on the WTP variable that was not usable as the respondents did not give a clear answer, which might have impacted the result.

Future research

Beyond this thesis and the limitations, several recommendations for further research can emerge. The data collection process was based on non-probabilistic sampling from customers at DHHS. Hence, further studies can use the suggested model with different sampling, and in different cultural contexts. For instance, a random sampling from customers at a hotel chain or different restaurants. Furthermore, using a mixed methodology could provide future studies with a better understanding of the concept of authenticity and how customers identify it.

In addition, this thesis presented a research model with antecedents and consequences of perceived authenticity and customer satisfaction. The model suggested four independent variables that predicted customers' perception of authenticity and customer satisfaction, and three consequences because of these variables. Future research could include other factors shaping authenticity, and other outcomes of the perception of it. Parasuraman et al. (1985) defined five dimensions of service quality. It could be of academic interest to measure those dimensions against customer satisfaction at historical hotels in Norway.

The scale used to measure the factors shaping authenticity was constructed by the authors and aimed to fit the characteristics of the tourism and hospitality industry in Norway.

The dimensions were influenced by Södergren (2021) and Beverland (2005), who also suggest other dimensions such as Södergren's four C's: *communication, coolness, commitment,* and *connection*. Further research could develop a scale including the four C's when measuring the perception of authenticity in the tourism and hospitality industry.

This study used age, gender, education, and number of stays as control variables. Future studies could therefore include control variables like nationality, income, name of hotel, or reason for travelling. Finally, Södergren, (2021) proposes that cultural iconicity or brand trust are possible outcomes of perceived authenticity. These are outcomes that also could be studied in the future.

References

Anderson, E. W. (1996). Customer satisfaction and price tolerance. *Marketing Letters*, *7*(3), 265–274. https://doi.org/10.1007/bf00435742

Asplet, M., & Cooper, M. (2000). Cultural designs in New Zealand souvenir clothing: the question of authenticity. *Tourism Management*, *21*(3), 307–312. https://doi.org/10.1016/s0261-5177(99)00061-8

Belias, D., & Koustelios, A. (2014). Organizational Culture and Job Satisfaction: A Review. *International Review of Management and Marketing*, *4*(2), 132–149. https://dergipark.org.tr/en/pub/irmm/issue/32080/355053

Berry, L. L., & Parasuraman, A. (1991). *Marketing services: competing through quality.* Free Press.

Beverland, M. (2006). The "real thing": Branding authenticity in the luxury wine trade. *Journal of Business Research*, *59*(2), 251–258. https://doi.org/10.1016/j.jbusres.2005.04.007

Beverland, M. (2009). Building Brand Authenticity: 7 Habits of Iconic Brands. In *Google Books*. Springer. https://books.google.no/books?hl=no&lr=lang_en&id=SBzRiXcwLh8C&oi=fnd&pg=PP1&dq=beverland+2009&ots=w-1yWNZ4k6&sig=5wjivY4TaIgzDVtCaRiH_QoYnls&redir_esc=y#v=onepage&q=passion&f=false

Beverland, M. B. (2005). Crafting Brand Authenticity: The Case of Luxury Wines. *Journal of Management Studies*, *42*(5), 1003–1029. https://doi.org/10.1111/j.1467-6486.2005.00530.x

Beverland, M. B., Lindgreen, A., & Vink, M. W. (2008). Projecting Authenticity Through Advertising: Consumer Judgments of Advertisers' Claims. *Journal of Advertising*, *37*(1), 5–15. https://doi.org/10.2753/joa0091-3367370101

Bijaya, L., Pradhan, A., Tu, N., Subedi, G., Kapil, M., Subedi, D., & Saptagandaki, A. (2019). *Correlation and regression analysis using SPSS.* https://journal.oxfordcollege.edu.np/file/1681898552journal-1.pdf#page=126

Bowen, J. T., & Chen, S. (2001). The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, *13*(5), 213–217.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, *73*(3), 52–68. https://www0.gsb.columbia.edu/mygsb/faculty/research/pubfiles/4243/Brand%20Experience%20and%20Loyalty_Journal_of%20_Marketing_May_2009.pdf

Brown, S., Kozinets, R. V., & Sherry, J. F. (2003). Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning. *Journal of Marketing*, *67*(3), 19–33. https://doi.org/10.1509/jmkg.67.3.19.18657

Chi, C. G., & Gursoy, D. (2009). Employee satisfaction, customer satisfaction, and financial performance: An empirical examination. *International Journal of Hospitality Management*, *28*(2), 245–253. https://doi.org/10.1016/j.ijhm.2008.08.003

Choi, H., & Kandampully, J. (2019). The effect of atmosphere on customer engagement in upscale hotels: An application of S-O-R paradigm. *International Journal of Hospitality Management*, *77*, 40–50. https://doi.org/10.1016/j.ijhm.2018.06.012

Choi, H., Ko, E., Kim, E. Y., & Mattila, P. (2014). The Role of Fashion Brand Authenticity in Product Management: A Holistic Marketing Approach. *Journal of Product Innovation Management*, *32*(2), 233–242. https://doi.org/10.1111/jpim.12175

Reader Digest. (2022, November 23). *Real Italy, real experiences*. Www.readersdigest.co.uk.

>   https://www.readersdigest.co.uk/lifestyle/travel/travel-guides/real-italy-real-

>   experiences

Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative &*

>   *Mixed Methods Approaches* (6th ed.). Sage.

De Historiske. (n.d.-a). Om Oss. Retrieved February 10, 2024, from

>   https://www.dehistoriske.no/om-oss/

De Historiske. (n.d.-b). Spøkelseshistorier, Det Uforklarlige.

>   https://www.dehistoriske.no/Inspirasjon/Historier/det-uforklarlige/

De Historiske. (n.d.-c). Kronen Gaard Hotell. Retrieved February 21, 2024, from

>   https://www.dehistoriske.no/destinasjoner/stavanger-og-omegn/hoteller/kronen-gaard-

>   hotell/?_gl=1

Dixit, S. K. (2017). *The Routledge Handbook of Consumer Behaviour in Hospitality and*

>   *Tourism*. Taylor & Francis.

Elshaer, I. A., Azazz, A. M. S., & Fayyad, S. (2022). Authenticity, Involvement, and

>   Nostalgia in Heritage Hotels in the Era of Digital Technology: A Moderated

>   Meditation Model. *International Journal of Environmental Research and Public*

>   *Health*, *19*(10), 5784. https://doi.org/10.3390/ijerph19105784

Espeland, A. J. (2020, september 6). *Flere vil vi bo på historiske hoteller og betaler for*

>   *luksus*. NRK. https://www.nrk.no/rogaland/flere-vil-vi-bo-pa-historiske-hoteller-og-

>   betaler-for-luksus-1.15141312

Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in

>   Consumer Research. *Journal of Consumer Research*, *24*(4), 343–353.

>   https://doi.org/10.1086/209515

Frazier, B., Gelman, S., Hood, B., & Wilson, A. (2009). Picasso Paintings, Moon Rocks, and Hand-Written Beatles Lyrics: Adults' Evaluations of Authentic Objects. *Journal of Cognition and Culture*, *9*(1), 1–14. https://doi.org/10.1163/156853709x414601

Fritz, K., Schoenmueller, V., & Bruhn, M. (2017). Authenticity in branding – exploring antecedents and consequences of brand authenticity. *European Journal of Marketing*, *51*(2), 324–348. https://doi.org/10.1108/ejm-10-2014-0633

Gilmore, J. H., & Pine, B. J. (2007). Authenticity: What Consumers Really Want. Harvard Business Press.

Goulding, C., & Derbaix, M. (2019). Consuming material authenticity in the age of digital reproduction. *European Journal of Marketing*, *53*(3), 545–564. https://doi.org/10.1108/ejm-10-2017-0717

Grayson, K., & Martinec, R. (2004). Consumer Perceptions of Iconicity and Indexicality and Their Influence on Assessments of Authentic Market Offerings. *Journal of Consumer Research*, *31*(2), 296–312. https://doi.org/10.1086/422109

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM) (3 ed.).Thousand Oaks,CA: Sage.

Haksever, C., & Render, B. (2013). *Service Management*. Pearson Education.

Henderson, J. C. (2013). Selling the past: Heritage hotels. *Tourism: An International Interdisciplinary Journal*, *61*(4), 451–454. https://hrcak.srce.hr/clanak/167362

Hitzler, P. A., & Müller-Stewens, G. (2017). The Strategic Role of Authenticity in the Luxury Business. *Sustainable Management of Luxury*, 29–60. https://doi.org/10.1007/978-981-10-2917-2_2

Hjelle, C. (2024, February 29). *Revenue - De Historiske* [Letter to Ole Weierholt].

Homburg, C., Koschate, N., & Hoyer, W. D. (2005). Do Satisfied Customers Really Pay More? A Study of the Relationship between Customer Satisfaction and Willingness to Pay. *Journal of Marketing*, *69*(2), 84–96. https://doi.org/10.1509/jmkg.69.2.84.60760

Hooley, G. J., Lee, N., Nicoulaud, B., & Rudd, J. M. (2020). *Marketing strategy & competitive positioning* (7th ed.). Pearson.

Iversen, E. K., Løge, T. H., Jakobsen, E. W., & Sandvik, K. (2015). *Verdiskapingsanalyse av reiselivsnaeringen i Norge -utvikling og fremtidspotensial Rapport.* https://www.menon.no/wp-content/uploads/29verdiskapingsanalyse-av-reiselivsnaringen-sluttrapport-28.-januar-2015-2.pdf

Jive´n, G., & Larkham, P. J. (2003). Sense of Place, Authenticity and Character: A Commentary. *Journal of Urban Design*, *8*(1), 67–81. https://doi.org/10.1080/1357480032000064773

Kimberlin, C. L., & Winterstein, A. G. (2008). Validity and reliability of measurement instruments used in research. *American Journal of Health-System Pharmacy*, *65*(23), 2276–2284.

Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management* (4th ed.). Pearson UK.

Le Gall-Ely, M. (2009). Definition, Measurement and Determinants of the Consumer's Willingness to Pay: A Critical Synthesis and Avenues for Further Research. *Recherche et Applications En Marketing (English Edition)*, *24*(2), 91–112. https://doi.org/10.1177/205157070902400205

Lee, J.-S. (2015). Measuring the benefits of the Intangible Cultural Heritage Hall in Jeonju Korea: Results of a Contingent Valuation Survey. *Journal of Cultural Heritage*, *16*(2), 236–238. https://doi.org/10.1016/j.culher.2014.05.001

Lee, W., & Chhabra, D. (2015). Heritage hotels and historic lodging: perspectives on experiential marketing and sustainable culture. *Journal of Heritage Tourism*, *10*(2), 103–110. https://doi.org/10.1080/1743873x.2015.1051211

Liang, L. J., Choi, H. C., & Joppe, M. (2017). Understanding repurchase intention of Airbnb consumers: perceived authenticity, electronic word-of-mouth, and price sensitivity. *Journal of Travel & Tourism Marketing*, *35*(1), 73–89. https://doi.org/10.1080/10548408.2016.1224750

Lwin, M., Phau, I., Huang, Y.-A., & Lim, A. (2014). Examining the moderating role of rational-versus emotional-focused websites. *Journal of Vacation Marketing*, *20*(2), 95–109. https://doi.org/10.1177/1356766713502485

Manthiou, A., Kang, J., Hyun, S. S., & Fu, X. X. (2018). The impact of brand authenticity on building brand love: An investigation of impression in memory and lifestyle-congruence. *International Journal of Hospitality Management*, *75*, 38–47. https://doi.org/10.1016/j.ijhm.2018.03.005

Masiero, L., Yang, Y., & Qiu, R. T. R. (2019). Understanding hotel location preference of customers: Comparing random utility and random regret decision rules. *Tourism Management*, *73*, 83–93. https://doi.org/10.1016/j.tourman.2018.12.002

Masiero, L., Yoonjoung Heo, C., & Pan, B. (2015). Determining guests' willingness to pay for hotel room attributes with a discrete choice model. *International Journal of Hospitality Management*, *49*, 117–124. https://doi.org/10.1016/j.ijhm.2015.06.001

Merriam-Webster. (2023, November 27). *Word of the Year 2022*. Www.merriam-Webster.com. https://www.merriam-webster.com/wordplay/word-of-the-year

Moll-de-Alba, J., Prats, L., & Coromina, L. (2016). The need to adapt to travel expenditure patterns. A study comparing business and leisure tourists in Barcelona. *Eurasian Business Review*, *6*(2), 253–267. https://doi.org/10.1007/s40821-016-0046-4

Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: an Integrative Framework and Measurement Scale. *Journal of Consumer Psychology*, *25*(2), 200–218.

Mossberg, L. (2007). A Marketing Approach to the Tourist Experience. *Scandinavian Journal of Hospitality and Tourism*, *7*(1), 59–74. https://doi.org/10.1080/15022250701231915

Mossberg, L. (2008). Extraordinary Experiences through Storytelling. *Scandinavian Journal of Hospitality and Tourism*, *8*(3), 195–210. https://doi.org/10.1080/15022250802532443

Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, *67*(6), 1090–1098. https://doi.org/10.1016/j.jbusres.2013.06.001

Neuman, W. L. (2014a). *Basics of social research: qualitative and quantitative approaches*. Pearson Education Limited.

Neuman, W. L. (2014b). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson Education, Inc.

Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing & Management*, *27*(7), 755–774. https://doi.org/10.1080/19368623.2018.1445055

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, *49*(4), 41–50. https://doi.org/10.1177/002224298504900403

Park, E., Choi, B.-K., & Lee, T. J. (2019). The role and dimensions of authenticity in heritage tourism. *Tourism Management*, *74*, 99–109. https://doi.org/10.1016/j.tourman.2019.03.001

Parolin, C. F., & Boeing, R. (2019). Consumption of experiences in boutique hotels in the context of e-WOM. *Tourism & Management Studies*, *15*(2), 33–45. https://doi.org/10.18089/tms.2019.150203

Portal, S., Abratt, R., & Bendixen, M. (2019). The role of brand authenticity in developing brand trust. *Journal of Strategic Marketing*, *27*(8), 714–729. https://doi.org/10.1080/0965254x.2018.1466828

Rajput, A., & Gahfoor, R. Z. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journal*, *6*(1), 1–12. springeropen. https://doi.org/10.1186/s43093-020-00021-0

Rundle-Thiele, S. (2005). Elaborating customer loyalty: exploring loyalty to wine retailers. *Journal of Retailing and Consumer Services*, *12*(5), 333–344. https://doi.org/10.1016/j.jretconser.2004.11.002

Schneider, B., & White, S. S. (2004). *Service quality: research perspectives*. Sage Publications, London.

Sharpley, R. (2018). *Tourism, Tourists and Society* (5th ed.). Routledge.

Sheldon, K. M., Ryan, R. M., Rawsthorne, L. J., & Ilardi, B. (1997). Trait self and true self: Cross-role variation in the Big-Five personality traits and its relations with psychological authenticity and subjective well-being. *Journal of Personality and Social Psychology*, *73*(6), 1380–1393. https://doi.org/10.1037/0022-3514.73.6.1380

SIKT. (n.d.). *What is personal data?* Sikt.no. Retrieved March 14, 2024, from https://sikt.no/tjenester/personverntjenester-forskning/personvernhandbok-forskning/hva-er-personopplysninger

Södergren, J. (2021). Brand authenticity: 25 Years of research. *International Journal of Consumer Studies*, *45*(4), 645–663.

Starr, S. S. (2008). Authenticity: A Concept Analysis. *Nursing Forum*, *43*(2), 55–62.

https://doi.org/10.1111/j.1744-6198.2008.00096.x

Tavakol, M., & Dennick, R. (2011). Making Sense of Cronbach's Alpha. *International*

Journal of Medical Education, *2*(2), 53–55. https://doi.org/10.5116/ijme.4dfb.8dfd

Taylor, C. (1991). *The ethics of authenticity*. Harvard University Press.

Theobald, W. F. (1998). Global Tourism. In *Google Books*. Routledge.

https://books.google.no/books?hl=no&lr=lang_en&id=IVn_mdwAY5EC&oi=fnd&pg
=PA409&dq=genuine

Thompson, C. J., Pollio, H. R., & Locander, W. B. (1994). The Spoken and the Unspoken: A

Hermeneutic Approach to Understanding the Cultural Viewpoints That Underlie

Consumers' Expressed Meanings. *Journal of Consumer Research*, *21*(3), 432.

https://doi.org/10.1086/209409

Visit Norway. (n.d.). *Secrets of Bergen - explore the authentic Bergen*.

Www.visitnorway.com. Retrieved April 16, 2024, from

https://www.visitnorway.com/listings/secrets-of-bergen-explore-the-authentic-
bergen/227175/

Vogt, W. P. (2009). *Dictionary of statistics and methodology: a nontechnical guide for the*

social sciences. Sage.

Wang, C.-Y., & Mattila, A. S. (2013). The Impact of Servicescape Cues on Consumer

Prepurchase Authenticity Assessment and Patronage Intentions to Ethnic Restaurants.

Journal of Hospitality & Tourism Research, *39*(3), 346–372.

https://doi.org/10.1177/1096348013491600

Wilkins, H., Merrilees, B., & Herington, C. (2009). The Determinants of Loyalty in Hotels.

Journal of Hospitality Marketing & Management, *19*(1), 1–21.

https://doi.org/10.1080/19368620903327626

Xact by Ramboll. (n.d.). General Data Protection Regulation. Retrieved March 14, 2024, from

https://rambollxact.no/gdpr

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2009). *Services marketing integrating customer focus across the firm* (5th ed.). Boston, Mass. [U.A.] Mcgraw-Hill [20]07.

Zhang, T., Chen, J., & Hu, B. (2019). Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience. *Sustainability*, *11*(12), 3437.

https://doi.org/10.3390/su11123437

Appendix

Appendix A - Table of total number of stays at historical hotel in Norway

Table 1.1. Total stay at historical hotel in Norway

		Frequency	Percent	Valid Percent	Cumulative Percent
Number of stays	0	6	.2	.3	.3
	1	77	3.2	3.6	3.9
	2	196	8.1	9.2	13.1
	3	255	10.6	11.9	25.0
	4	192	7.9	9.0	34.0
	5	286	11.8	13.4	47.4
	6	125	5.2	5.8	53.2
	7	64	2.6	3.0	56.2
	8	115	4.8	5.4	61.6
	9	24	1.0	1.1	62.7
	10	335	13.9	15.7	78.4
	11	12	.5	.6	78.9
	12	49	2.0	2.3	81.2
	13	15	.6	.7	81.9
	14	10	.4	.5	82.4
	15	117	4.8	5.5	87.9
	16	4	.2	.2	88.1
	17	1	.0	.0	88.1
	18	16	.7	.7	88.9
	20	114	4.7	5.3	94.2
	23	4	.2	.2	94.4
	24	2	.1	.1	94.5
	25	25	1.0	1.2	95.6
	28	4	.2	.2	95.8
	30	45	1.9	2.1	97.9
	32	1	.0	.0	98.0
	35	4	.2	.2	98.2
	40	16	.7	.7	98.9
	45	3	.1	.1	99.1
	50	11	.5	.5	99.6
	53	1	.0	.0	99.6
	58	1	.0	.0	99.7
	60	2	.1	.1	99.8
	70	1	.0	.0	99.8
	80	1	.0	.0	99.9
	100	2	.1	.1	100.0
	200	1	.0	.0	100.0
	Total	2137	88.5	100.0	
Missing	System	279	11.5		
Total		2416	100.0		

Appendix B - Descriptive statistics

Descriptive Statistics

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Mean Std. Error	Std. Deviation Statistic	Skewness Statistic	Skewness Std. Error	Kurtosis Statistic	Kurtosis Std. Error
Authenticity	2412	2	7	6.07	.017	.834	-1.220	.050	2.399	.100
CS	2373	1	7	6.13	.018	.901	-2.071	.050	7.114	.100
Loyalty	2357	1	7	5.22	.021	1.042	-.883	.050	1.248	.101
WOM_A	2338	1	7	5.98	.016	.793	-1.108	.051	3.033	.101
WOM_B	2338	3	7	5.81	.015	.728	-.518	.051	.291	.101
Presentively	2325	2	7	5.57	.016	.757	-.322	.051	.286	.101
WTP	2170	0	500	18.69	.434	20.204	8.501	.053	159.746	.105
H1	2191	1	7	5.86	.020	.914	-1.228	.052	2.577	.105
H2	2190	1	7	5.50	.025	1.165	-.800	.052	.512	.105
H3	2191	1	7	5.68	.023	1.057	-1.026	.052	1.450	.105
H4	2190	1	7	5.83	.022	1.013	-1.243	.052	2.388	.105
P1	2192	1	7	6.09	.019	.873	-1.115	.052	1.671	.105
P2	2191	1	7	5.82	.021	.994	-.754	.052	.121	.105
P3	2189	1	7	5.34	.024	1.120	-.475	.052	-.007	.105
Q1	2190	1	7	5.70	.023	1.060	-.997	.052	1.397	.105
Q2	2190	1	7	5.71	.023	1.075	-.813	.052	.555	.105
Q3	2190	1	7	5.83	.020	.929	-1.326	.052	3.287	.105
G1	2190	1	7	5.63	.023	1.066	-.948	.052	1.216	.105
G2	2189	1	7	5.50	.022	1.033	-.502	.052	-.304	.105
G3	2189	1	7	5.49	.024	1.114	-.780	.052	.581	.105
Age	2182	2	9	6.09	.026	1.206	-.447	.052	.166	.105
Gender	2182	1	4	1.54	.011	.512	.103	.052	-.856	.105
Education	2182	1	5	4.14	.016	.763	-.481	.052	-.345	.105
Last stay	2178	1	4	3.15	.017	.792	-.327	.052	-1.159	.105
Total stay	2137	0	200	8.93	.208	9.608	6.115	.053	85.197	.106
Valid N (listwise)	2028									

Appendix C - DHHS's newsletter sent out to customers in Norwegian

Har du 5 minutter til overs til å svare på 13 spørsmål? Om du deltar er du med i trekningen av et gavekort på 2000,-

Ole U. Weierholt og Øystein Haave (her i Gamle Stavanger) går siste året på masterstudiet Service Leadership in International Business på Norsk Hotellhøgskole ved Universitetet i Stavanger. De skal skrive sin masteroppgave om De Historiske Hotell & Spisesteder og håper du kan delta i undersøkelsen.

Ved å delta i spørreundersøkelsen vil du være med i trekningen av et gavekort til en verdi av 2000 kr som kan benyttes hos De Historiske Hotell & Spisesteder. Spørreundersøkelsen varer frem til 29.februar og vinneren blir kontaktet på e-post 1. mars.

Det er viktig at så mange som mulig svarer på undersøkelsen for at prosjektet skal lykkes. Undersøkelsen tar ca. 5 minutter å gjennomføre, og består av 13 spørsmål. All data som samles inn vil være **helt anonym** og det vil ikke være mulig å knytte den til enkeltpersoner.

På forhånd, tusen takk for hjelpen!

Gå til spørreundersøkelse her

De Historiske Hotel & Spisesteder
Starvhusgaten 2b, 5014 Bergen

Facebook | Youtube | www.dehistoriske.no

Avslutt abonnement

Appendix D - Translation of DHHS's newsletter sent out to customers in English

Do you want to help Ole and Øystein?

Do you have 5 minutes to spare to answer 13 questions? If you participate, you will be entered into the draw for a gift card of NOK 2,000.

Ole U. Weierholt and Øystein Haave (here in Gamle Stavanger) are in their final year of the master's study Service Leadership in International Business at the Norwegian Hotel College at the University of Stavanger. They will write their master's thesis on Historic Hotels & Restaurants and hope you can take part in the survey.

By taking part in the survey, you will be entered into the draw for a gift card to the value of NOK 2,000 which can be used at De Historiske Hotell & Spisesteder. The winner will be contacted by email on 1 March.

It is important that as many people as possible answer the survey for the project to be successful. The survey takes approx. 5 minutes to complete and consists of 13 questions. All data collected will be completely **anonymous** and it will not be possible to link it to individuals.

Many thanks in advance for your help!

Appendix E - The questionnaire sent out with DHHS's newsletter in Norwegian

Ole U. Weierholt og Øystein Haave går siste året på masterstudiet Service Leadership in International Business på Norsk Hotellhøgskole ved Universitetet i Stavanger. De skal skrive sin masteroppgave om De Historiske Hotell & Spisesteder og håper du kan delta i undersøkelsen.

Ved å delta i spørreundersøkelsen vil du være med i trekningen av et gavekort til en verdi av 2000 kr som kan benyttes hos De Historiske Hotell & Spisesteder. Vinneren blir kontaktet på e-post 1. mars.

Det er viktig at så mange som mulig svarer på undersøkelsen for at prosjektet skal lykkes. Undersøkelsen tar ca. 5 minutter å gjennomføre, og består av 13 spørsmål. All data som samles inn vil være helt anonym og det vil ikke være mulig å knytte den til enkeltpersoner.

På forhånd, tusen takk for deltakelsen!

Dersom du har spørsmål er det bare å ta kontakt:

Navn: Ole Unger Weierholt

E-post: ou.weierholt@stud.uis.no

Tlf: +47 993 70 253

Tenk tilbake til ditt siste besøk på et historisk hotell

1. Når du sist var på et historisk hotell, opplevde du hotellet som autentisk (ekte/pålitelig)?

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Svært falskt og upålitelig	M eget falskt og upålitelig	Litt falskt og upålitelig	Verken eller	Litt ekte og pålitelig	Meget ekte og pålitelig	Svært ekte og pålitelig

Tenk tilbake til ditt siste besøk på et historisk hotell

2. Når du sist var på et historisk hotell, hvor fornøyd var du med oppholdet?

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Svært misfornøyd	Meget misfornøyd	Litt misfornøyd	Hverken misfornøyd eller fornøyd	Litt fornøyd	Meget fornøyd	Svært fornøyd

3. Neste gang du skal på ferie, hvor sannsynlig er det at du velger et av hotellene tilknyttet De Historiske Hotell?

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Helt usannsynlig	Meget usannsynlig	Litt usannsynlig	Hverken sannsynlig eller usannsynlig	Litt sannsynlig	Meget sannsynlig	Helt sikkert

4. Tenk tilbake på samtaler du har hatt med andre om De Historiske Hotell, hvilken påstand passer best om hvordan du omtaler de?

(1)   Jeg omtaler De Historiske Hotell svært negativt

(2)   Jeg omtaler De Historiske Hotell meget negativt

(3)   Jeg omtaler De Historiske Hotell litt negativt

(4)   Hverken negativt eller positivt

(5)   Jeg omtaler De Historiske Hotell litt positivt

(6)   Jeg omtaler De Historiske Hotell meget positivt

(7)   Jeg omtaler De Historiske Hotell svært positivt

5. Når du foreslår for andre hvilke hotell de bør bo på, hvilken påstand passer best til dine forslag om De Historiske Hotell?

(1)   Jeg fraråder andre i svært stor grad å bo på De Historiske hotell

(2)   Jeg fraråder andre i stor grad å bo på De Historiske hotell

(3)   Jeg fraråder andre i noen grad å bo på De Historiske hotell

(4)   Jeg hverken fraråder eller anbefaler andre å bo på De Historiske Hotell

(5)   Jeg anbefaler andre i noen grad å bo på De Historiske Hotell

(6)   Jeg anbefaler andre i stor grad å bo på De Historiske Hotell

(7)   Jeg anbefaler andre i svært stor grad å bo på De Historiske Hotell

6. Hvordan synes du prisnivået til De Historiske er?

(1)	(2)	(3)	(4)	(5)	(6)	(7)
Svært lavt prisnivå	Lavt prisnivå	Moderat lavt prisnivå	Presist prisnivå	Moderat høyt prisnivå	Høyt prisnivå	Svært høyt prisnivå

7. Hvor mye mer i prosent er du villig til å betale for et hotellrom hos De Historisk Hotell sammenlignet et kjedehotell?

_____

Tenk tilbake til ditt siste besøk på et historisk hotell

8. Nedenfor finner du en liste med faktorer. Ta utgangspunkt i ditt siste besøk på et historisk hotell, og gi en vurdering på hvor bra eller dårlig du mener hotellet fremstår i hver enkelt faktor.

	Svært dårlig	Meget dårlig	Litt dårlig	Hverken bra eller dårlig	Litt bra	Meget bra	Svært bra
Hotellets historie	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Hotellets evne til å fortelle sin historie (Storytelling)	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Hotellets følelse av nostalgi	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Hotellets arkitektur	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Hotellets beliggenhet	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Hotellets historiske tilknytning til beliggenheten	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Hotellets implementering av lokalsamfunnets historie	(1)	(2)	(3)	(4)	(5)	(6)	(7)

Hotellets bruk av kvalitetsprodukter	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Hotellets bruk av lokale råvarer	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Hotellets kvalitetsnivå	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Hotellets ansatte sin genuinitet	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Hotellets trofasthet til verdiene deres	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Hotellets ansatte sin tilpasningsdyktighet til hvert enkelt behov	(1)	(2)	(3)	(4)	(5)	(6)	(7)

Demografi

9. Hva er din alder?

(1)   Under 18 år

(2)   18-25 år

(3)   26-35 år

(4)   36-45 år

(5)   46-55 år

(6)   56-65 år

(7)   66-75 år

(8)   76-85 år

(9)   86 år +

10. Kjønn

(1)   Mann

(2)   Kvinne

(3)   Annet

(4)   Ønsker ikke oppgi

11. Høyeste fullførte utdanning

(1)   Ingen utdanning

(2)   Grunnskolenivå

(3)   Videregående skole nivå

(4)   Universitets- og høgskole nivå, kort (1-4 år)

(5)   Universitets- og høgskole nivå, lang (5 år eller mer)

12. Når var ditt siste opphold på et av De Historiske hotell?

(1)   Har ikke bodd på et av De Historiske hotell

(2)   Under 6 måneder siden

(3)   Mellom 6 og 12 måneder

(4)   Over 12 måneder

13. Hvor mange opphold har du totalt hatt på De Historiske Hotell (ca.)?

_____

Takk for din deltakelse!

Når du trykker "avslutt" er undersøkelsen ferdig. Her blir du sendt til et påmeldingsskjema for deltakelse i trekningen av et gavekort på 2000kr hos De Historiske. Det er helt frivillig å delta i konkurransen, for å delta må du fylle inn din e-postadresse. E-postadressen kan ikke spores tilbake til denne spørreundersøkelsen.

Lykke til!

Appendix F - Comments left in the open-ended question 7 about WTP

- "Kommer an på hvor unikt hotellet og historien er. Og hvor spesiell hotellopplevelsen blir for meg. Hvis jeg bare trenger ei seng å sove i, vil jeg ikke betale mye. Men hvis hotellet er selve opplevelsen, er det verdt å betale mer. 20-50 %, kanskje. Men det betinger mer enn at hotellet er gammelt.

- "Historien knyttet til hotellet, er viktigere enn senga".

- "Selve rommet har minst å si egentlig. Der skal jeg kun sove. Atmosfæren, betjening, og mat er viktigere. Og om de kan sin historie om du spør."

- "1700kr" "1500 kr"

- "Varierer fra hotell til hotell, De Historiske er opplevelse og kultur"

- "vet ikke kommer an på total pakken av opplevelsen en er ute etter"

- "Det er litt rart at det bør koste så mye mer, men kanskje max 20%"

- "Det kommer en på hvilket! 30-60%"

- "kommer an på hvor unikt det er og hvor historisk det er - og hvilken historie de har"

- " maks 4500"

- "Det kommer an på sted, og opplevelser som kan inngå i oppholdet" - valgte beliggenhet til å være viktigste faktor.

- "500 kr pr pr" - er villig til å betale 500kr mer på et historisk hotell uansett setting

- "250 kr"

- "0. Betalingsviljen avhenger av opplevelsen, kjede eller ikke."

- "er det ekte kan jeg betale mer" - referer til hotellet

- Jeg synes prisen allerede er høy og jeg har ikke råd til en høyere pris

- "Noe mer, da de historiske tilbyr mer som vi kan delta på, selve hotellet - matopplevelse knyttet til stedet. Noe vi ikke gjør på kjedehotell"

- "Selv De Historisk Hotell er meget ulike og varierer i standard. Derfor vanskelig Â gi et generelt svar. De mest unike hotellene kan godt tåle en prisøkning".

- "Vi er villig til å betale mer helt klart! Da det gir en helt annen opplevelse! Men det er vanskelig å angi det i prosent. Vi prøver å besøke minst ett helst flere historiske hoteller hver sommer. Vi synes det er veldig trivelig og interessant, så takk fordi dere finnes der ut!"

- "Får 25 % nå har det blitt så mange at kvaliteten er blitt dårligere. mindre ekte" - svarte svært falsk

- "Fire opphold, Det ene var faktisk riktig dårlig. Men de tre andre var flotte! Det er disse jeg har basert mine vurderinger på."

- "Minst 10. Det er stor variasjon på disse hotellene. Ullensvang er favoritten vår. Admini på Rjukan ikke bra. Der var det umulig å få vite kveldens meny før man meldte seg på, det var lytt mellom rommene, vi kunne ikke låse døra til hotellrommet vårt fra innsiden for å nevne noe."

Appendix G - Supplementary findings ANOVA tests

Age

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
WOM_T	18–25 year	9	5.5556	1.18439	.39480	4.6452	6.4660	3.50	7.00
	26–35 year	50	5.9800	.79514	.11245	5.7540	6.2060	4.00	7.00
	36–45 year	151	5.8742	.73080	.05947	5.7567	5.9917	4.00	7.00
	46–55 year	403	5.8176	.72935	.03633	5.7462	5.8890	3.00	7.00
	56–65 year	734	5.8311	.71911	.02654	5.7790	5.8832	3.50	7.00
	66–75 year	600	5.8317	.72055	.02942	5.7739	5.8894	3.00	7.00
	76–85 year	226	5.7412	.66033	.04392	5.6546	5.8277	4.00	7.00
	86 year and over	9	5.7222	.66667	.22222	5.2098	6.2347	4.50	6.50
	Total	2182	5.8242	.72039	.01542	5.7940	5.8545	3.00	7.00
WTP_T	18–25 year	9	8.6111	3.75648	1.25216	5.7236	11.4986	3.00	13.00
	26–35 year	50	12.8200	6.70650	.94844	10.9140	14.7260	2.50	28.00
	36–45 year	151	13.3675	12.06271	.98165	11.4279	15.3072	2.00	103.00
	46–55 year	403	11.1849	7.01428	.34941	10.4980	11.8718	2.00	58.00
	56–65 year	734	12.0041	12.38670	.45720	11.1065	12.9017	1.50	252.50
	66–75 year	600	11.9017	9.01841	.36818	11.1786	12.6247	1.50	68.00
	76–85 year	226	11.2434	7.22053	.48030	10.2969	12.1898	1.50	67.50
	86 year and over	9	10.0000	5.12957	1.70986	6.0571	13.9429	2.50	17.50
	Total	2182	11.8366	9.99415	.21395	11.4170	12.2562	1.50	252.50
Loyality	18–25 year	9	5.56	.882	.294	4.88	6.23	4	7
	26–35 year	50	5.12	1.100	.156	4.81	5.43	2	7
	36–45 year	151	5.17	.983	.080	5.01	5.32	2	7
	46–55 year	403	5.10	1.064	.053	5.00	5.21	1	7
	56–65 year	734	5.29	1.040	.038	5.21	5.36	1	7
	66–75 year	600	5.25	1.028	.042	5.17	5.33	2	7
	76–85 year	226	5.35	.960	.064	5.22	5.48	1	7
	86 year and over	9	5.78	.833	.278	5.14	6.42	5	7
	Total	2182	5.24	1.031	.022	5.20	5.28	1	7

Gender

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
WOM_T	Male	1018	5.7436	.71374	.02237	5.6997	5.7875	3.00	7.00
	Female	1159	5.8982	.71710	.02106	5.8569	5.9395	3.50	7.00
	No not wish to state	5	5.1000	.82158	.36742	4.0799	6.1201	4.00	6.00
	Total	2182	5.8242	.72039	.01542	5.7940	5.8545	3.00	7.00
WTP_T	Male	1018	12.5103	12.02027	.37674	11.7710	13.2496	1.50	252.50
	Female	1159	11.2692	7.76848	.22819	10.8215	11.7169	1.50	68.00
	No not wish to state	5	6.2000	2.41350	1.07935	3.2032	9.1968	2.50	8.00
	Total	2182	11.8366	9.99415	.21395	11.4170	12.2562	1.50	252.50
Loyality	Male	1018	5.21	1.035	.032	5.14	5.27	1	7
	Female	1159	5.27	1.028	.030	5.21	5.33	1	7
	No not wish to state	5	4.80	.837	.374	3.76	5.84	4	6
	Total	2182	5.24	1.031	.022	5.20	5.28	1	7

Education

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
WOM_T	No education	3	5.6667	.57735	.33333	4.2324	7.1009	5.00	6.00
	Elementry school	27	5.6852	.68146	.13115	5.4156	5.9548	4.50	7.00
	High school	406	5.8153	.73391	.03642	5.7437	5.8869	3.50	7.00
	University or College – short (1–4 years)	974	5.8429	.71718	.02298	5.7978	5.8880	3.50	7.00
	University or College – long (5 years or more)	772	5.8109	.71973	.02590	5.7600	5.8617	3.00	7.00
	Total	2182	5.8242	.72039	.01542	5.7940	5.8545	3.00	7.00
WTP_T	No education	3	9.3333	5.00833	2.89156	–3.1080	21.7747	4.50	14.50
	Elementry school	27	10.8333	6.12529	1.17881	8.4102	13.2564	2.50	28.00
	High school	406	10.7968	6.73089	.33405	10.1401	11.4535	2.00	53.00
	University or College – short (1–4 years)	974	11.6073	8.38154	.26856	11.0803	12.1343	1.50	102.50
	University or College – long (5 years or more)	772	12.7176	12.93413	.46551	11.8038	13.6314	1.50	252.50
	Total	2182	11.8366	9.99415	.21395	11.4170	12.2562	1.50	252.50
Loyality	No education	3	5.67	.577	.333	4.23	7.10	5	6
	Elementry school	27	5.52	.893	.172	5.17	5.87	4	7
	High school	406	5.29	1.052	.052	5.19	5.40	2	7
	University or College – short (1–4 years)	974	5.24	1.000	.032	5.18	5.31	1	7
	University or College – long (5 years or more)	772	5.20	1.063	.038	5.12	5.27	1	7
	Total	2182	5.24	1.031	.022	5.20	5.28	1	7

Authenticity

Descriptives

Authenticity

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
No education	3	5.33	1.155	.667	2.46	8.20	4	6
Elementry school	27	5.96	.854	.164	5.63	6.30	4	7
High school	406	6.13	.764	.038	6.05	6.20	2	7
University or College – short (1–4 years)	974	6.11	.801	.026	6.06	6.16	2	7
University or College – long (5 years or more)	772	6.11	.825	.030	6.05	6.17	2	7
Total	2182	6.11	.804	.017	6.08	6.15	2	7

Descriptives

Authenticity

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	1018	6.04	.782	.025	6.00	6.09	2	7
Female	1159	6.17	.820	.024	6.13	6.22	2	7
No not wish to state	5	6.00	.000	.000	6.00	6.00	6	6
Total	2182	6.11	.804	.017	6.08	6.15	2	7

Descriptives

Authenticity

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18–25 year	9	6.22	.667	.222	5.71	6.73	5	7
26–35 year	50	6.16	.710	.100	5.96	6.36	4	7
36–45 year	151	6.15	.781	.064	6.03	6.28	3	7
46–55 year	403	6.17	.763	.038	6.10	6.25	2	7
56–65 year	734	6.07	.825	.030	6.01	6.13	2	7
66–75 year	600	6.13	.805	.033	6.07	6.19	2	7
76–85 year	226	6.06	.825	.055	5.95	6.17	3	7
86 year and over	9	5.78	1.202	.401	4.85	6.70	4	7
Total	2182	6.11	.804	.017	6.08	6.15	2	7