# A picture says more than a thousand ingredients

*Creating authenticity in social media advertisements of De Heerlijke Huiskamer.*

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# Abstract

For restaurants it can be hard to bring in customers. Especially when they are isolated or physically remote and thus not in the sight of potential customers. Social media is the solution for this problem. The use of social media has many benefits. It creates direct communication, new information can be added any time and it attracts and creates a greater reach for potential customers. Especially Facebook upon which an own personal page can be created. A restaurant that is facing the problem of bringing customers in, is De Heerlijke Huiskamer in Bentelo, The Netherlands. It is a starting restaurant, which is located on the rural side and therefore guests do not just pass by. De Heerlijke Huiskamer wants to display itself as authentic, partly due to the use of their unique features. Many ingredients used for the dishes are achieved from own garden and all the dishes are handmade. An important menu for De Heerlijke Huiskamer is the menu of the month, which consists of an appetizer, a main course and a dessert. This is a monthly recurring item and therefore this study focused on how to create authenticity in a social media advertisement of the menu of the month, of De Heerlijke Huiskamer. The menu of the month is promoted through an ingredients index of each dish. Recently, some pictures of the dishes are added. For potential consumers, who do not know the company, a story about the company can be useful in the decision process whether to come over to the restaurant or not. These three factors of the menu of the month were presented in a created social media advertisement and were manipulated by adding authentic cues. Together it created a 2 (storytelling authentic cues yes/no) x 2 (ingredients index authentic cues yes/no) x 2 (pictures authentic cues yes/no) between-subjects design for this research. Data was collected by means of an online questionnaire. There was expected that the all variables with authentic cues, together would lead to the highest perceived authenticity. Which would have a positive impact on the social media participation. However, the results have shown the most positive effect when authentic cues were only added to the ingredients index. By adding the authentic cues to the ingredients index the overall message is kept simple and easy to process for the consumer. The effect is counterproductive when authentic cues were added both, to the ingredients index and the story. For the pictures, there is found no effect on the perceived authenticity and the social media participation.

Keywords: authenticity, social media participation, storytelling, ingredients index, pictures, De Heerlijke Huiskamer

# Content

# 1. Introduction

Nowadays, restaurants have a hard time bringing in customers. Because of the large offer in the dining restaurant sector, potential restaurant guests have more dining choices than ever. These many options result in a more dynamic demand and increasing menu comparisons and selections at different points in the decision making process (Jung, Sydnor, Lee & Almanza, 2105). A company struggling with bringing in customers is De Heerlijke Huiskamer, in Bentelo. It is a starting restaurant, who is still trying to find its way on the market. Besides, the restaurant is located on the rural side of Bentelo and therefore it is isolated from the centre and new potential guests do not just pass by.

To make it through the selection process a few key factors were considered to be important by earlier studies. Both, quality and price have shown to be critical determinants in restaurant choices. Although food quality is consistently noted as the most influential factor in the decision making process concerning consumer dining choices, Okeiyi, Finley and Postel (1994) claim that price is the most important factor in choice and intention to visit. Consumers decide in advance what they would like to spend, which depends on demographic segments and income (Auty, 1992). As a result, many restaurants can be excluded. Also the relationship between quality and price is very complex. Price can serve as a quality cue and perceptions of quality can moderate the price (Zeithaml, 1988). These earlier done studies are very focussed on general factors of restaurants, which can be compared to each other. When searching for a restaurant, there are still many restaurants in the same price and quality ranges. Although these two factors are very important, restaurants should stand out with their own unique features to create a difference between them and the others, for example by emphasizing their authenticity.

On online dining websites various restaurants are displayed. Often there is a short text of information shown per restaurant. On a company's own website, this information could be bigger. The information could be more personal and more specific features could be presented. Having a social media page is a good addition to an own website and has multiple benefits. First of all, direct interactive communication is possible between the company and the social media users. It is an easy way to reach the target group and the target group can easy reach the company. The company can provide information about themselves, brands or products (Aktan & Ozupek, 2017). New information can be added by posting a new message and therefore none of the original, already posted information has to be changed or deleted. Posting information can establish and maintain trust by followers. The followers can check this information any time a day. Social media also creates a greater reach for companies. There can be commented on the posts and the posts can even be shared with others. In other words, social media can be another way of creating contents, sharing comments, creating a greater reach and having more direct and more personal communication with potential consumers (Aktan & Ozupek, 2017). Facebook is a great example of this. An own page with information can be created and new posts can be placed as much as preferred. In order to gain social media participation, like commenting and sharing, the messages must be attractive for followers. The Customer Insight Groups (2011; Karpasitis & Kaniadakis, 2015) claims that there are 5 key factors for influencing online sharing:

1. Appeal to consumer's motivation to connect to each other (not just with your brand)
2. Trust is a requirement before getting shared
3. Keep the message simple
4. Appeal to their sense of humor

5.  Embrace a sense of urgency with the message

For a restaurant like De Heerlijke Huiskamer advertising through social media could be a solution. The first three factors of the list of The Customer Insight Group need to be implemented in this case. Connection and trust both need to be created. Keep the message simple, on the other hand, can always be applied. Simple messages are more clear and easier to process. Adding theses three factors in the online messages of De Heerlijke Huiskamer, might result in a higher social media participation for them.

De Heerlijke Huiskamer is a starting restaurant and teahouse, founded in the summer of 2016. The restaurant started with serving tapas, high tea's and pastries. Shortly after that the surprise menu and the menu of the month are added. An important aspect of everything served, is the naturalness of the ingredients. Most of the ingredients come from own garden or are regional products. Also, all the dishes are handmade. In the restaurant people should feel comfortable. Therefore it was attempted to create the feeling of a living room, 'het huiskamer gevoel'. The naturalness is also reflected outside of the restaurant. At the rural location there are held lots of animals; Japanese koi carp, chickens, tropical birds and pigs. In the summer there is even the possibility to pick strawberries in the strawberry garden, an important ingredient in a lot of dishes. By these unique, natural and honest aspects De Heerlijke Huiskamer wants to present themselves to the guests as authentic. Which is explained by Sharpley (1994) as 'traditional culture and origin, a sense of the genuine, the real or the unique'.

At the moment De Heerlijke Huiskamer presents itself mostly to the local residents, through the local newspaper. Yet, the restaurant has its own website and a Facebook page. However, the Facebook is not used frequently and could use some improvements. By including the 5 key factors of The Customer Insight Group, the messages could cause for more online sharing. A monthly recurring item of De Heerlijke Huiskamer in which this can be applied is the menu of the month. The menu of the month consists out of three dishes; an appetizer, a main course and a dessert. As the name suggests, the menu of the month changes every month. Therefore every month a new menu needs to be promoted. The promotion was always done by advertising the ingredients index in the local newspaper and sometimes on Facebook. Recently, some photographs of each of the dishes of the menu were added to the Facebook advertisement, in order to attract more Facebook users and to create a better image of the dishes. Using pictures of the dishes as promotion could be an important aspect in the marketing and advertising process of De Heerlijke Huiskamer. Namely, food represents a powerful eye-catcher and a strong symbol of quality and authenticity (Frochot, 2003). Also the combination of text and visuals works well. According to the study of Bene (2017) a combination of text and image seems to be very effective in terms of reactivity on Facebook. Besides the images and the ingredients index, another factor that could be used for the promotion of the menu of the month is storytelling. Different studies discuss the effect of storytelling on the perceived authentic dining experience. Storytelling, for example, can enhance the perception of authenticity by increasing the knowledge of the products, their origin, how it is prepared or with information about the history of the product or brand (Engeset & Elvekrok, 2015, Hughes 1995). Which could be important information for potential customers, who do not know the company, in the decision process whether to come over to the restaurant or not. All these factors combined lead to the next research questions:

*To what extent and how do authentic cues in a social media advertisement of food (in storytelling, an ingredients index and in pictures) increase the perceived authenticity of De Heerlijke Huiskamer?*

*To what extent and how do authentic cues in a social media advertisement of food (in storytelling, an ingredients index and in pictures) increase the social media participation of De Heerlijke Huiskamer?*

The upcoming chapters will describe the research that is conducted to come to an answer to these questions. First of all, there will be a theoretical examination on the concerned variables. Secondly, the research method of the study will be highlighted. Followed by the results of the study. Finally these results will be discussed and the conclusions and recommendations will be presented.

## 2. Theoretical framework

For De Heerlijke Huiskamer, authenticity is a very important aspect. Because of the recent start-up of the restaurant, the consumer's image can still be created. So this 'authentic image' must also be transferred through social media to potential consumers. Hence, the dependent variables for this research are 'perceived authenticity' and 'social media participation'. These two aspects should finally lead to more consumers who visit De Heerlijke Huiskamer. Therefore 'intention to visit' will also be measured. Other dependent variables that will be measured are trust and quality. Perceived authenticity will be subdivided into natural authenticity and original authenticity. In the following chapter the variables will be explained and discussed. During this variable section the hypotheses of the research will be stated. Finally this chapter will end up with an experimental model.

### 2.1 Authenticity

Authenticity could be defined as 'traditional culture and origin, a sense of the genuine, the real or the unique' (Sharpley, 1994). Gilmore and Pine (2007) distinguish perceived authenticity into 5 dimensions.

- Natural authenticity- Commodities
  "People tend to perceive products that are in their 'natural state' as more authentic. Unprocessed, not artificial or synthetic products like organic foods are examples of this."
- Original authenticity - Goods
  "Originality refers to designs people have not seen before. It cannot be a copy or imitation."
- Exceptional authenticity - Services
  "People tend to perceive aspects that are done exceptionally well as more authentic. It should be executed individually and extraordinarily by someone demonstrating human care."
- Referential authenticity - Experiences
  "Aspects that refer to some other context are also seen as authentic. This implies designs that draw inspiration from human history and referring back to memories."
- Influential authenticity - Transformations
  "Influential authenticity is about influencing other entities and moving them in a purposeful way."

To create authenticity one or more of these dimensions can be used. Each company can build its own brand narratives by choosing the best suiting dimensions of authenticity (Gilmore & Pine, 2007). The best suiting dimensions of authenticity for the promoting the menu of the month of De Heerlijke Huiskamer, are natural authenticity and original authenticity. These two dimensions are best connected to the product (the dishes) and brand (De Heerlijke Huiskamer), and could be measured by using pictures of the product. Therefore these two dimensions will be used for this research.

## 2.2 Storytelling

Storytelling refers to the creation of a narrative about the history of the brand or product. It can deepen consumers' knowledge and give them an image of the brand or product (Brown et al. 2003). Over the years, storytelling has increased attention as an effective means of providing tourist experiences (McCabe & Foster, 2006). For instance, the study of Engeset and Elvekrok (2015). Engeset and Elvekrok (2015) examined the influence of a story about a particular dish (the origin of a recipe) and local stories on authentic experiences. Results show that stories that tie the experience and history to tourists' values and pursuits, produces and empathizes authentic experiences. Furthermore, storytelling creates bonds between the tourist and the service provider.

These findings indicate that storytelling about the particular dish, local stories, stories about the brand and the history increases the authentic experience. For De Heerlijke Huiskamer this could be stories about their history, the dishes, the ingredients and their ambience. Therefore the next hypothesis can be stated:

*H1a: A social media advertisement with authentic cues added to the story increases the perceived authenticity more than a social media advertisement without authentic cues added to the story.*

### 2.2.1. Perceived original authenticity by storytelling

Hughes (1995) suggested that providing information about the origin of a food, will enhance that food's perceived authenticity. The production of the food also plays a major role. Something handmade and unique (or looks handmade), contributes to the authenticity experience. Also letting the consumers know how something is made contributes to this experience (Cohen, 1988; Groves, 2001; Littrell, 1993). The consumer wants to experience the same passion for the profession as the craftsman (Beverland, Lindgreen & Vink, 2008). Something that is handmade, and therefore unique, belongs to original authenticity of the dimensions of Gilmore and Pine (2007). They state that products which cause original authenticity are goods that cannot be a copy or imitated. Thus, when the storytelling includes the uniqueness of the dishes and that it is handmade, there can be stated:

*H1b: A social media advertisement with authentic cues added to the story increases the perceived original authenticity more than a social media advertisement without authentic cues added to story.*

### 2.2.2. Perceived natural authenticity by storytelling

Hughes (1995) claims that providing information about the origin of the food, will enhance the perceived authenticity. So, when the story contains the origin of the food and ingredients of De Heerlijke Huiskamer, which refers to the natural authenticity of Gilmore and Pine (2007) there can be argued:

*H1c: A social media advertisement with authentic cues added to the story increases the perceived natural authenticity more than a social media advertisement without authentic cues added to the story.*

### 2.2.3. Perceived quality by storytelling

For a buyer, both the product and the seller quality are important. It is meaningful to know about the credibility of the seller and the quality of its business practices (Basu & Muylle, 2003). Quality of a product is hard to measure without actually trying it. However, there are

some indicators mentioned in literature, which predict the quality of a product. Most economics believe there is a strong positive correlation between price and quality. But, it is argued that this relationship is indirect and that cost is an indicator of quality and price an indicator of cost (Hjorth-Andersen, 1991).

Oude Ophuis and Van Trijp (1995) state that perceived quality is a result of the perception process. Consumers base their judgement on visible or invisible product characteristics. These characteristics could have been experienced or associated with the evaluated product. In this quality perception process Olson (1972) makes a distinction between two stages. At first, consumers choose surrogate indicators of product quality, also mentioned as quality cues. Hereafter consumers combine these cues into an overall judgement.

Steenkamp (1989) elaborated on the study of Olson and made another distinction, between quality cues and quality attributes. Quality cues are aspects that could be perceived prior to consumption, in state of intrinsic quality cues or extrinsic quality cues. Intrinsic quality cues are aspects of the actual product attribute and cannot be changed, without making a change in the product itself. This type of cues is especially important in the food industry. As the appearance of the food is an indicator for perceived quality. Extrinsic quality cues are aspects that are not direct attached to the actual product, but are linked to it. Therefore, these cues are important for marketing strategies. It can be manipulated, without changing the actual product. Quality attributes are aspects that could not be perceived prior consumption. These attributes are benefit-generating product aspects and getting more and more important as different products get similar in appearance. Quality attributes can also be divided into two subcategories, experience quality attributes and credence quality attributes. Concerning food, taste is the most important experience quality good. Credence quality attributes are also not immediately observable. The consumer has to rely on the information that is given to them, by product or seller. An example of this is the healthfulness of a product (Oude Ophuis & Van Trijp, 1995).

Figure 1
*Quality cues and quality attributes for food*

| Intrinsic quality cues | Extrinsic quality cues |
|---|---|
| appearance | price |
| colour | brand name |
| shape | country of origin |
| size | store |
| structure | nutritional information |
| | production information |

| Experience quality attributes | Credence quality attributes |
|---|---|
| taste | healthfulness |
| freshness | naturalness |
| convenience | animal friendliness |
| | environmental friendliness |
| | wholesomeness |
| | exclusiveness |
| | way of production |

Oude Ophuis, P. A., & Van Trijp, H. C. (1995). Perceived quality: A market driven and consumer oriented approach. *Food quality and Preference*, *6*(3), 177-183.

The extrinsic quality cues and the credence quality attributes are easy to apply in the story of De Heerlijke Huiskamer. As extrinsic quality cues the brand name, the origin and the production information can be told in the story about the company. Naturalness, exclusiveness and way of production can be used as credence quality attributes in the story to create more the perception of quality and thus more perceived authenticity.

When telling about the company, many aspects can be taken into account. For instance, the production method plays a major part in achieving trust. As Fernqist and Ekelund (2014) discussed, traditional and natural production methods tend to be more trusted by consumers than industrial methods. Signaling aspects of the production method has a strong effect on the perception of consumers, in particular combined with regional origins. Production information is also covered by the extrinsic quality cues of Oude Ophuis and Van Trijp (1995), even as the country of origin and the brand name. Credence quality attributes, like naturalness and exclusiveness could only be explained by the company or its personnel itself. The consumers have to rely on the given information to result in perceived quality. Thus, when more detailed information is given about the production method, the origin, the naturalness and the brand the next hypothesis can be stated:

*H1d: A social media advertisement with authentic cues added to the story increases the perceived quality more than a social media advertisement without authentic cues added to the story.*

For De Heerlijke Huiskamer, the feeling of origin of a product can be created by the associations consumers get by for example the word 'Twents'.

## 2.2.4. Perceived trust by storytelling

Trust is a very important key in marketing. It is hard to determine, because it has a lot of meanings, but in product marketing it can be defined as 'Consumer confidence on sales of a product featured during purchase decision making' (Kamil & Jaafar, 2015). Trust in the other party at the purchase point is a very important aspect. Research of Gefen, Karahanna and Straub (2003) shows that trust has effect on the purchase intention. The willingness to purchase a product increases if the seller is able to increase the consumer's trust (Jarvenpaa & Tractinsky, 1999). For repeated behavior is continuing trust in the seller a vital key (Chiu, Hsu, Lai & Chang, 2012). Research of Jakobsson, Tsow, Shah, Blevis and Lim (2007) on trust and phishing on webpages and e-mails show different factors that enhance trust by visitors. First of all, design matters. The design of a company should be professional to enhance trust. Then too much emphasis on security can backfire. Personalization creates trust. Even with well-known data, the trustworthiness of the stimuli increases with personalization (Jakobsson, Tsow, Shah, Blevis & Lim, 2007). Trustworthiness is frequently linked to credibility. Which is not surprising, because of the fact that credibility is often defined as a measure of the believability or trustworthiness of a source (Lowry, Wilson & Haig, 2014).

According to Fernqvist and Ekelund (2014) consumers tend to trust traditional and natural production methods more than modern and industrial methods. Along the years, people are getting more and more aware of the animal welfare. Due to different food scandals, consumer trust in the distribution and production systems are decreasing. Therefore signals of trust are important aspects to the consumer.

Brand name has not only proven to be an important quality sign, but is also important for creating trust. Brands are an addition to the perceived value of a product or service of a consumer. When these associations are favorable, strong and unique, customer based- brand

equity occurs. During this process, the trust develops and an emotional relationship follows (Kapferer, 2004).

Fernqvist and Ekelund (2014) identified a group of characteristics that can affect the feeling of trust of a dish by a consumer. Descriptive food names, flavor description and names of dishes and ingredients are signals for credence and create expectations. Especially when trying new foods, a consumer must rely on the description of the food.

Considering Oude Ophuis and Van Trijp claim that consumers have to rely on the information given by the company itself, it is important that the information De Heerlijke Huiskamer presents is seen as trustworthy and therefore contributes to the perceived authenticity. By telling information about the restaurant personalization can be created. Fernqist and Ekelund (2014) mentioned that traditional and natural production methods tend to be more trusted by consumers than industrial production methods. Therefore it is important to emphasize the natural production process and the ingredients used from own garden. Considering this information, there can be argued that:

*H1e: A social media advertisement with authentic cues added to the story increases the feeling of trust more than a social media advertisement without authentic cues added to the story.*

## 2.3 Ingredients index
Collateral text is frequently an addition to visual information. Srihari and Zhang (1998) believe that pictures do not appear in isolation, but rather with accompanying, collateral text. Text-based display methods are very powerful in matching context, but do not have the access to imagery content. Image-based display methods provide limited semantics.

### 2.3.1. Perceived natural authenticity by the ingredients index
Research of Sakamoto and Allen (2011) on ethnic food experience shows that 'authentic ingredients' influence individuals perception of authenticity the most. Sukalakamala and Boyce (2007) confirm this finding too with their study about Thai ingredients in authentic Thai restaurant experience. Based on these findings it is expected that an ingredient index with 'authentic cues', like ingredients that refer to the origin of the ingredients, ('from its own garden') influence the perceived natural authenticity. Hence, there can be stated:

*H2a: A social media advertisement with authentic cues added to the ingredients index increases the natural authenticity more than a social media advertisement without authentic cues added to the ingredients index.*

### 2.3.2. Perceived original authenticity by the ingredients index
These authentic cues in the ingredient index can also be used to enhance the feeling of uniqueness and homemade products, by for instance naming a product artisanal, like artisanal prepared ice-cream. Which can be mentioned in the dessert of De Heerlijke Huiskamer, but also at other parts of the menu. Using products from own garden are also a form of uniqueness, it could give the feeling of scarcity. The products aren't used anywhere else. Therefore there can be argued:

*H2b: A social media advertisement with authentic cues added to the ingredients index increases the original authenticity more than a social media advertisement without authentic cues added to the ingredients index.*

### 2.3.3. Perceived trust by the ingredients index

Consumers often have negative feeling about unfamiliar foods. When consumers do not know the ingredient, they get the tendency to avoid them (Youn & Kim, 2017). Earlier research of Fernqvist and Ekelund (2014) discussed this same avoidance effect. They state that when consumers are trying new foods, the must rely on the description of the food. Therefore descriptive food names, flavor description and names of dishes and ingredients can affect the feeling of trust. Since consumers tend to have less trust in industrial production methods it is important for De Heerlijke Huiskamer to mention the naturalness of the production. Besides this, personalization also creates trust, so terms as 'homemade', 'artisanal' and 'from own garden' provide consumers a little more information about the method of De Heerlijke Huiskamer. Hence, there can be assumed that:

*H2c: A social media advertisement with authentic cues added to the ingredients index increases the feeling of trust more than a social media advertisement without authentic cues added to the ingredients index.*

### 2.3.4 Perceived quality by the ingredients index

As Oude Ophuis and Van Trijp (1995) divide quality attributes into two categories, experience quality attributes and credence quality attributes. He describes search qualities as quality attribute cue that become which become available when shopping. Credence quality attributes are according to Becker attributes which are of a concern for the consumer, but no cues are accessible in the consuming or buying process. These are often health related. Experience quality, also called eating quality are the attribute cues available in use or with consumption. Therefore, these cues cannot be used in an ingredients index. Both, extrinsic quality cues and credence quality cues can be mentioned in the ingredients index for enhancing the feeling of quality. As an extrinsic quality cue, the origin of the product can be mentioned. Thus, 'Twents' or 'Bentelo's' could be extrinsic quality cues for De Heerlijke Huiskamer. Credence quality attributes that can be mentioned are the way of production and the exclusiveness. Handmade is a way to emphasize this exclusiveness, but also the artisanal and naturalness of the products of De Heerlijke Huiskamer. This results in the hypothesis:

*H2d: A social media advertisement with authentic cues added to the ingredients index increases the perceived of quality more than a social media advertisement without authentic cues added to the ingredients index.*

### 2.3.5. Social media participation by the ingredients index

Karpasitis and Kaniadakis (2015) mentioned five important key factors for influencing the online sharing behaviour. One of them is keep the message simple. The purpose of the online advertisements of De Heerlijke Huiskamer is to show potential guests that they are authentic. So for getting shared, this message should be as simple as possible. The simplest and shortest way to make the original message authentic, is by adding just a few, authentic, words in the ingredients index.  These are simple words like 'Twents', 'from own garden' or 'artisan'. Adding these authentic cues to the ingredients index is the best way to keep the message simple, but still display the authenticity in a clear way. Also the original message changes the least. When adding the authentic cues to the story, much more text will be added to make the story complete. Which has a negative influence on the simplicity of the message.

      Promoting the menu of the month is the first goal of the advertisement. Adding

authentic cues to the environment, will distract consumers from the actual dishes of this menu. By adding authentic cues to ingredients index this distraction does not arise. It are additions to the dishes and not to the environment.

*H2e: A social media advertisement with authentic cues added to the ingredients index increases the social media participation more than a social media advertisement without authentic cues added to the ingredients index.*

## 2.4 Authentic cues in picture

'Pictures speak more than a thousand words', a widely used saying. Pictures can provide insights, which cannot always be described with words. They are representations of the reality and are also more easily remembered (Schwert, 2007). Recently photography is becoming more and more a communication tool, due to the possibility of sharing photographs immediately after capturing them, through online media. According to Lobinger (2016), there are 3 forms of photo sharing:

1. Sharing photographs to talk about images
2. Sharing photographs to communicate visually
3. Phatic photo sharing

'Sharing photographs to talk about images' is originated a long time ago. It started with physically showing photographs to others, in order to begin a conversation. Sharing photographs with family and friends in this case, is to talk about photographs and telling stories about the photographs, not with the photograph. 'Sharing photographs to communicate visually' does focus on telling stories with the photograph. In this case it is about the content and the visual qualities. People share the picture with others to tell a story. Motifs and the depicted situations are important elements in a visual story. They are often more important than the aesthetic qualities and the visual modalities. Subsequently Autenrieth (2011; Lobinger, 2016) stated that the aesthetic qualities are less important than the photographs' authenticity and content. 'Phatic photo sharing' refers to the fact that neither the content, the visual qualities and the verbal narrations are the dominant features of sharing. Photographs are exchanged only for visual connectivity, in order to maintain and strengthen bonds and relations. People can switch constantly between the forms of sharing. It is content and situational dependent (Lobinger, 2016).

### 2.4.1. Perceived trust by pictures

Spence and Piqueras-Fiszman (2014) questioned how much of the dining experience actually relies on the food; the quality, seasonality, the ingredients and how they are prepared, and how much on 'everything else'. This include for example, the cutlery, the tablecloths, ambiance and the atmospherics. Unconsciously, all these environmental elements make a significant difference in the dining experience.

A brand name has proven to be an important sign of trust and quality. They are additions to the perceived value of that product or service (Kapferer, 2004). Besides a brand name, also personalization causes for trust. Even for well-known aspects the trustworthiness of a product or service increase by personalisation (Jakobsson, Tsow, Shah, Blevis & Lim, 2007). Personalization in pictures of De Heerlijke Huiskamer could be done by showing more than just 'the product'. Cues like the cutlery and the atmospherics can strengthen this. But

also showing a brand name in the picture could enhance the feeling of trust. In this way consumers know the picture is actually taken at that place. Based on these findings there can be stated:

*H3a: A social media advertisement with authentic cues added to the picture creates more trust than a social media advertisement without authentic cues added to the picture.*

### 2.4.2. Perceived quality by pictures

A brand name is an important sign for both, quality and trust (Kapferer, 2004). The brand name can be added to the pictures of De Heerlijke Huiskamer, by adding a napkin with the name on the picture. By adding more environmental cues, more extrinsic quality cues and credence quality attributes will be visible. Based on these findings the hypothesis states:

*H3b: A social media advertisement with authentic cues added to the picture creates more the feeling of quality than a social media advertisement without authentic cues added to the picture.*

### 2.4.3 Perceived natural authenticity by pictures

Landscapes, flora and fauna, accessibilities and the use of natural products are all characteristics of natural authenticity. Tourists are often looking for authenticity. They want to see a combination of nature and culture in the touristic attractions they visit (Backhous, 2003). De Heerlijke Huiskamer is situated very rural and has a lot of natural elements on their ground. These elements must also be visible in the food advertising, to create authenticity. First of all, the robust wooden tables of De Heerlijke Huiskamer should be visible to create the natural feeling. A flower on the table can also contribute to this. Eventually even a green candle holder could assist. Considering these findings, there can be argued:

*H3c: A social media advertisement with authentic cues added to the picture creates more the feeling of natural authenticity than a social media advertisement without authentic cues added to the picture.*

### 2.5. Congruency between the variables

According to Van Rompay, Pruyn and Tieke (2009) congruence between product elements causes for easier processing and positively affects the consumer responses. Congruence effects are caused by a need for structure of the consumer. Incongruence is considered as a form of ambiguity. So, when the authentic cues in the story, are congruent to and strengthened by authentic cues in the ingredients index, it causes for structure and facilitated processing.

Van Rompay, De Vries and Van Venrooij (2010) did research on the congruence between verbal and visual stimuli in the online environment on consumer response. They show that congruence between text and picture also has a positive effect on the processing fluency of consumers. Which is important because processing fluency determines the clarity of a first impression. So, the pictures, the story and ingredients index should be congruent to each other. The picture sharing of De Heerlijke Huiskamer can be classified in form 2 of the photo sharing forms of Lobinger (2016). They share pictures on social media to communicate their activities. This category also focuses on storytelling, but in the visual way. With the content, the photographs authenticity and the depicted situation, the story is told. In the picture without environmental cues the depicted situation is smaller than in the depicted situations with environmental cues. Therefore there is less storytelling in the picture without

environmental cues and more in the picture with environmental cues. Thence, there can be argued:

*H4: Verbal and visual congruency (a social media advertisement with authentic cues added to story combined with authentic cues added to the ingredients index and authentic cues added to the picture <u>or</u> a social media advertisement without authentic cues added to story combined with an no authentic cues added to the ingredients index and no authentic cues added to the picture) will lead to a more positive consumer response than verbal and visual incongruency (authentic cues combined with no authentic cues).*

Figure 2
*Experimental model theoretical research*
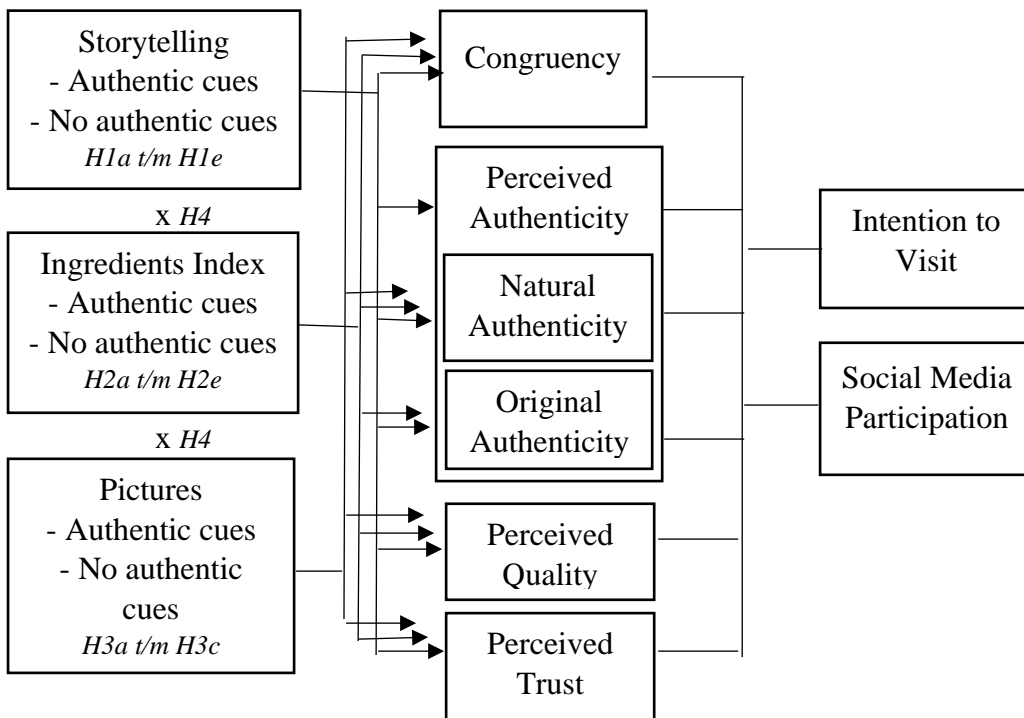
# 3. Research method

In this section the research methods for the research will be described. First of all the experimental design is illustrated. Secondly, the characteristics of respondents that participated, will be disclosed. Then the stimulus materials that are used for the research will be described, followed by the measurement instruments. Finally, the procedure for the research is described.

## 3.1 Experimental model

This study examined whether and how storytelling, an ingredients index and pictures in a social media advertisement influence the perceived authenticity and the social media participation of De Heerlijke Huiskamer. Therefore a 2x2x2 experimental between-subjects design was created.

## 3.2 Respondents

In total 258 respondents participated in this research, of which 122 male (47.3%) and 136 female (52.7%). The sample had a mean age of 35.06 (range = 18 − 76 years). Through social media, mail, WhatsApp and in real life, people from own environment were asked to participate in this study. In Table 1 and 3 below the other demographics of the respondents are displayed.

Table 1

*Demographics of the respondents*

| Condition | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | T |
|---|---|---|---|---|---|---|---|---|---|
| **Demographics** | N (%) | N (%) | N (%) | N (%) | N (%) | N (%) | N (%) | N (%) | N (%) |
| *Gender:* | | | | | | | | | |
| **Male** | 16 (50.0%) | 15 (48.4%) | 15 (46.9%) | 16 (48.5%) | 18 (52.9%) | 11 (35.5%) | 14 (43.8%) | 17 (51.5%) | 122 (47.3%) |
| **Female** | 16 (50.0%) | 16 (51.6%) | 17 (53.1%) | 17 (51.5%) | 16 (47.1%) | 20 (64.5%) | 18 (56.2%) | 16 (48.5%) | 136 (52.7%) |
| *Age:* | | | | | | | | | |
| **18 to 25 years** | 11 (34.4%) | 13 (41.9%) | 11 (34.4%) | 14 (42.4%) | 17 (50.0%) | 13 (41.9%) | 10 (31.3%) | 18 (54.5%) | 107 (41.5%) |
| **26 to 35 years** | 11 (34.4%) | 9 (29.0%) | 6 (19.2%) | 6 (18.2%) | 5 (14.7%) | 3 (9.7%) | 3 (9.4%) | 6 (18.2%) | 49 (19.0%) |
| **36 to 50 years** | 4 (12.5%) | 3 9.7%) | 7 (21.9%) | 8 (24.2%) | 9 (26.5%) | 9 (29.0%) | 7 (21.9%) | 4 (12.1%) | 51 (19.7%) |
| **51 to 65 years** | 5 (15.6%) | 4 (12.9%) | 7 (21.9%) | 4 (15.2%) | 3 (8.8%) | 4 (12.9%) | 12 (37.5%) | 5 (15.2%) | 44 (17.1%) |
| **65+ years** | 1 (3.1%) | 2 (6.5%) | 1 (3.2%) | 1 (3.0%) | 0 (.0%) | 2 (6.5%) | 0 (.0%) | 0 (.0%) | 7 (2.8%) |
| *Living in Twente* | | | | | | | | | |
| **Yes** | 19 (59.4%) | 22 (71.0%) | 14 (43.8%) | 21 (63.6%) | 20 (58.8%) | 21 (67.7%) | 19 (59.4%) | 18 (54.5%) | 154 (59.7%) |
| **No** | 13 (41.6%) | 9 (29.0%) | 18 56.2%) | 12 (38.2) | 14 (41.2%) | 10 (32.3%) | 13 (40.6%) | 15 (45.5%) | 104 (40.3%) |
| *Nationality:* | | | | | | | | | |
| **Dutch** | 32 (100.0%) | 31 (100.0%) | 31 (96.9%) | 33 (100.0%) | 32 (94.1%) | 30 (96.8%) | 31 (96.9%) | 31 (93.9%) | 251 (97.3%) |
| **German** | 0 (.0%) | 0 (.0%) | 1 (3.1%) | 0 (.0%) | 2 (5.9%) | 1 (3.2%) | 0 (.0%) | 1 (3.0%) | 5 (1.9%) |
| **Belgian** | 0 (.0%) | 0 (.0%) | 0 (.0%) | 0 (.0%) | 0 (.0%) | 0 (.0%) | 1 (3.1%) | 0 (.0%) | 1 (.4%) |
| **Indian** | 0 (.0%) | 0 (.0%) | 0 (.0%) | 0 (.0%) | 0 (.0%) | 0 (.0%) | 0 (.0%) | 1 (3.0%) | 1 (.4%) |
| *Education:* | | | | | | | | | |
| **VMBO** | 0 (.0%) | 0 (.0%) | 0 (.0%) | 1 (3.0%) | 1 (2.9%) | 2 (6.5%) | 1 (3.1%) | 1 (3.0%) | 6 (2.3%) |
| **HAVO** | 2 (6.3%) | 2 (6.5%) | 6 (18.8%) | 2 (6.1%) | 2 (5.9%) | 0 (.0%) | 5 (15.6%) | 1 (3.0%) | 20 (7.8%) |
| **VWO** | 5 (15.6%) | 3 (9.7%) | 1 (3.1%) | 5 (15.2%) | 5 (14.7%) | 6 (19.4%) | 0 (.0%) | 4 (12.1%) | 29 (11.2%) |
| **MBO** | 1 (3.1%) | 3 (9.7%) | 7 (21.9%) | 6 (18.2%) | 7 (20.6%) | 6 (19.4%) | 4 (12.5%) | 3 (9.1%) | 37 (14.3%) |
| **HBO** | 14 (43.8%) | 10 (32.3%) | 9 (28.1%) | 10 (30.3%) | 8 (23.5%) | 9 (29.0%) | 10 (31.3%) | 13 (39.4%) | 83 (32.2%) |
| **Academic Bachelor** | 4 (12.5%) | 9 (29.0%) | 6 (18.8%) | 4 (12.1%) | 6 (17.6%) | 2 (6.5%) | 8 (25.0%) | 6 (18.2%) | 45 (17.4%) |
| **Academic Master** | 6 (18.8%) | 4 (12.9%) | 3 (9.4%) | 5 (15.2%) | 5 (14.7%) | 6 (19.4%) | 4 (12.5%) | 5 (15.2%) | 38 ( 14.7%) |

Table 2

*Authentic cues per condition*

| Condition | Storytelling | Ingredients Index | Pictures |
|---|---|---|---|
| 1 | Yes | Yes | Yes |
| 2 | Yes | Yes | No |
| 3 | Yes | No | Yes |
| 4 | Yes | No | No |
| 5 | No | Yes | Yes |
| 6 | No | Yes | No |
| 7 | No | No | Yes |
| 8 | No | No | No |

Table 3

*Dining in restaurant frequencies*

| Condition | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | T |
|---|---|---|---|---|---|---|---|---|---|
| **Frequency** | N (%) | N (%) | N (%) | N (%) | N (%) | N (%) | N (%) | N (%) | N (%) |
| *Frequency of going out for dinner:* | | | | | | | | | |
| **Never** | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| | (.0%) | (.0%) | (.0%) | (.0%) | (.0%) | (3.2%) | (.0%) | (.0%) | (.4%) |
| **Rarely** | 1 | 4 | 1 | 3 | 0 | 3 | 2 | 3 | 17 |
| | (3.1%) | (12.9%) | (3.1%) | (9.1%) | (.0%) | (9.7%) | (6.3%) | (9.1%) | (6.6%) |
| **Once in half a year** | 6 | 7 | 13 | 5 | 10 | 7 | 6 | 4 | 58 |
| | (18.8%) | (22.6%) | (40.6%) | (15.2%) | (29.4%) | (22.6%) | (18.8%) | (12.1%) | (22.5%) |
| **Monthly** | 18 | 13 | 9 | 20 | 14 | 11 | 15 | 15 | 115 |
| | (56.3%) | (41.9%) | (28.1%) | (60.6%) | (41.2%) | (35.5%) | (46.9%) | (45.5%) | (44.6%) |
| **Two times a month** | 3 | 3 | 6 | 4 | 6 | 8 | 6 | 6 | 42 |
| | (9.4%) | (9.7%) | (18.8%) | (12.1%) | (17.6%) | (25.8%) | (18.8%) | (18.2%) | (16.3%) |
| **Weakly** | 4 | 4 | 3 | 1 | 4 | 1 | 3 | 5 | 25 |
| | (12.5%) | (12.9%) | (9.4%) | (3.0% | (11.8%) | (3.2%) | (9.4%) | (15.2%) | (9.7%) |
| *Average travel time to a restaurant:* | | | | | | | | | |
| **Less than 5 minutes** | 0 | 2 | 1 | 2 | 0 | 2 | 1 | 0 | 8 |
| | (.0%) | (6.5%) | (3.1%) | (6.1%) | (.0%) | (6.5%) | (3.1%) | (.0%) | (3.1%) |
| **5 to 10 minutes** | 5 | 2 | 2 | 2 | 3 | 1 | 7 | 4 | 26 |
| | (25.6%) | (6.5%) | (6.3%) | (6.1%) | (8.8%) | (3.2%) | (21.9%) | (12.1%) | (10.1%) |
| **10 to 15 minutes** | 9 | 10 | 11 | 12 | 14 | 12 | 10 | 11 | 89 |
| | (28.1%) | (32.3%) | (34.4%) | (36.4%) | (41.2%) | (38.7%) | (31.3%) | (33.3%) | (34.5%) |
| **15 to 20 minutes** | 7 | 9 | 7 | 12 | 11 | 9 | 6 | 10 | 71 |
| | (21.9%) | (29.0%) | (21.9%) | (36.4%) | (32.4%) | (29.0%) | (18.8%) | (30.3%) | (27.5%) |
| **20 to 30 minutes** | 6 | 6 | 9 | 3 | 5 | 5 | 5 | 7 | 46 |
| | (18.8%) | (19.4%) | (28.1%) | (9.1%) | (14.7%) | (16.1%) | (15.6%) | (21.2%) | (17.8%) |
| **30 to 45 minutes** | 4 | 2 | 0 | 2 | 0 | 1 | 2 | 0 | 11 |
| | (12.5%) | (6.5%) | (.0%) | (6.1%) | (.0%) | (3.2%) | (6.3%) | (.0%) | (4.3%) |
| **45 to 60 minutes** | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 4 |
| | (.0%) | (.0%) | (3.1%) | (.0%) | (2.9%) | (3.2%) | (3.1%) | (.0%) | (1.6%) |
| **More than 60 minutes** | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 3 |
| | (3.1%) | (.0%) | (3.1%) | (.0%) | (.0%) | (.0%) | (.0%) | (3.0%) | (1.2%) |
| *Maximum time of willingness to travel to a restaurant:* | | | | | | | | | |
| **Less than 5 minutes** | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| | (.0%) | (.0%) | (3.1%) | (.0%) | (.0%) | (.0%) | (.0%) | (.0%) | (.4%) |
| **5 to 10 minutes** | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 2 |
| | (.0%) | (.0%) | (3.1%) | (.0%) | (.0%) | (.0%) | (3.1%) | (.0%) | (.8%) |
| **10 to 15 minutes** | 1 | 2 | 3 | 2 | 1 | 0 | 1 | 2 | 12 |
| | (3.1%) | (6.5%) | (9.4%) | (6.1%) | (2.9%) | (.0%) | (3.1%) | (6.1%) | (4.7%) |
| **15 to 20 minutes** | 5 | 2 | 1 | 3 | 3 | 3 | 7 | 1 | 25 |
| | (25.6%) | (6.5%) | (3.1%) | (9.1% | (8.8%) | (9.7%) | (21.9%) | (3.0%) | (9.7%) |
| **20 to 30 minutes** | 11 | 17 | 10 | 17 | 13 | 11 | 13 | 14 | 106 |
| | (34.4%) | (54.8%) | (31.3% | (51.5%) | (38.2%) | (35.5%) | (40.6%) | (42.4%) | (41.1%) |
| **30 to 45 minutes** | 11 | 6 | 7 | 7 | 11 | 11 | 6 | 14 | 73 |
| | (34.4%) | (19.4% | (21.9%) | (21.2%) | (32.4%) | (35.5%) | (18.8%) | (42.4%) | (28.3%) |
| **45 to 60 minutes** | 3 | 2 | 5 | 3 | 2 | 4 | 4 | 2 | 25 |
| | (9.4%) | (6.5%) | (15.6%) | (9.1%) | (5.9%) | (12.9%) | (12.5%) | (6.1%) | (9.7%) |
| **More than 60 minutes** | 1 | 2 | 4 | 1 | 4 | 2 | 0 | 0 | 14 |
| | (3.1%) | (6.5%) | (12.5%) | (3.0%) | (11.8%) | (6.5%) | (.0%) | (.0%) | (5.4%) |

Table 4

*Authentic cues per condition*

| Condition | Storytelling | Ingredients Index | Pictures |
|---|---|---|---|
| 1 | Yes | Yes | Yes |
| 2 | Yes | Yes | No |
| 3 | Yes | No | Yes |
| 4 | Yes | No | No |
| 5 | No | Yes | Yes |
| 6 | No | Yes | No |
| 7 | No | No | Yes |
| 8 | No | No | No |

## 3.3 Stimulus materials

In order to ensure the effectiveness of storytelling, ingredients index and pictures on the perceived authenticity, a pretest was conducted. The results of this pretest can be found in Appendix 1. Based on this pretest eight different stimulus materials were created, varying in content of the story, ingredients index and pictures. Each of these variables has two ways of rendering, with authentic cues and without authentic cues. Around the variables a Facebook framework is placed. Therefore the created advertisement looks like a real ad of De Heerlijke Huiskamer and participants can imagine their selves in the case.

Two of the eight created stimulus materials are shown in Figure 3 and 4, below. In these figures all the variants (with authentic cues/ without authentic cues) could be seen. All the eight stimulus materials for this research could be found in Appendix 2.

Figure 3
*Condition 1, with all the authentic cues*

Figure 4
*Condition 8, without any authentic cues*



The advertisement begins with the story. It is a small piece of information about the company, the dishes served and the used products. Then the three pictures of the dishes could be seen. Each picture shows one dish of the menu. Starting with the appetizer, then the main course and finally the dessert. Finally the ingredients index could be seen. This index displays per dish what ingredients were used.

All pictures were taken in an as much as possible, similar way. The purpose of this is respondents getting as little as possible influenced by factors that differ in the pictures. The camera was situated on a tripod. Thence all the photos of the appetizers, main courses and desserts, but also the pictures with and without authentic cues, were taken from the same angle relative to the table. Also the light settings were equal in each picture. Even the attributes on the table were placed at about the same place. Only the dishes, the plates on

which the food is located and the matching cutlery differ. To make the validity of the research bigger, the stimulus material is shown multiple times during the research. Thus the relevant graphic remains in the minds of the respondents and blurs less quickly.

## 3.4 Measurement instruments

The questionnaire starts with a few demographical characteristics of the respondents (age, gender, education and place of residence). Then the willingness to spend time for traveling for going out for dinner is asked. After this, one of the stimulus materials is shown.

The respondents rated the statements about the dependent variables on a 7-point Likert scale (Komorita, 1963). The complete list of items that are used for the constructs can be found in table 9, appendix 3.

### 3.4.1 Dependent measures
**Perceived natural authenticity**

For natural authenticity a three-item scale was adapted from Bruhn, Schoenmüller, Schläfer and Heinrich (2012). For instance, one of these items is 'The brand does seem artificial'. These items are used in combination with four items of Lunardo and Guerinet (2007), which are also ranked on a 7-point Likert scale. An example of an item of this scale is 'You know how it is produced'. Coefficient Alpha reliability for this 7-item scale is .86.

**Perceived original authenticity**

The originality was measured on a 7-point semantic differential scale. Five items are composing this scale, common (1) – distinctive (7), predictable (1) – surprising (7), routine (1) – fresh (7), ordinary (1) – unique (7), common (1) – original (7) (Freling, Crosno & Henard, 2011; Dahl, Chattopadhyay & Gorn, 1999). Reliability analysis showed that the 5-item scale had a Cronbach's Alpha of .94.

**Perceived quality**

For quality, a combination of items from different studies was used. Three items were adapted from research of Sweeney and Soutar (2001), items like "I think X has good workmanship". From Villarejo-Ramos and Sanchez-Franco were four items used. Completing this construct with one item of Yoo, Donthu and Lee (2000), "The likelihood that the products of X are satisfying are very high". These items are all ranked on a 7-point Likert scale. Coefficient Alpha reliability for this 7-item scale is .89.

**Perceived trust**

Trust in de company was measured by asking the participants items about whether they think they can count on the company or not and if they rely on it. Four of these items were adapted from research of Delgado-Ballester and Luis Munuera-Alemán (2001). Two items were adapted from Lau and Lee (1999) and the other two items were adapted from Gurviez and Korchia (2003). This 8-item scale had a Cronbach's Alpha of .94.

**Perceived authenticity**

The authenticity of the advertisement itself is also measured directly by a 4-item scale. One question about the whole advertisement 'To what extent do you find the advertisement above is authentic?' and the other three about the manipulated parts of the advertisement. These 4 items together had a Cronbach's Alpha of .85.

**Congruency**

The extent to which the three independent variables are considered to be in line with each

other were measured with 3 items. For every variable was asked to the extent the respondent thinks that variable (storytelling, ingredients index and pictures) is appropriate to the advertisement. Cronbach's Alpha for this 3-item scale is .83.

**Social media participation**
The items of social media participation arose from all the possible actions on a Facebook ad. Thence, there was asked about 'likes', reactions, sharing intentions, and 'tagging'. This 4-item scale originated a Cronbach's Alpha reliability of .90.

**Intention to visit**
Finally the intention to visit of the respondents towards De Heerlijke Huiskamer was measured by a 4-item scale. They had to rank the items based on the introductory text 'After seeing this message…', followed by items like 'I would like to visit De Heerlijke Huiskamer'. In total, there was measured a Cronbach's Alpha of .94 on this 4-item scale.

## 3.5 Procedure
The research was conducted by means of an online questionnaire. Dutch respondents were recruited via various ways like Facebook, WhatsApp and mail. After a short introduction with the context of the research and the conditions, the respondents were randomly assigned to one of the eight conditions. Each of the respondents saw only the stimulus material of their condition. They were asked to take a look at the stimulus material and then asked to answer the questionnaire comprising the frequency scales and the dependent measures. The stimulus material was shown multiple time, above each set of questions. After finishing the questionnaire the respondents were thanked for their cooperation and dismissed.

# 4. Results

Data were analyzed using a 2 (authentic cues in the story yes/no) x 2 (authentic cues in the ingredients index yes/no) x 2 (authentic cues in pictures yes/no) between-subjects factor design. To test whether these three variables have an influence on the dependent variables 'perceived authenticity' and 'social media participation' an ANOVA analysis was conducted. The full results of the descriptive statistics and the ANOVA analyses could be found table 10 to 17 and table 18, appendix 4 and 5.

## 4.1 Perceived Natural Authenticity

For natural authenticity an ANOVA was conducted with 'perceived natural authenticity' as dependent variable and 'storytelling', 'ingredients index' and 'pictures' as independent variables. The main effect of storytelling was significant ($F_{(1, 250)} = 9.79$, $p < .01$), pointing out that the story with authentic cues ($M = 4.83$, $SD = .90$) was perceived as more natural than the story without authentic cues ($M = 4.46$, $SD = 1.08$). Also for ingredients index there was found a significant effect ($F_{(1,250)} = 24.48$, $p < .001$). The effect of the authentic cues added to the ingredients index ($M = 4.93$, $SD = .90$) on the perceived natural authenticity was higher than without authentic cues added to the ingredients index ($M = 4.35$, $SD = 1.04$). However, for authentic cues in the pictures was not found a significant effect ($F_{(1, 250)} = .99$, n.s.). There was found a significant interaction effect between storytelling and ingredients index ($F_{(1, 250)} = 9.28$, $p < .01$) (see red line). The advertisements without authentic cues added to the story and without authentic cues added to the ingredients index ($M = 3.99$, $SD = 1.09$) were perceived as less natural than the advertisements without authentic cues added to the story, but with authentic cues added to the ingredients index ($M = 4.93$, $SD = .86$); ($F_{(1, 254)} = 32.25$, $p < .001$). When authentic cues are added to the story, there is no significant difference whether there are authentic cues added to the ingredients index or not ($F_{(1, 254)} = 1.79$, n.s.). This result is not congruent. When there are no authentic cues added to both, the story and the ingredients index, the effect is negative.



23
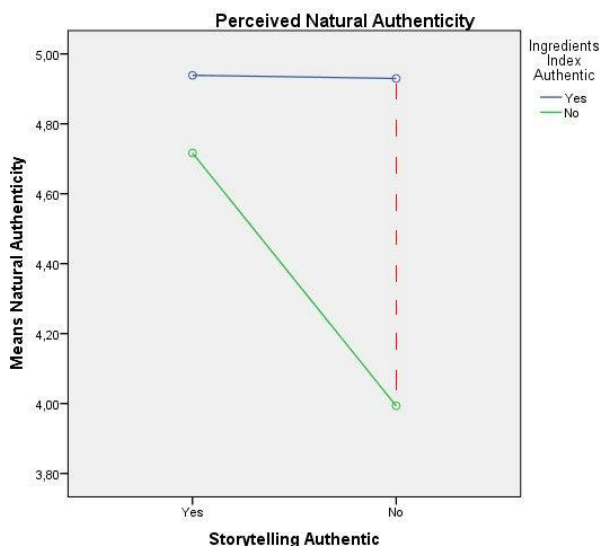
## 4.2 Perceived Original Authenticity

Surprisingly, no significant effects were found for original authenticity. The effect of storytelling ($F_{(1, 250)} = .02$, n.s.), ingredients index ($F_{(1, 250)} = 1.23$, n.s.) and pictures ($F_{(1, 250)} = 1.56$, n.s.) did not significantly influence the perceived original authenticity.

## 4.3 Perceived Quality

For quality there are not found any significant effects as well. The effect of storytelling ($F_{(1, 250)} = .96$, n.s.), ingredients index ($F_{(1, 250)} = .91$, n.s.) and pictures ($F_{(1, 250)} = .06$, n.s.) did not significantly influence the perceived quality.

## 4.4 Perceived Trust

Also for trust there were found no significant effects in this study. The effect of storytelling ($F_{(1, 250)} = .10$, n.s.), ingredients index ($F_{(1, 250)} = .444$, n.s.) and pictures ($F_{(1, 250)} = .57$, n.s.) did not significantly influence the respondents' trust. The interaction effect between storytelling and ingredients index is marginal significant ($F_{(1, 250)} = 3.60$, $p < .10$). This is an incongruent effect, because advertisements without authentic cues added to the story in combination with authentic cues added to the ingredients index ($M = 5.40$, $SD = .90$) were perceived as more trustworthy, than advertisements without authentic cues added to the story in combination with an ingredients index without authentic cues added ($M = 5.11$, $SD = .95$; ($F_{(1, 254)} = 3.36$, $p < .10$). For the advertisements with authentic cues added to the story in combination with an ingredients index there was not found a significant interaction effect ($F_{(1, 254)} = .77$, n.s.).
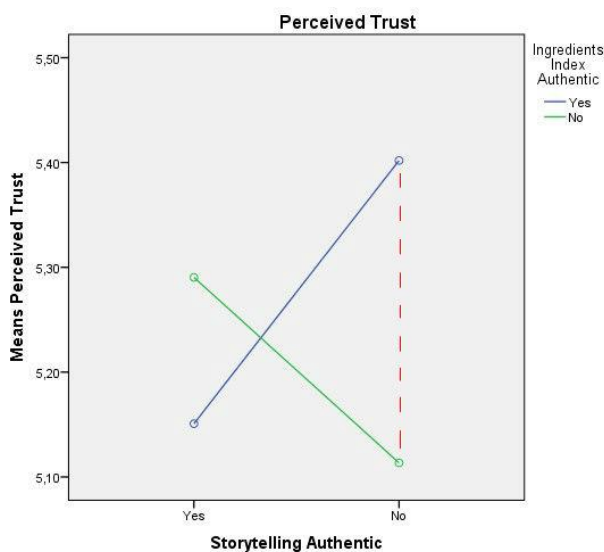


## 4.5 Perceived Authenticity

The results of perceived authenticity were not significant on the main effects: storytelling ($F_{(1, 250)} = .32$, n.s.), ingredients index ($F_{(1, 250)} = .56$, n.s.) and pictures ($F_{(1, 250)} = .19$, n.s.). However, there is found an interaction effect between storytelling and ingredients index ($F_{(1, 250)} = 8.88$, $p < .05$), indicating that storytelling without authentic cues in combination with no authentic cues added to the ingredients index ($M = 3.80$, $SD = 1.32$) is perceived as less authentic than storytelling without authentic cues in combination with authentic cues added to the ingredients index ($M = 4.37$, $SD = 1.22$; ($F_{(1, 254)} = 7.06$, $p < .01$). This indicates an incongruent effect. Again, there is found no significant effect on authentic cues added to the story in combination with an ingredients index ($F_{(1, 254)} = 2.48$, n.s.).

Perceived Authenticity
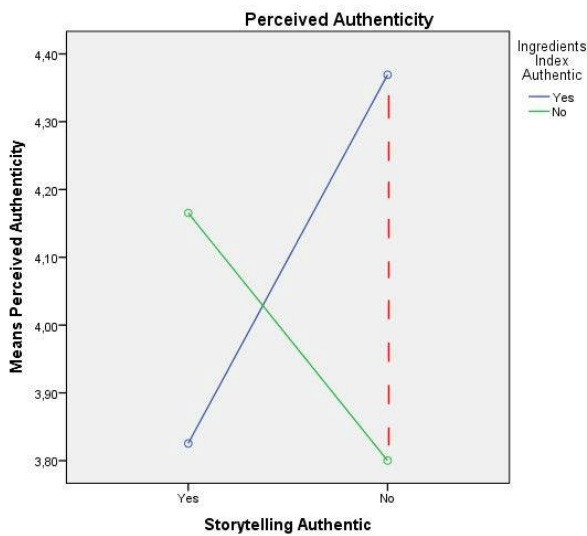
## 4.6 Congruency

No significant effect was found on one of the main effects. The effect of storytelling (F (1, 250) = .18, n.s.) and pictures (F (1, 250) = 2.46, n.s.) did not significantly influence the perceived congruency. For ingredients index there is found a marginal significant effect ingredients index (F (1, 250) = 2.78), p < .1). The advertisements with authentic cues added to the ingredients index (M = 4.66, SD = 1.26) were perceived as more congruent than advertisement without authentic cues added to the ingredients index (M = 4.40, SD = 1.30). The interaction effect of storytelling and ingredients index on perceived congruency is also marginal significant (F (1, 250) = 2.86, p <.10). No authentic cues added to the story in combination with an ingredients index with authentic cues is perceived as more congruent (M = 4.76, SD = 1.19) than a story without authentic cues in combination with an ingredients index without authentic cues (M = 4.23, SD = 1.42; (F(1, 254) = 5,63, p < .10). Also this is an incongruent effect. There is no significant effect for a story with authentic cues in relation to an ingredients index (F(1, 254) = .00,  n.s.)



Congruency
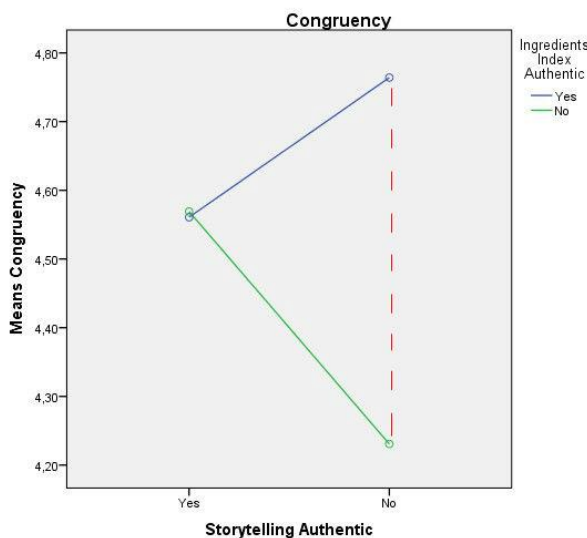
## 4.7 Social Media Participation

For social media participation a significant effect was found for ingredients index (F (1, 250) = 3.98, p < .05), indicating that an ingredients index with authentic cues (M = 2.65, SD, 1.40) causes for a more social media participation than an ingredients index without authentic cues (M = 2.33, SD = 1.22). For the other main effects, storytelling (F (1, 250) = .11, n.s.) and pictures (F (1, 250) = .55, n.s.), no significant effect was found.

## 4.8 Intention to visit

Finally, for intention to visit there is found a significant effect on ingredients index as well (F (1, 250) = 4.39, p < .05). When there are authentic cues added to the ingredients index (M = 4.42, SD = 1.36) in the advertisement, the respondents tend to have significantly more intention to visit De Heerlijke Huiskamer, than when there are no authentic cues added to the ingredients index (M = 4.07, SD = 1.38) in the advertisement. For storytelling (F (1, 250) = .10, n.s.) and pictures (F (1, 250) = 1.12, n.s.) no significant effect on the intention to visit of respondents towards De Heerlijke Huiskamer was found.

Some results confirm the hypotheses the predefined hypotheses. But, surprisingly, most results refute the hypotheses. The predefined hypotheses of this study are given in table 19.

Table 19
*Hypotheses overview*

| Hypothesis | | Confirmed |
|---|---|---|
| H1a | *A social media advertisement with authentic cues added to the story increases the perceived authenticity more than a social media advertisement without authentic cues added to the story.* | No |
| H1b | *A social media advertisement with authentic cues added to the story increases the perceived original authenticity more than a social media advertisement without authentic cues added to story.* | No |
| H1c | *A social media advertisement with authentic cues added to the story increases the perceived natural authenticity more than a social media advertisement without authentic cues added to the story.* | Yes |
| H1d | *A social media advertisement with authentic cues added to the story increases the perceived quality more than a social media advertisement without authentic cues added to the story.* | No |
| H1e | *A social media advertisement with authentic cues added to the story increases the feeling of trust more than a social media advertisement without authentic cues added to the story.* | No |
| H2a | *A social media advertisement with authentic cues added to the ingredients index increases the natural authenticity more than a social media advertisement without authentic cues added to the ingredients index.* | Yes |
| H2b | *A social media advertisement with authentic cues added to the ingredients index increases the original authenticity more than a social media advertisement without authentic cues added to the ingredients index.* | No |
| H2c | *A social media advertisement with authentic cues added to the ingredients index increases the feeling of trust more than a social media advertisement without authentic cues added to the ingredients index.* | No |
| H2d | *A social media advertisement with authentic cues added to the ingredients index increases the perception of quality more than a social media advertisement without authentic cues added to the ingredients index.* | No |

| | | |
|---|---|---|
| H2e | *A social media advertisement with authentic cues added to the ingredients index increases the social media participation more than a social media advertisement without authentic cues added to the ingredients index.* | Yes |
| H3a | *A social media advertisement with authentic cues added to the picture creates more trust than a social media advertisement without authentic cues added to the picture.* | No |
| H3b | *A social media advertisement with authentic cues added to the picture creates more the feeling of quality than a social media advertisement without authentic cues added to the picture.* | No |
| H3c | *A social media advertisement with authentic cues added to the picture creates more the feeling of natural authenticity than a social media advertisement without authentic cues added to the picture.* | No |
| H4 | *Verbal and visual congruency (a social media advertisement with authentic cues added to story combined with authentic cues added to the ingredients index and authentic cues added to the picture <u>or</u> a social media advertisement without authentic cues added to story combined with an no authentic cues added to the ingredients index and no authentic cues added to the picture) will lead to a more positive consumer response than verbal and visual incongruency (authentic cues combined with no authentic cues).* | No |

# 5. Discussion

This research was conducted to investigate to what extent authentic cues (in storytelling, ingredients index and pictures) in an online advertisement have an effect on the perceived authenticity and social media participation of De Heerlijke Huiskamer. In order to answer this question, a pretest and online questionnaire had taken place.

## 5.1 Main findings and explanation

### 5.1.1 Storytelling

Previous research had shown that storytelling can positively affect people's authentic dining experiences, as it suggests that stories that tie the experience, tell the history, provide information about that food or about the production method, will enhance the perceived authenticity (Engeset & Elvekrok, 2015; Hughes, 1995). Therefore it was expected that storytelling would have led to an increased positive attitude when authentic cues (like the history, origin and information about the foods) were added. As expected, the advertisement with authentic cues in the story was perceived as more naturally authentic than the advertisement without authentic cues in the story. The results also showed that no differences were found for storytelling on original authenticity and the general perceived authenticity.

According to Oude Ophuis and Van Trijp (1995) extrinsic quality cues (brand name, country of origin, production information) and credence quality cues (naturalness, exclusiveness) have a positive effect of people's perceived quality. It is therefore stated that a story with authentic cues would led to are higher perceived quality than a story without authentic cues. The results did not confirm this hypothesis. So, the authentic cues in the story did not have a proven effect on the perceived quality.

According to Jakobsson et all. (2007) personalization increases trust. That is why the authentic cues show more personal details of the company. Also there is given more information on the food and the production methods, which creates more feeling of trust by the consumer (Oude Ophuis & Van Trijp, 1995). But also on perceived trust, the authentic cues in the story did not have an effect. On congruency, there were found no effects of storytelling either. Which means, people did not think there was a difference between the story with or without authentic cues, which was better appropriate for the advertisement. Also on social media participation and intention to visit there were found no effects. Which means authentic cues in the story did not led to higher social media participation or more intention to visit.

### 5.1.2 Ingredients Index

The findings presented show that the ingredients index is an important aspect in achieving positive effects. The results show that there were effects of the ingredients index found on natural authenticity, perceived congruency, social media participation and intention to visit. There were no effects found of the ingredients index on original authenticity, perceived quality, perceived trust and perceived authenticity.

First of all the ingredients index plays a major role at perceiving natural authenticity. Which is in line with the research of Sukalakamala and Boyce (2007), who stated that and ingredients index with authentic cues like 'ingredients that refer to the origin', positively influences the perceived natural authenticity. So, there can be said that authentic cues added to an ingredient index have led to more perceived natural authenticity.

Since the authentic cues of Sukalakamala and Boyce (2007) could also be used for enhancing original authenticity, but then by emphasizing the uniqueness and the homemade

products, there was stated that authentic cues in an ingredients index would cause for a higher original authenticity. But surprisingly there were no effects founds of authentic cues in the ingredients index for original authenticity. Also the findings showed no effect of authentic cues in the general perceived authenticity.

Because the extrinsic quality cues and credence quality cues of Oude Ophuis and Van Trijp (1995) both can be mentioned in the ingredients index, there was stated that authentic cues in the ingredients index would positively influence the perceived quality. Words like 'Twents' and 'Bentelo's' as extrinsic quality cues and 'handmade' and 'artisan' as credence quality cues for De Heerlijke Huiskamer would led to a higher feeling of quality. But the findings did not show an effect of authentic cues in an ingredients index for the perceived quality.

Also for the perceived trust there was expected that authentic cues added to the ingredients index would led to a more positive result. Fernqvist and Ekelund (2014) state that consumers must rely on the description of the food. Consumers tend to have less trust in industrial productions methods, therefore the naturalness of the production is emphasized in the ingredients index. However, these authentic cues in the ingredients did not had an effect on the perceived trust. So the ingredients index with or without authentic cues did not led to a more perceived trust.

For congruency there is found a marginal significant effect of the ingredients index. An ingredients index with authentic cues relative to the advertisement was perceived as more congruent than an ingredients index without authentic cues. Therefore an advertisement with authentic cues in the ingredients index is seen as more congruent than an advertisement without authentic cues in the ingredient index.

Karpasitis and Kaniadakis (2015) discussed five key factors for influencing the online sharing behaviour. One of these factors is 'keep the message simple'. The simplest and shortest way to make the original message authentic, is by adding just a few words. Words like 'artisan', 'Twents' and 'from own garden' were added to the ingredients index, in order to enhance the sharing behaviour and thus the social media participation. In this way the original message changes the least and can be kept simple. The findings show that indeed the ingredients index with authentic cues resulted in a more positive effect than an ingredients index without authentic cues. Therefore an ingredients index with authentic cues caused for more social media participation than an ingredients index without authentic cues.

The ingredients index had also an effect on the intention to visit. It has been found that an ingredients index with authentic cues caused for a higher intention to visit than an ingredients index without authentic cues.

So, it thus has been found that there were found more significant effects on the ingredients index than on the storytelling. Which indicates that the participants thought the ingredients index is more important for achieving authenticity, in this context. This might be explained by a theory of Sakamoto and Allen (2011) on Japanese food. They state that nowadays Japanese food does not possesses a strict definition. Therefore it is hard to determine the authenticity the food. For ingredients it is easier to refer to the origin. So, the emphasis should rather be on the traditional ingredients than on the traditional cuisine. Perhaps, this might explain why there are more effects on the ingredients index than on the storytelling. In the story with authentic cues the focus is on the regional products. Which can cause confusion, because it does not have a strict definition. What can be expected from regional products? When looking

at the ingredients index with authentic cues, then immediately is clear which products are the regional and traditional products.

### 5.1.3 Pictures

Striking were the results of the pictures with and without the authentic cues. On none of the measured variables there was found an effect, in contrast to the literature found. A brand name is stated by Kapferer (2004) as an important sign for quality and trust. Therefore the name of the restaurant was added on a napkin in the picture. Besides a brand name also personalization creates trust. For that purpose, there was thought that more personal items added to the picture would led to more trust. Also nature is used as an authentic cue in the picture, by the robust table, adding flowers and a green candle holder. Landscapes, flora and fauna, accessibilities and the use of natural products are characteristics of natural authenticity (Backhous, 2003). But there were no effects found with all these cues as authentic cues. Also Spence and Piqueras-Fiszman (2014) suggest that the environment is a big part of the dining experience. Since this current research is about online advertising, instead of being in the actual environment, the environmental cues might be less important. The general reason of going out for dinner is the food. In the used pictures, the food of dish was the same in both variants.

### 5.1.4 Interaction effects

Also the interaction results were striking. All the interaction effects that were found were between storytelling and ingredients index. In advance, there was expected to have an effect on this. Since, Van Rompay Pruyn and Tieke (2009) stated that congruence between elements causes for easier processing and positively affects the consumer response, there was expected a congruent effect. The results show that all the interaction effects (on natural authenticity, perceived trust, perceived authenticity and congruency) were incongruent. When the advertisements had no authentic cues in the story and the ingredients index it was perceived as less positive than the advertisements with no authentic cues in the story but with authentic cues in the ingredients index.

Research of Van Rompay, De Vries and Van Venrooij (2010) claimed congruency between verbal and visual elements also positively influences the processing fluency. Therefore there was thought that authentic cues in all elements of the advertisement would led to a more positive effect then when there was incongruency between the elements. This has been refuted. There was not found an effect for this.

On half of the dependent variables at least one or more significant effects were found. Two dependent variables had a marginal significant effect and on two was found no effect at all (original authenticity and quality). According to Gilmore and Pine (2007) original authenticity refers to designs people have not seen before. It cannot be an imitation or copy. So the focus of original authenticity is on the design of the product, which in this study refers the most to the pictures where you see the product. Since, the 'product', the dish, is in both variants the same, it might explain why there is found no significant effect.

For the dependent variable quality, there is found no effect either. Oude Ophuis and Van Trijp (1995) describe food as an experience quality attribute, where based on the taste, freshness and convenience, the quality is determined. As this study is about online advertisements, the determination process depends more on appearance and other aspects of the product. These are intrinsic quality cues, but again these quality cues are about the food,

which is equal in both pictures. This in contrast to natural authenticity, which depends less on the looks of the food, and more on the environmental cues. Also, storytelling and the ingredients index play a bigger role at this dependent variable. In both of these variables the origin and the natural state of the food are emphasized in the authentic conditions. This might be the reason why natural authenticity has the most significant effects.

## 5.2 Limitations

In retrospect, there are some aspects that could have limited this research. First of all, the food preferences of the respondents are not taken into account. These preferences could influence the answers given in the research.

Another important factor is the familiarity with the company. There might be a difference between the answers given by respondents that know the company or even already visited the company and respondents who are not familiar with the company.

On the original authenticity and quality are no significant effects found. This may be caused by the multiple questions about 'the products' of De Heerlijke Huiskamer, while the products, the food of the dishes, remains the same at each picture and in each condition. So it might be possible that the respondents answered the questions based on the exact same product.

The likeability of the pictures could have influenced the opinions of the respondents. Some respondents might prefer pictures from a closer distance, so the food could be seen better.

## 5.3 Future research

Because of the limitations a few factors remain unresolved. Future research might elucidate these issues. There is not found a significant effect of the pictures on the dependent variables. Future research might focus more on visual authentic cues instead of a combination with textual cues.

Besides, a little more background information of the respondents could result in less influenced answers by environmental aspects that are not relevant for this study. Background information like the food preferences and the familiarity. Also, the likeability of a picture can be taken into account. Some respondents could prefer pictures taken in another way. Therefore future research could be done on how to have include or exclude authentic cues, without changing the likeability of the picture.

## 5.4 Practical implications

Advertising through social media is being done more and more. So when it comes to the advertising of other restaurants these findings might be interesting. It provides them insight in which aspects of a menu increases the perceived authenticity and social media participation, and which aspects not. For restaurant owners it is advisable to focus on the simplicity of the message. Displaying unique features of the dishes, for instance the origin or the production method therefore can be done best in the ingredients index. By adding a few words, describing the unique features, the message can be kept simple and uncluttered. Also the story about the company or the dishes, should be kept as simple as possible. In this case, preferably without authentic cues, as it leads to negative consumers attitudes. For displaying more authenticity through pictures it is advisable to show more of the origin of the products, instead of adding authentic cues to the pictures of the dishes. Consumers tend to focus more on the actual dish than on the environment, when it comes to online advertisements of food. Showing the origin of the food can be done for example by showing the garden were the

ingredients come from. Because of this the origin is clearer and consumers get a better image of it.

## 6. Conclusion and recommendations

De Heerlijke Huiskamer would like to reflect their authenticity in their social media advertising.

Currently, not many authentic cues are used in their ads. Research has shown that using authentic cues in the ingredients index can already result in significant differences, compared to the current, ingredients index. Adding these authentic cues to the ingredients index is the best way to keep the message simple, but still display the authenticity in a clear way.

 Authentic cues in the ingredients index cause for more natural authenticity, a higher social media participation and a higher intention to visit De Heerlijke Huiskamer.

Authentic cues in a story do have an effect on the perceived natural authenticity. However, it has been found that authentic cues in a story and in the ingredients index does not match. The advertisement had the most positive effect when there are no authentic cues in the story, but when the ingredients index does have authentic cues. The images used in the ads of the research do not make a significant difference for the perceived authenticity of the social media participation. Therefore these can be continued in the current manner of De Heerlijke Huiskamer.

The advice is to focus more on the authenticity of the ingredients index. Herewith, the storytelling section can be kept relatively less authentic. This will result in a more authentic look of the advertisements of De Heerlijke Huiskamer and an increasing social media participation.

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# Appendix

## Appendix 1:

## Pretest

In order to measure the effectiveness of the authentic cues of the stimulus materials, a pretest was conducted. This pretest is taken by means of a combination of an interview and a questionnaire. In total 15 participants have evaluated the stimulus materials (7 men, 8 women, mean age 25.8 years). The stimulus materials for this pretest contained five figures (see, fig. 3). Each of these variants had multiple statements that the respondent had to rank on a 7-point Likert scale. These were statements like 'To what extent do you think this text is authentic?' and 'To what extent do you think the ingredients index is appropriate to the pictures?'. After filling this part in, the respondents had to choose which of the text, ingredients index and pictures they thought was the most authentic and explain why they thought so. Also feedback on how to create more authenticity was given.

Figure 3

Condition 1

Condition 8

**Condition 2**



De Heerlijke Huiskamer is een nieuwe en landelijke horecagelegenheid in Bentelo. U kunt bij ons terecht voor diverse gerechten en menu's, van High Tea's, tot lunch en diner. Alle gerechten worden bereid met verse streekproducten, veelal uit eigen tuin.
Kom genieten van de rust en de ruimte, de streekproducten en de Twentse gastvrijheid!

**Maandmenu mei**

**Voorgerecht:**
Runderpastrami
Komkommer uit eigen tuin | Dille | Merenque | Ambachtelijke Sorbet

**Hoofdgerecht**
Duo van Twents lam
Snijboon | Lente-ui | Gerookte knoflook

**Nagerecht:**
Asperge
Roodfruit | Munt uit eigen tuin| Honing | Limoncello

**Condition 3**



De Heerlijke Huiskamer is een nieuwe en landelijke horecagelegenheid in Bentelo. U kunt bij ons terecht voor diverse gerechten en menu's, van High Tea's, tot lunch en diner. Alle gerechten worden bereid met verse streekproducten, veelal uit eigen tuin.
Kom genieten van de rust en de ruimte, de streekproducten en de Twentse gastvrijheid!

**Maandmenu mei**

**Voorgerecht:**
Runderpastrami
Komkommer | Dille | Merenque | Sorbet

**Hoofdgerecht**
Duo van lam
Snijboon | Lente-ui | Gerookte knoflook

**Nagerecht:**
Asperge
Roodfruit | Munt | Honing | Limoncello

**Condition 5**



De Heerlijke Huiskamer is een horecagelegenheid in Bentelo. U kunt bij ons terecht voor diverse gerechten en menu's, van High Tea's, tot lunch en diner. Kom bij ons langs en geniet van wat wij u allemaal te bieden hebben!

**Maandmenu mei**

**Voorgerecht:**
Runderpastrami
Komkommer uit eigen tuin | Dille | Merenque | Ambachtelijke Sorbet

**Hoofdgerecht**
Duo van Twents lam
Snijboon | Lente-ui | Gerookte knoflook

**Nagerecht:**
Asperge
Roodfruit | Munt uit eigen tuin| Honing | Limoncello

**Perceived authenticity**

For all the six variations, 'text', 'ingredients index' and 'pictures' the authenticity is measured. Descriptive statistics show a higher mean score for Text 1 ($M_{text1}$ = 5.33) than for Text 2 ($M_{text2}$ = 4.27). An ANOVA analysis shows that this result is significant ($F$ (1, 14) = 12.62, $p$ < .05). The mean of ingredients index 1 (M = 5.40) is perceived as more authentic than ingredients index 2 (M = 3.93). Also this result is significant ($F$ (1, 14) = 25.47, $p$ < .05). For the pictures the means are closer to each other, with the mean of pictures 1 (M = 4.67) a little higher than pictures 2 (M = 4.00). The ANOVA analysis shows that these results were not significant ($F$ (1, 14) = .19, n.s).

This result contradicts the interview result were participants had to choose the most authentic picture. Hereby a large majority (86.67%, 13/15) choose for the pictures 1 as most authentic. Most of the respondents who firstly chose for pictures 2, but in the interview for pictures 1, explained their choice by saying that they preferred pictures 2 and thought these were better-looking. Pictures 2 were clearer, there is less distraction from the food and the actual food could be better viewed. But when it comes to authenticity pictures 1 were more

authentic. The atmosphere was better to observe, the glass and candle were found as nice, and the brand name on the napkin added a lot of value to the authenticity. According to participants, this is a cue which shows the picture is actually taken at the place claimed. "Pictures 2, could be taken anywhere".

Table 5
*Perceived authenticity per manipulation*

| | Perceived Authenticity | | | | | |
|---|---|---|---|---|---|---|
| | Text 1 | Text 2 | Ingredients Index 1 | Ingredients Index 2 | Pictures 1 | Pictures 2 |
| **N** | 15 | 15 | 15 | 15 | 15 | 15 |
| **Mean** | 5.33 | 4.27 | 5.40 | 3.93 | 4.67 | 4.40 |
| **Std. Deviation** | 1.113 | 1.223 | 1.454 | 1.335 | 1.799 | 1.595 |
| **Minimum** | 2 | 3 | 2 | 2 | 2 | 1 |
| **Maximum** | 7 | 7 | 7 | 7 | 7 | 7 |

Table 6

| **Test of Between-Subjects effect** | **F- value** | **Significance** |
|---|---|---|
| **Text** | 12.620 | .003 |
| **Ingredients index** | 25.474 | .000 |
| **Pictures** | .189 | .670 |

Table 7
*Variant chosen as most authentic*

| | Number of times chosen as most authentic | | | | | |
|---|---|---|---|---|---|---|
| | Text 1 | Text 2 | Ingredients Index 1 | Ingredients Index 2 | Pictures 1 | Pictures 2 |
| **N** | 15 | 0 | 15 | 0 | 13 | 2 |

**Congruity between variables**
The congruity between variables is also measured through statements with a 7-point Likert scale. Table 6 displays that all the authentic variables are the most congruent to other authentic variables, except from the authentic text in comparison with the pictures. Striking is that the degree of congruity is lower with the text with authentic cues in combination to the pictures with authentic cues (M = 4.60) than with the authentic cues in text in combination to the pictures without authentic cues (M = 4.87).

Table 8
*Mean congruity between variables*

| | | Authentic cues | | | No authentic cues | | |
|---|---|---|---|---|---|---|---|
| | | Text 1 | Ingredients Index 1 | Pictures 1 | Text 2 | Ingredients Index 2 | Pictures 2 |
| **Authentic cues** | Text 1 | x | 5.27 | 4.60 | x | 4.40 | 4.87 |
| | Ingredients Index 1 | 5.27 | x | 5.40 | 4.33 | x | 4.87 |
| | Pictures 1 | 4.60 | 5.40 | x | 4.47 | 4.80 | x |
| **No authentic cues** | Text 2 | x | 4.33 | 4.47 | x | 4.47 | 4.47 |
| | Ingredients Index 2 | 4.40 | x | 4.80 | 4.47 | x | 5.07 |
| | Pictures 2 | 4.87 | 4.87 | x | 4.47 | 5.07 | x |

Based on the findings of this pretest, the stimulus materials for the main study were created. Because of the significant effect of 'text' and ingredients index on the perceived authenticity, these factors remain the same for the main study. For the variable 'pictures' there was found no significant effect. However, respondents have indicated that they prefer the pictures without authentic cues over the pictures with authentic cues. The pictures without authentic cues were found as prettier and clearer. Though, when it comes to only the perceived authenticity they would choose for the authentic cues added pictures. To reduce this preference effect, the pictures for the main study will be made from the same distance. Only the authentic cues will be added or removed. The stimulus materials used for the main study can be found in appendix 2.

**Appendix 2:**
**Stimulus materials**

Condition 1:
*Storytelling authentic cues: yes / Ingredients Index authentic cues: yes / Pictures authentic cues: yes*

Condition 2:
*Storytelling authentic cues: yes / Ingredients Index authentic cues: yes / Pictures authentic cues: no*



De Heerlijke Huiskamer
2 juni om 11:06 · 🌐

De Heerlijke Huiskamer is een nieuwe en landelijke horecagelegenheid in Bentelo. U kunt bij ons terecht voor diverse gerechten en menu's, van High Tea's, tot lunch en diner. Alle gerechten worden bereid met verse streekproducten, veelal uit eigen tuin. Kom genieten van de rust en de ruimte, de streekproducten en de Twentse gastvrijheid!

**Maandmenu juni**

**Voorgerecht:**
Runderpastrami
Komkommer uit eigen tuin | Dille | Merenque | Ambachtelijke Sorbet

**Hoofdgerecht**
Duo van Twents lam
Snijboon | Lente-ui | Gerookte knoflook

**Nagerecht:**
Asperge
Roodfruit | Munt uit eigen tuin| Honing | Limoncello

👍 Leuk    💬 Opmerking plaatsen    ➤ Delen

👍❤ 26                                     Chronologisch ▾

Schrijf een reactie...        ☺ ◎ GIF 🏷

Condition 3:
*Storytelling authentic cues: yes / Ingredients Index authentic cues: no / Pictures authentic cues: yes*



De Heerlijke Huiskamer
2 juni om 11:06 · ⊖

De Heerlijke Huiskamer is een nieuwe en landelijke horecagelegenheid in Bentelo. U kunt bij ons terecht voor diverse gerechten en menu's, van High Tea's, tot lunch en diner. Alle gerechten worden bereid met verse streekproducten, veelal uit eigen tuin. Kom genieten van de rust en de ruimte, de streekproducten en de Twentse gastvrijheid!

**Maandmenu juni**

**Voorgerecht:**
Runderpastrami
Komkommer | Dille | Merenque | Sorbet

**Hoofdgerecht**
Duo van lam
Snijboon | Lente-ui | Gerookte knoflook

**Nagerecht:**
Asperge
Roodfruit | Munt | Honing | Limoncello

👍 Leuk        💬 Opmerking plaatsen        ➤ Delen

👍❤ 26                                    Chronologisch ▾

Schrijf een reactie...

Condition 4:
*Storytelling authentic cues: yes / Ingredients Index authentic cues: no / Pictures authentic cues: no*



De Heerlijke Huiskamer
2 juni om 11:06 · 🌐

De Heerlijke Huiskamer is een nieuwe en landelijke horecagelegenheid in Bentelo. U kunt bij ons terecht voor diverse gerechten en menu's, van High Tea's, tot lunch en diner. Alle gerechten worden bereid met verse streekproducten, veelal uit eigen tuin. Kom genieten van de rust en de ruimte, de streekproducten en de Twentse gastvrijheid!

**Maandmenu juni**

**Voorgerecht:**
Runderpastrami
Komkommer | Dille | Merenque | Sorbet

**Hoofdgerecht**
Duo van lam
Snijboon | Lente-ui | Gerookte knoflook

**Nagerecht:**
Asperge
Roodfruit | Munt | Honing | Limoncello

👍 Leuk        💬 Opmerking plaatsen        ➤ Delen

👍❤ 26                                Chronologisch ▾

Schrijf een reactie...

Condition 5:
*Storytelling authentic cues: no / Ingredients Index authentic cues: yes / Pictures authentic cues: yes*



De Heerlijke Huiskamer
2 juni om 11:06 · 🌐

De Heerlijke Huiskamer is een horecagelegenheid in Bentelo. U kunt bij ons terecht voor diverse gerechten en menu's, van High Tea's, tot lunch en diner. Kom bij ons langs en geniet van wat wij u allemaal te bieden hebben!

**Maandmenu juni**

**Voorgerecht:**
Runderpastrami
Komkommer uit eigen tuin | Dille | Merenque | Ambachtelijke Sorbet

**Hoofdgerecht**
Duo van Twents lam
Snijboon | Lente-ui | Gerookte knoflook

**Nagerecht:**
Asperge
Roodfruit | Munt uit eigen tuin| Honing | Limoncello

👍 Leuk       💬 Opmerking plaatsen       ➤ Delen

👍❤ 26                                         Chronologisch ▾

Schrijf een reactie...                    ☺  📷  GIF  🙂

Condition 6:
*Storytelling authentic cues: no / Ingredients Index authentic cues: yes / Pictures authentic cues: no*



De Heerlijke Huiskamer
2 juni om 11:06 · ⊕

De Heerlijke Huiskamer is een horecagelegenheid in Bentelo. U kunt bij ons terecht voor diverse gerechten en menu's, van High Tea's, tot lunch en diner. Kom bij ons langs en geniet van wat wij u allemaal te bieden hebben!

**Maandmenu juni**

**Voorgerecht:**
Runderpastrami
Komkommer uit eigen tuin | Dille |
Merenque | Ambachtelijke Sorbet

**Hoofdgerecht**
Duo van Twents lam
Snijboon | Lente-ui | Gerookte knoflook

**Nagerecht:**
Asperge
Roodfruit | Munt uit eigen tuin| Honing |
Limoncello

👍 Leuk          💬 Opmerking plaatsen          ➤ Delen

👍❤ 26                                    Chronologisch ▾

Schrijf een reactie...

Condition 7:
*Storytelling authentic cues: no / Ingredients Index authentic cues: no / Pictures authentic cues: yes*



De Heerlijke Huiskamer
2 juni om 11:06 · 🌐

De Heerlijke Huiskamer is een horecagelegenheid in Bentelo. U kunt bij ons terecht voor diverse gerechten en menu's, van High Tea's, tot lunch en diner. Kom bij ons langs en geniet van wat wij u allemaal te bieden hebben!

**Maandmenu juni**

**Voorgerecht:**
Runderpastrami
Komkommer | Dille | Merenque | Sorbet

**Hoofdgerecht**
Duo van lam
Snijboon | Lente-ui | Gerookte knoflook

**Nagerecht:**
Asperge
Roodfruit | Munt | Honing | Limoncello

👍 Leuk　　💬 Opmerking plaatsen　　➤ Delen

👍❤ 26　　　　　　　　　　　　　　Chronologisch ▾

Schrijf een reactie...

Condition 8:
*Storytelling authentic cues: no / Ingredients Index authentic cues: no / Pictures authentic cues: no*

Condition 8:
*Storytelling authentic cues: no / Ingredients Index authentic cues: no / Pictures authentic cues: no*

**Appendix 3**

Table 9
*Items per construct*

| Construct | Item | | Cronbach's Alpha |
|---|---|---|---|
| *Natural Authenticity* | | | |
| | **NA1** | It is natural | |
| | **NA2** | It is made of natural products | |
| | **NA3** | I know how it is prepared | |
| | **NA4** | I know where it comes from | .86 |
| | **NA5** | De Heerlijke Huiskamer looks natural | |
| | **NA6** | De Heerlijke Huiskamer makes a sincere impression | |
| | **NA7** | De Heerlijke Huiskamer gives the impression to be natural | |
| *Original Authenticity* | | | |
| | **OA1** | Not distinctive – Distinctive | |
| | **OA2** | Predictable - Surprising | |
| | **OA3** | Ordinary – Unique | .94 |
| | **OA4** | Common – Original | |
| | **OA5** | Routine - Fresh | |
| *Perceived Quality* | | | |
| | **Q1** | I think the products of De Heerlijke Huiskamer are well prepared | |
| | **Q2** | I think De Heerlijke Huiskamer always performs on the same level | |
| | **Q3** | I think the products of De Heerlijke Huiskamer are of high quality | |
| | **Q4** | I think De Heerlijke Huiskamer is trustworthy | .89 |
| | **Q5** | I think De Heerlijke Huiskamer has good craftmanship | |
| | **Q6** | The products of De Heerlijke Huiskamer seem of good quality | |
| | **Q7** | I think the products of De Heerlijke Huiskamer give me gratification | |
| *Perceived Trust* | | | |
| | **T1** | I have confidence in De Heerlijke Huiskamer | |
| | **T2** | I think De Heerlijke Huiskamer causes for satisfaction | |
| | **T3** | I think De Heerlijke Huiskamer | |
| | **T4** | I think De Heerlijke Huiskamer would make any effort to satisfy me | .94 |
| | **T5** | I think I can trust De Heerlijke Huiskamer | |
| | **T6** | I trust De Heerlijke Huiskamer | |
| | **T7** | I think I can trust the quality of the products | |

|  | **T8** | I think De Heerlijke Huiskamer is honest about it's products |  |
| --- | --- | --- | --- |

| *Perceived Authenticity* | | | |
| --- | --- | --- | --- |
|  | **PA1** | To what extent do you think the advertisement is authentic? |  |
|  | **PA2** | To what extent do you think the text above the pictures is authentic | .85 |
|  | **PA3** | To what extent do you think the ingredients index is authentic? |  |
|  | **PA4** | To what extent do you think the pictures are authentic? |  |

| *Congruency* | | | |
| --- | --- | --- | --- |
|  | **A1** | To what extent do you find the text above the photos appropriate to the ad? |  |
|  | **A2** | To what extent do you find the ingredient index appropriate to the ad? | .83 |
|  | **A3** | To what extent do you find the pictures appropriate to the ad? |  |

| *Social Media Participation* | | | |
| --- | --- | --- | --- |
|  | **SMP1** | I would 'like' this post on Facebook |  |
|  | **SMP2** | I would react on this post | .90 |
|  | **SMP3** | I would share this post on my timeline |  |
|  | **SMP4** | I would 'tag' someone in this post |  |

| *Intention to visit* | | | |
| --- | --- | --- | --- |
|  | **I1** | I am positive about De Heerlijke Huiskamer |  |
|  | **I2** | I am interested in De Heerlijke Huiskamer | .94 |
|  | **I3** | I would like to visit De Heerlijke Huiskamer |  |
|  | **I4** | I am interested in the menus of the month of De Heerlijke Huiskamer |  |

## Appendix 4

Table 10

*Descriptive statistics Perceived Natural Authenticity*

| Storytelling Authentic | Authentic Ingredient Index | Authentic cues in picture | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| | Yes | Yes | 4.85 | .920 | 32 |
| | | No | 5.03 | .980 | 31 |
| **Yes** | | Total | 4.94 | .946 | 63 |
| | No | Yes | 4.73 | .913 | 32 |
| | | No | 4.70 | .789 | 33 |
| | | Total | 4.72 | .846 | 65 |
| | Total | Yes | 4.79 | .912 | 64 |
| | | No | 4.86 | .895 | 64 |
| | | Total | 4.83 | .900 | 128 |
| | Yes | Yes | 4.92 | .839 | 34 |
| | | No | 4.94 | .887 | 31 |
| **No** | | Total | 4.93 | .855 | 65 |
| | No | Yes | 3.84 | 1.028 | 32 |
| | | No | 4.14 | 1.146 | 33 |
| | | Total | 3.99 | 1.091 | 65 |
| | Total | Yes | 4.40 | 1.074 | 66 |
| | | No | 4.52 | 1.098 | 64 |
| | | Total | 4.46 | 1.084 | 130 |
| | Yes | Yes | 4.89 | .873 | 66 |
| **Total** | | No | 4.99 | .928 | 62 |
| | | Total | 4.93 | .898 | 128 |
| | No | Yes | 4.29 | 1.063 | 64 |
| | | No | 4.42 | 1.017 | 66 |
| | | Total | 4.35 | 1.038 | 130 |
| | Total | Yes | 4.59 | 1.013 | 130 |
| | | No | 4.69 | 1.011 | 128 |
| | | Total | 4.64 | 1.012 | 258 |

Table 11

*Descriptive statistics Perceived Original Authenticity*

| Storytelling Authentic | Authentic Ingredient Index | Authentic cues in picture | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| **Yes** | Yes | Yes | 4.71 | .889 | 32 |
| | | No | 4.59 | 1.479 | 31 |
| | | Total | 4.65 | 1.207 | 63 |
| | No | Yes | 4.28 | 1.277 | 32 |
| | | No | 4.36 | .986 | 33 |
| | | Total | 4.32 | 1.207 | 65 |
| | Total | Yes | 4.49 | 1.113 | 65 |
| | | No | 4.47 | 1.244 | 65 |
| | | Total | 4.48 | 1.176 | 128 |
| **No** | Yes | Yes | 4.22 | 1.396 | 34 |
| | | No | 4.81 | 1.568 | 31 |
| | | Total | 4.50 | 1.498 | 65 |
| | No | Yes | 4.37 | 1.190 | 32 |
| | | No | 4.62 | 1.298 | 33 |
| | | Total | 4.50 | 1.243 | 65 |
| | Total | Yes | 4.29 | 1.293 | 66 |
| | | No | 4.71 | 1.427 | 64 |
| | | Total | 4.50 | 1.371 | 130 |
| **Total** | Yes | Yes | 4.46 | 1.195 | 66 |
| | | No | 4.70 | 1.515 | 62 |
| | | Total | 4.57 | 1.360 | 128 |
| | No | Yes | 4.32 | 1.225 | 64 |
| | | No | 4.49 | 1.151 | 66 |
| | | Total | 4.41 | 1.187 | 130 |
| | Total | Yes | 4.39 | 1.207 | 130 |
| | | No | 4.59 | 1.339 | 128 |
| | | Total | 4.49 | 1.276 | 258 |

Table 12

*Descriptive statistics Perceived Quality*

| Storytelling Authentic | Authentic Ingredient Index | Authentic cues in picture | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| **Yes** | Yes | Yes | 5.23 | .900 | 32 |
| | | No | 5.04 | .970 | 31 |
| | | Total | 5.14 | .933 | 63 |
| | No | Yes | 5.09 | .731 | 32 |
| | | No | 5.28 | .674 | 33 |
| | | Total | 5.19 | .704 | 65 |
| | Total | Yes | 5.16 | .817 | 64 |
| | | No | 5.16 | .833 | 64 |
| | | Total | 5.16 | .822 | 128 |
| **No** | Yes | Yes | 5.43 | .788 | 34 |
| | | No | 5.34 | .904 | 31 |
| | | Total | 5.39 | .840 | 65 |
| | No | Yes | 5.04 | .877 | 32 |
| | | No | 4.97 | .755 | 33 |
| | | Total | 5.14 | .817 | 65 |
| | Total | Yes | 5.24 | .849 | 66 |
| | | No | 5.29 | .826 | 64 |
| | | Total | 5.26 | .834 | 130 |
| **Total** | Yes | Yes | 5.33 | .844 | 66 |
| | | No | 5.19 | .942 | 62 |
| | | Total | 5.26 | .892 | 128 |
| | No | Yes | 5.06 | .801 | 64 |
| | | No | 5.26 | .711 | 66 |
| | | Total | 5.16 | .760 | 130 |
| | Total | Yes | 5.20 | .831 | 130 |
| | | No | 5.22 | .828 | 128 |
| | | Total | 5.21 | .828 | 258 |

Table 13
*Descriptive statistics Perceived Trust*

| Storytelling Authentic | Authentic Ingredient Index | Authentic cues in picture | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| **Yes** | Yes | Yes | 5.18 | 1.088 | 32 |
| | | No | 5.12 | .954 | 31 |
| | | Total | 5.15 | 1.017 | 63 |
| | No | Yes | 5.14 | .694 | 32 |
| | | No | 5.44 | .675 | 33 |
| | | Total | 5.29 | .695 | 65 |
| | Total | Yes | 5.16 | .906 | 64 |
| | | No | 5.07 | .831 | 64 |
| | | Total | 5.22 | .868 | 128 |
| **No** | Yes | Yes | 5.47 | .793 | 34 |
| | | No | 5.32 | 1.007 | 31 |
| | | Total | 5.40 | .897 | 65 |
| | No | Yes | 4.98 | 1.094 | 32 |
| | | No | 5.24 | .788 | 33 |
| | | Total | 5.11 | .953 | 65 |
| | Total | Yes | 5.23 | .976 | 66 |
| | | No | 5.28 | .894 | 64 |
| | | Total | 5.26 | .933 | 130 |
| **Total** | Yes | Yes | 5.33 | .952 | 66 |
| | | No | 5.22 | .978 | 62 |
| | | Total | 5.28 | .962 | 128 |
| | No | Yes | 5.06 | .912 | 64 |
| | | No | 5.34 | .735 | 66 |
| | | Total | 5.20 | .835 | 130 |
| | Total | Yes | 5.20 | .939 | 130 |
| | | No | 5.28 | .860 | 128 |
| | | Total | 5.24 | .900 | 258 |

Table 14

*Descriptive statistics Perceived Authenticity*

| Storytelling Authentic | Authentic Ingredient Index | Authentic cues in picture | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| **Yes** | Yes | Yes | 3.92 | 1.274 | 32 |
| | | No | 3.73 | 1.266 | 31 |
| | | Total | 3.83 | 1.263 | 63 |
| | No | Yes | 4.04 | 1.024 | 32 |
| | | No | 4.29 | 1.115 | 33 |
| | | Total | 4.17 | 1.070 | 65 |
| | Total | Yes | 3.98 | 1.148 | 64 |
| | | No | 4.02 | 1.214 | 64 |
| | | Total | 4.00 | 1.177 | 128 |
| **No** | Yes | Yes | 4.48 | 1.236 | 34 |
| | | No | 4.25 | 1.209 | 31 |
| | | Total | 4.37 | 1.219 | 65 |
| | No | Yes | 3.58 | 1.235 | 32 |
| | | No | 4.02 | 1.379 | 33 |
| | | Total | 3.80 | 1.319 | 65 |
| | Total | Yes | 4.04 | 1.307 | 66 |
| | | No | 4.13 | 1.295 | 64 |
| | | Total | 4.08 | 1.297 | 130 |
| **Total** | Yes | Yes | 4.21 | 1.276 | 66 |
| | | No | 3.99 | 1.256 | 62 |
| | | Total | 4.10 | 1.266 | 128 |
| | No | Yes | 3.81 | 1.149 | 64 |
| | | No | 4.15 | 1.252 | 66 |
| | | Total | 3.98 | 1.210 | 130 |
| | Total | Yes | 4.01 | 1.227 | 130 |
| | | No | 4.07 | 1.251 | 128 |
| | | Total | 4.04 | 1.237 | 258 |

Table 15

*Descriptive statistics Congruency*

| Storytelling Authentic | Authentic Ingredient Index | Authentic cues in picture | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| **Yes** | Yes | Yes | 4.47 | 1.393 | 32 |
| | | No | 4.66 | 1.287 | 31 |
| | | Total | 4.56 | 1.334 | 63 |
| | No | Yes | 4.35 | 1.235 | 32 |
| | | No | 4.78 | 1.060 | 33 |
| | | Total | 4.57 | 1.160 | 65 |
| | Total | Yes | 4.41 | 1.308 | 64 |
| | | No | 4.72 | 1.167 | 64 |
| | | Total | 4.57 | 1.244 | 128 |
| **No** | Yes | Yes | 4.77 | 1.160 | 34 |
| | | No | 4.75 | 1.244 | 31 |
| | | Total | 4.76 | 1.191 | 65 |
| | No | Yes | 4.02 | 1.412 | 32 |
| | | No | 4.43 | 1.428 | 33 |
| | | Total | 4.23 | 1.424 | 65 |
| | Total | Yes | 4.41 | 1.333 | 66 |
| | | No | 4.59 | 1.341 | 64 |
| | | Total | 4.50 | 1.335 | 130 |
| **Total** | Yes | Yes | 4.63 | 1.278 | 66 |
| | | No | 4.70 | 1.256 | 62 |
| | | Total | 4.66 | 1.263 | 128 |
| | No | Yes | 4.19 | 1.327 | 64 |
| | | No | 4.61 | 1.259 | 66 |
| | | Total | 4.40 | 1.305 | 130 |
| | Total | Yes | 4.41 | 1.315 | 130 |
| | | No | 4.65 | 1.254 | 128 |
| | | Total | 4.53 | 1.289 | 258 |

Table 16

*Descriptive statistics Social Media Participation*

| Storytelling Authentic | Authentic Ingredient Index | Authentic cues in picture | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| **Yes** | Yes | Yes | 2.46 | 1.124 | 32 |
| | | No | 2.60 | 1.483 | 31 |
| | | Total | 2.53 | 1.304 | 63 |
| | No | Yes | 2.46 | 1.173 | 32 |
| | | No | 2.33 | 1.190 | 33 |
| | | Total | 2.39 | 1.174 | 65 |
| | Total | Yes | 2.46 | 1.139 | 64 |
| | | No | 2.46 | 1.336 | 64 |
| | | Total | 2.46 | 1.237 | 128 |
| **No** | Yes | Yes | 2.65 | 1.386 | 34 |
| | | No | 2.90 | 1.589 | 31 |
| | | Total | 2.77 | 1.480 | 65 |
| | No | Yes | 2.14 | 1.345 | 32 |
| | | No | 2.37 | 1.193 | 33 |
| | | Total | 2.26 | 1.266 | 65 |
| | Total | Yes | 2.40 | 1.380 | 66 |
| | | No | 2.63 | 1.413 | 64 |
| | | Total | 2.51 | 1.395 | 130 |
| **Total** | Yes | Yes | 2.56 | 1.259 | 66 |
| | | No | 2.75 | 1.532 | 62 |
| | | Total | 2.65 | 1.396 | 128 |
| | No | Yes | 2.30 | 1.262 | 64 |
| | | No | 2.35 | 1.182 | 66 |
| | | Total | 2.33 | 1.218 | 130 |
| | Total | Yes | 2.43 | 1.263 | 130 |
| | | No | 2.54 | 1.372 | 128 |
| | | Total | 2.49 | 1.317 | 258 |

Table 17
*Descriptive statistics Intention to Visit*

| Storytelling Authentic | Authentic Ingredient Index | Authentic cues in picture | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| | | Yes | 4.34 | 1.428 | 32 |
| | Yes | No | 4.29 | 1.326 | 31 |
| Yes | | Total | 4.32 | 1.368 | 63 |
| | | Yes | 4.16 | 1.287 | 32 |
| | No | No | 4.29 | 1.292 | 33 |
| | | Total | 4.23 | 1.280 | 65 |
| | | Yes | 4.25 | 1.351 | 64 |
| | Total | No | 4.29 | 1.298 | 64 |
| | | Total | 4.27 | 1.320 | 128 |
| | | Yes | 4.40 | 1.364 | 34 |
| | Yes | No | 4.65 | 1.336 | 31 |
| No | | Total | 4.52 | 1.346 | 65 |
| | | Yes | 3.70 | 1.419 | 32 |
| | No | No | 4.10 | 1.496 | 33 |
| | | Total | 3.90 | 1.461 | 65 |
| | | Yes | 4.06 | 1.425 | 66 |
| | Total | No | 4.37 | 1.437 | 64 |
| | | Total | 4.21 | 1.433 | 130 |
| | | Yes | 4.37 | 1.385 | 66 |
| Total | Yes | No | 4.47 | 1.333 | 62 |
| | | Total | 4.42 | 1.356 | 128 |
| | | Yes | 3.93 | 1.364 | 64 |
| | No | No | 4.19 | 1.390 | 66 |
| | | Total | 4.07 | 1.378 | 130 |
| | | Yes | 4.16 | 1.387 | 130 |
| | Total | No | 4.33 | 1.365 | 128 |
| | | Total | 4.24 | 1.376 | 258 |

# Appendix 5

Table 18

| Test of Between-Subjects Effect | F-value | Significance |
|---|---|---|
| ***Perceived Natural Authenticity*** | | |
| **Storytelling** | 9.793 | .002 |
| **Ingredients Index** | 24.476 | .000 |
| **Pictures** | .990 | .321 |
| **Storytelling*Ingredients Index** | 9.276 | .003 |
| **Storytelling*Pictures** | .146 | .703 |
| **Ingredients Index*Pictures** | .016 | .898 |
| **Storytelling*Ingredients Index*Pictures** | 1.008 | .316 |
| ***Perceived Original Authenticity*** | | |
| **Storytelling** | .015 | .901 |
| **Ingredients Index** | 1.225 | .269 |
| **Pictures** | 1.563 | .212 |
| **Storytelling*Ingredients Index** | .980 | .323 |
| **Storytelling*Pictures** | 1.917 | .167 |
| **Ingredients Index*Pictures** | .043 | .837 |
| **Storytelling*Ingredients Index*Pictures** | .740 | .390 |
| **Perceived Quality** | | |
| **Storytelling** | .957 | .329 |
| **Ingredients Index** | .911 | .341 |
| **Pictures** | .062 | .803 |
| **Storytelling*Ingredients Index** | 2.094 | .149 |
| **Storytelling*Pictures** | .070 | .729 |
| **Ingredients Index*Pictures** | 2.623 | .107 |
| **Storytelling*Ingredients Index*Pictures** | .066 | .797 |
| ***Perceived Trust*** | | |
| **Storytelling** | .102 | .750 |
| **Ingredients Index** | .444 | .506 |
| **Pictures** | .572 | .450 |
| **Storytelling*Ingredients Index** | 3.604 | .059 |
| **Storytelling*Pictures** | .070 | .792 |

| | | |
|---|---|---|
| Ingredients Index* Pictures | 3.001 | .084 |
| Storytelling*Ingredients Index*Pictures | .014 | .908 |

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*Perceived Authenticity*

| | | |
|---|---|---|
| Storytelling | .324 | .570 |
| Ingredients Index | .560 | .455 |
| Pictures | .185 | .667 |
| Storytelling*Ingredients Index | 8.880 | .003 |
| Storytelling*Pictures | .066 | .798 |
| Ingredients Index*Pictures | 3.324 | .069 |
| Storytelling*Ingredients Index*Pictures | .131 | .718 |

---

*Congruency*

| | | |
|---|---|---|
| Storytelling | .184 | .668 |
| Ingredients Index | 2.778 | .097 |
| Pictures | 2.463 | .118 |
| Storytelling*Ingredients Index | 2.855 | .092 |
| Storytelling*Pictures | .118 | .732 |
| Ingredients Index* Pictures | 1.106 | .294 |
| Storytelling*Ingredients Index*Pictures | .097 | .756 |

---

*Social Media Participation*

| | | |
|---|---|---|
| Storytelling | .110 | .740 |
| Ingredient Index | 3.980 | .047 |
| Pictures | .551 | .458 |
| Storytelling*Ingredient Index | 1.367 | .243 |
| Storytelling*Pictures | .548 | .460 |
| Ingredients Index*Pictures | .204 | .652 |
| Storytelling*Ingredients Index*Pictures | .140 | .709 |

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*Intention to visit*

| | | |
|---|---|---|
| Storytelling | .103 | .749 |
| Ingredients Index | 4.386 | .037 |
| Pictures | 1.119 | .291 |
| Storytelling*Ingredients Index | 2.508 | .115 |
| Storytelling*Pictures | .687 | .408 |

| | | |
|---|---|---|
| **Ingredient Index*Pictures** | .214 | .644 |
| **Storytelling*Ingredients Index*Pictures** | .001 | .973 |