

1 **Nostalgic experiences in time-honored restaurants: Antecedents and outcomes**

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19

20 **Abstract**

21 With a long history and strong culinary heritage, time-honored restaurants are often
22 associated with the phenomenon of nostalgia. However, research on nostalgia and nostalgic
23 experiences in time-honored restaurants is largely absent. This study built a framework for
24 nostalgic experiences to understand nostalgia triggers as antecedents and consumers' revisit
25 intention as the outcome. A survey of 366 residents in Beijing and Shanghai, China, revealed
26 that nostalgia triggered by food and service staff significantly evoked consumers' memories,
27 and the food and restaurant environment stimulated the communitas component of nostalgic
28 experiences. Memory had a positive effect on both communitas and positive emotions, while
29 communitas had a positive effect on positive emotions. Finally, positive emotions resulted in
30 significantly increased revisit intention.

31

32 **Keywords:** Time-honored restaurants, nostalgia trigger, nostalgic experiences, revisit
33 intention

34 **1. Introduction**

35 The prevalence of time-honored restaurants has been growing in the food service
36 industry (Kim and Song, 2020). Unlike “traditional” (Nam and Lee, 2011) and “historic”
37 restaurants (Josiam et al., 2004), a time-honored restaurant must meet certain criteria: 1) the
38 brand must have been established in or before 1956; 2) its food products, cooking skills or
39 services must be unique and inherited over generations; 3) the brand must embody the values
40 specific to the culture and history of a given region; and 4) the brand must enjoy a good
41 reputation and be widely praised (Forêt and Mazzalovo, 2014). Time-honored restaurants are
42 either officially authenticated by governments (e.g., China’s Ministry of Commerce), or their
43 status is unofficially claimed by the restaurants themselves or by the media. One example of
44 an authenticated time-honored restaurant brand in China is Quan Ju De in Beijing, which has
45 a history of over 150 years and plays a significant role in Chinese culinary culture (China's
46 Ministry of Commerce, 2019). The media also often claim time-honored restaurant status.
47 For example, the Old George near North Shields Fish Quay in England is also claimed by the
48 media to be a time-honored restaurant owing to its 400-year history (Meechan, 2020). Thus,
49 time-honored restaurants have long been famous for their authentic local cuisine, service
50 environment and cultural inheritance through generations of operation, and can thus be
51 regarded as cultural resources and social assets.

52 However, little effort has been made to understand consumers’ perceptions and revisit
53 intention of time-honored restaurants (Youn et al., 2020). A neglected but important aspect of
54 research on time-honored restaurants is nostalgic experiences, as consumers frequently seek
55 feelings of nostalgia and nostalgic experiences from old brands (Shields and Johnson, 2016a,
56 b). As time-honored restaurants are highly relevant to the nostalgia phenomenon (Zhou et al.,
57 2013), it is critical for restaurant managers and marketers to understand the stimuli that
58 facilitate nostalgic experiences and their influence on consumer behavior. This study appears

59 to be the first to examine the antecedents and consequences of nostalgic experiences in time-
60 honored restaurants.

61 Furthermore, this study contributes to the new conceptualization of nostalgic
62 experience, including memory, positive emotions and *communitas*. Previous research on
63 nostalgic experiences has focused mainly on memory and positive emotions (Batcho, 2013;
64 Wildschut et al., 2006), while largely ignoring the social aspect of nostalgia (i.e.,
65 *communitas*), which is prominent in collective societies, such as China. Despite nostalgia
66 should be studied in relation to groups (van Tilburg et al., 2019), and should not be
67 overlooked in today's economy, the existing literature has not researched the importance of
68 *communitas* in nostalgia. Thus, this study conceptualizes nostalgic experiences as a three-
69 dimensional construct. Furthermore, these three dimensions may be interrelated. For
70 example, psychology researchers suggest that memory evokes emotions (Gordon, 2013;
71 Wood and Kinnunen, 2020) and facilitates a sense of social cohesion (Lagerkvist, 2013).
72 However, previous nostalgia research has not examined interrelationships between the
73 subdimensions of nostalgic experiences.

74 Finally, some scholars have started to explore the triggers of individuals' nostalgia
75 (Cho et al., 2017; Duruz, 1999; Kusumi et al., 2010; Orth and Gal, 2014). However, the
76 extant literature lacks a theoretical model to explain the influence of nostalgia triggers on
77 consumer behavior. Furthermore, recent news reported a decreasing trend in repeat purchases
78 in time-honored restaurants (Li, 2021). Thus, it is paramount to study time-honored restaurant
79 patrons' revisit intention and, particularly, what elicits nostalgic experiences and how they
80 influence revisit intention.

81 This study employs cognitive appraisal theory (Lazarus and Folkman, 1984) to
82 develop and test a nostalgic experience model. Cognitive appraisal theory suggests that
83 individuals' appraisal of stimuli (e.g., nostalgia triggers) evokes emotional responses, and

84 behaviors occur in response to these induced emotions (Lazarus, 1991). Bagozzi's (1992)
85 appraisal→ emotional responses→ coping activities framework supports this notion. In line
86 with this discussion, this study proposes sequential causal relationships between nostalgia
87 triggers (i.e., food, environment and service), nostalgic experiences involving both cognitive
88 appraisal (i.e., memory and *communitas*) and emotion (i.e., positive emotion), and revisit
89 intention.

90 In summary, this study aims to fill the identified research gaps by focusing on
91 nostalgic experiences in Chinese time-honored restaurants. It has three main objectives. First,
92 it investigates the mechanism through which nostalgia triggers influence consumers' revisit
93 intention via nostalgic experiences. Second, it separates nostalgia triggers into food,
94 restaurant environment and service staff, and compares their influence on nostalgic
95 experiences. Third, it explores interrelationships between the nostalgic experiential factors of
96 memory, *communitas* and positive emotions. The results make important theoretical
97 contributions by conceptualizing nostalgic experiences as a three-dimensional construct and
98 testing their effects in time-honored restaurants. In addition, this study enriches the extant
99 literature by explaining how nostalgia triggers influence dining intention in relation to time-
100 honored restaurants. Empirically, the findings provide important insights into how customers'
101 nostalgic experiences and revisit intention can be strengthened.

102

103

104 **2. Theoretical background and hypothesis development**

105 *2.1. Cognitive appraisal theory*

106 Cognitive appraisal theory (CAT) has been used to examine relationships between
107 stimuli, appraisals, consumption emotions and post-consumption behaviors (Bougie et al.,
108 2003; Lazarus and Folkman, 1984; Nyer, 1997; Soscia, 2007). According to CAT,

109 individuals subjectively appraise the meaning of a stimulus, such as an event (Lazarus, 1991),
110 and evaluation processes then “intervene between the encounter and reaction” (Lazarus and
111 Folkman, 1984). Therefore, individuals’ subjective interpretations of stimuli affect their
112 emotional responses (Bagozzi et al., 1999; Lazarus, 1991). In other words, immediate and
113 unconscious appraisals may mediate relationships between various stimuli and emotional
114 responses. In addition, CAT proposes that emotions affect behavioral responses, such as
115 purchase intention (Watson and Spence, 2007).

116 In recent years, CAT has been applied to investigate consumer behavior and
117 experiences (Choi and Choi, 2019; Jiang, 2020; Kim, 2019; Zheng et al., 2019). This study is
118 also underpinned by CAT, seeking to understand the effect of nostalgia triggers on
119 consumers’ revisit intention via their nostalgic experiences. More specifically, restaurants’
120 nostalgia triggers, such as food, restaurant environment and service staff, are stimuli;
121 consumers’ memories and the *communitas* of their nostalgic experiences are appraisals;
122 consumers’ positive emotions relating to nostalgic experiences are emotional responses; and
123 consumers’ revisit intention is a behavioral response. The next sections describe these
124 elements in detail.

125

126 *2.2. Nostalgia and nostalgia triggers*

127 Nostalgia, defined as a desire to return to or relive the past (Holbrook, 1993), has been
128 widely researched in disciplines such as marketing and psychology. Three main research
129 streams identify triggers that elicit individuals’ nostalgic feelings (Cho et al., 2017; Chou and
130 Lien, 2010; Sedikides et al., 2015), examine the influence of nostalgia on individuals’
131 attitudes and behavior (Kim et al., 2019; Merchant et al., 2011; Sedikides and Wildschut,
132 2018; Ye et al., 2018), and research the concept and phenomenon of nostalgia (Batcho,
133 2013).

134 With a close link to the concept of “the past” (Autio et al., 2013), nostalgia triggers
135 often relate to people, events and objects (e.g., food) from consumers’ past (Batcho, 1998;
136 Holbrook, 1993). Given the significant role of nostalgia in influencing consumer behavior,
137 scholars have researched a broad range of nostalgia triggers, including nostalgic packages,
138 store interiors (internal environment) and architectural designs (Kusumi et al., 2010; Orth and
139 Gal, 2014). A positive link has been revealed between food and nostalgia. For example,
140 consuming old-fashioned food and visiting historical restaurants are a means of experiencing
141 nostalgia (Duruz, 1999; Goulding, 2001). Hwang and Hyun (2013) also explore nostalgia
142 triggers in luxury restaurants, relating to staff, food, environment and event. They find that
143 the nostalgia triggers of staff, food and environment can be manipulated and controlled by
144 restaurant operators, whereas although memorable personal events (e.g., anniversaries,
145 birthdays, marriage proposals) may be nostalgia triggers, these are not generally controllable
146 by restaurant operators. Therefore, restaurateurs often focus on food, restaurant environment
147 and service staff to trigger consumers’ nostalgia experiences, and these three aspects are the
148 focus of this study.

149

150 *2.3. Nostalgic experiences*

151 The concept of nostalgic experiences has not been clearly defined. For example, the
152 extant literature broadly defined nostalgic experiences as a positively toned evocation of a
153 lived past (Triantafillidou and Siomkos, 2013). However, this general definition does not
154 sufficiently reflect the nature of nostalgia and consumption experience. First, in alignment
155 with the core of nostalgia in general, nostalgic experiences should revolve around consumers’
156 recollection of past experiences and memories (Merchant and Rose, 2013). Furthermore,
157 consumers’ emotional state must be a vital component of their consumption experiences
158 (Holbrook and Hirschman, 1982). Last, it is important to note that some literature has started

159 to credit the *communitas* as a key social dimension of consumers' nostalgic experiences
160 (Triantafyllidou and Siomkos, 2013). Therefore, to better conceptualize "nostalgic
161 experience" with a full reflection on consumers' memory, emotion and perceived
162 *communitas*, we reviewed the relevant literature below.

163 Previous studies identify memory as a key concept in nostalgic experiences. With a
164 sentimental longing for the past (Zhou et al., 2012), nostalgia involves individuals recalling
165 memories from their childhood, adolescence or early adulthood (Kim et al., 2019). In short,
166 memory refers to a recollection of one's life experiences and events (Piolino et al., 2002).
167 Memory can be interpreted from both subjective and cognitive viewpoints. Consumers' more
168 vivid (Ritchie and Hudson, 2009) or extraordinary (Arnould and Price, 1993) subjective
169 memorable experiences may trigger nostalgia. In the context of time-honored restaurants,
170 unique dining experiences revolve around memories of enjoying and appreciating traditional
171 local food flavors, which many consumers may easily recall from their childhood (Ma et al.,
172 2017).

173 The second key area of nostalgic experiences is emotion (Barrett et al., 2010;
174 Wildschut et al., 2014). Nostalgic experiences are often associated with positive emotions
175 (Zhou et al., 2012), such as pleasure, joy, satisfaction, goodness and happiness (Wildschut et
176 al., 2006). Tung and Ritchie (2011) argue that positivity derived from memories may be an
177 important long-lasting personal resource, and may create opportunities for personal growth.
178 Similarly, positive emotions are an important asset embedded in nostalgic consumption
179 experiences. Time-honored restaurants often inspire consumers' positive emotions such as
180 happiness as many consumers have maintained a special emotional relationship with these
181 types of restaurants due to historical reasons (Kong et al., 2009).

182 The third key newly identified area of nostalgic experiences is *communitas*. Coleman
183 (2002) adopts the lens of anthropology to study the pilgrimage phenomenon, and describes

184 “communitas” as “the individual pilgrim’s temporary transition away from mundane
185 structures and social interdependence into a looser commonality of feeling with fellow
186 visitors”. Turner (2012) refers to “communitas” as an inspired fellowship, or a group’s sense
187 of pleasure with fellow individuals. People share their common experiences and stories in a
188 particular collective environment and atmosphere. Recent studies also acknowledge the social
189 aspect of nostalgia, which refers to social relationships with valued people such as family,
190 friends and partners (van Tilburg et al., 2019; Wildschut et al., 2014; Zhou et al., 2012).
191 Nostalgia is also a social emotion that fosters social connectedness (van Tilburg et al., 2019).
192 In some collective societies such as China, relationships with others are more prominent than
193 in individualistic societies such as the US (Jain et al., 2019). A key component of consumers’
194 consumption experiences is communitas (Triantafillidou and Siomkos, 2013), which relates
195 to relationships between other individual customers, such as friends. In the time-honored
196 restaurant context, memories of dining experiences in time-honored restaurants comprise
197 people’s recollections of friends and family members with whom they may have shared
198 experiences (Song and Kim, 2021). Thus, based on the existing literature, we identify three
199 components of nostalgic experience in the collective society of China: memory, positive
200 emotions and communitas.

201 Wildschut et al. (2006) state that nostalgia triggers directly evoke nostalgic feelings,
202 which is an emotional state, whereas CAT suggests that stimuli indirectly affect emotions via
203 appraisals, so stimuli, appraisals and emotions are interrelated. Therefore, we hypothesize
204 that nostalgia triggers positively influence selected appraisal components of nostalgic
205 experiences. In particular, nostalgia triggers are first hypothesized as directly influencing
206 memory and communitas prior to the formation of positive emotions.

207 Food is always the primary attribute of restaurant and food service contexts evaluated
208 by consumers during their dining experiences. In the traditional restaurant literature,

209 providing high-quality and unique food is found to be vitally important for customer
210 satisfaction and loyalty (Ha and Jang, 2010). Alongside decades of development of time-
211 honored restaurant brands, food and flavor of dishes can be considered as a cultural heritage
212 (Li, 2018; Huang, 2017). Holtzman (2006) further highlights the function of food in engaging
213 individuals' memories. Chen et al (2020) confirms that food elements (e.g., taste) of time-
214 honored restaurants in China positively contribute to diners' memories of nostalgia. The food
215 in time-honored restaurants might induce consumers' memories about the past if they tasted
216 the food before (Ma et al., 2017). Other than its role in eliciting memory, food also has social
217 meanings, so its function in social representation should not be overlooked in food and
218 restaurant studies (Monaco and Bonetto, 2019). In the time-honored restaurant context, food
219 can elicit consumer's feelings of *communitas*, such as the moment with family and friends, as
220 they probably had the food experience together (Ma et al., 2017; Song and Kim, 2021).
221 Therefore, it can be considered to be a significant cultural symbol that may help define and
222 connect individuals and groups. The authentic food flavors of the time-honored restaurants
223 examined in this study may constitute the collective memories of particular social groups.
224 Thus, we proposed the following two hypotheses:

225

226 **H1.** Food positively invokes consumers' memories.

227 **H2.** Food positively develops consumers' *communitas*.

228

229 In the marketing literature, the service environment and physical surroundings have
230 been found to be impactful on customers' experiences (Bitner, 1992; Mari and Poggesi,
231 2013). In this study, the restaurant environment is an essential element of food service
232 production that drives extraordinary experiences and memories (Goolaup and Mossberg,
233 2017). The physical environment of authentic decorations and a unique dining atmosphere

234 are important triggers of memories (Tsaur and Lo, 2020). Congruence between
235 environmental cues and restaurant themes is key to memorable experiences (Kim and Jang,
236 2016). These are contextual factors (Piqueras-Fiszman and Jaeger, 2015) relating to time-
237 honored restaurants. Usually these restaurants have thematic and old-fashioned appearance
238 and atmosphere which may stimulate multi-sensory experiences for consumers who may then
239 link to their old memories (Guo and Kwon, 2018). Chen et al (2020) state that environment
240 elements (e.g., interior and exterior design and decorations) of time-honored restaurants in
241 China positively develop diners' memories of nostalgia. These restaurants may also be
242 chosen gathering places where people can relax and share experiences with others. Mkono
243 (2012) indicates that perceptions of constructive authenticity may be formed among
244 consumers in renowned restaurants. Furthermore, Song and Kim (2021) argue that interior
245 and exterior stimuli in time-honoured restaurants can facilitate or strengthen consumers'
246 relationship with family and friends. This leads to the following two hypotheses:

247

248 **H3.** The restaurant environment positively stimulates consumers' memories.

249 **H4.** The restaurant environment positively affects consumers' communitas.

250

251 In addition to food and context triggers, the "person" factor of restaurants is also
252 important for triggering consumers' memories (Piqueras-Fiszman and Jaeger, 2015). The
253 attitudes and behavior of service staff may make dining experiences special and more
254 memorable. Kim and Jang's (2016) study of ethnic restaurants reveals that the authenticity of
255 service employees' identity and behaviors may enhance memories of unique food
256 consumption experiences. In the time-honored restaurant context, staff elements (e.g., the
257 way that staff served) positively affect the formation of diners' memories of nostalgia (Chen
258 et al., 2020). Furthermore, the traditional service by staff members in time-honoured

259 restaurants can evoke consumers' memories about the past (Ma et al., 2017). Besides, service
260 staff are human components of the temporary service space or *communitas*, and may help
261 form "social bubbles" and enhance bonds between consumers (Rihova et al., 2013). Huang
262 (2017) exemplifies in *Quan Ju De*, a time-honored restaurant brand in China serving Beijing
263 Roast Duck, that the interaction between service staff and consumers and the created service
264 encounters are important in consumers' recollections of their experiences and particular
265 *communitas*, regardless of Chinese domestic consumers or foreign counterparts. Accordingly,
266 the following hypotheses were proposed:

267

268 **H5.** Service staff positively prompt consumers' memories.

269 **H6.** Service staff positively influence consumers' *communitas*.

270

271 Although the nostalgia literature has not investigated interrelationships between the
272 different dimensions of nostalgic experiences, general psychology and marketing studies
273 indicate potential relationships between memory, *communitas* and positive emotions (Baker,
274 2018; Lagerkvist, 2013; Nagata et al., 2012). For example, in addition to numerous studies
275 confirming that positive emotions enhance individuals' memories (Madan et al., 2019;
276 Philippe et al., 2009; Talarico et al., 2009), a small number of qualitative studies (Nagata et
277 al., 2012; Tung and Ritchie, 2011) theorize that individuals' memories enhance their positive
278 emotions, although these offer no empirical evidence. Thus, we posit that positive emotions
279 are a core outcome of nostalgic experiences (Gordon, 2013), but their formation is likely to
280 be attributable to memories and social *communitas* triggered in a structural manner. The
281 following discussion describes potential relationships between the three dimensions of
282 nostalgic experiences, and presents research hypotheses.

283 Memory, as a fundamental social and cultural practice, undoubtedly has social
284 components and functions when individuals narrate their experiences (Lagerkvist, 2020).
285 Collective memory may also engender a sense of cohesion and a feeling of *communitas*
286 (Lagerkvist, 2013). Customers' memories consist of their perceptions, consumption
287 experiences and feelings of social interdependence between themselves or family groups
288 (Coleman, 2002). Customers may expect to achieve a sense of belonging or strengthen their
289 feeling of being part of a group through their collective memory of consumption (Wood,
290 2020). In a hospitality and tourism setting, Wood and Kinnunen's (2020) empirical study of
291 festivals reveals that attendees' strongest memories were of the sociality of their experiences.
292 Mu (2007) focuses on time-honored brands representing high reputation of social recognition
293 and emphasize that their consumers usually have a combination of both personal and social
294 aspects of nostalgic experiences. Due to long history, time-honored restaurants are consumed
295 by both consumers and their parents/children, thus this type of restaurants is closely linked to
296 collective memories of consumers (Ma et al., 2017). In our study, memories of dining
297 experiences in time-honored restaurants comprise people's recollections of friends and family
298 members with whom they may have shared experiences. These restaurants can also be
299 viewed as venues for social gatherings as part of collective memory. Thus, we proposed that:

300

301 **H7.** Consumers' memory affects their *communitas* during nostalgic experiences.

302

303 The complex relationship between memory and emotions has been confirmed by
304 previous studies (Gordon, 2013; Knobloch et al., 2017; Robinson, 2014; Wood and
305 Kinnunen, 2020). For example, Baumgartner (1992) states that nostalgic memories evoke
306 individuals' emotions, and Tung and Ritchie (2011) claim that memorable experiences with
307 recollected narratives revolve around the evocation of positive emotions, such as happiness

308 and excitement. In Kim's (2021) recent study of time-honored restaurants, the relationships
309 between some service authenticity dimensions (i.e., consistency, continuity, uniqueness) and
310 positive emotions were significantly moderated by nostalgia proneness, which relates to the
311 importance consumers attach to the nostalgic feeling and memory. Therefore, it is reasonable
312 that consumers' nostalgic memories of authentic dining experiences in time-honored
313 restaurants are closely related to their positive emotions. Thus, we developed the following
314 hypothesis:

315

316 **H8.** Consumers' memories influence their positive emotions during nostalgic
317 experiences.

318

319 According to Turner (2012), the relationship between *communitas* and emotion is
320 rooted in the definition of the former, in terms of the positive emotions associated with
321 fellowship in *communitas*. In today's sharing economy, emotions may become stronger when
322 customers share their experiences (Rimé, 2007) in a physical or virtual community.
323 Individuals co-create their memories and experience sharing, which results in emotional
324 responses (Wood, 2020). Jahn et al. (2018) propose that *communitas* may influence
325 individuals' positive emotions. Other qualitative studies (Baker, 2018; Mitas et al., 2012) also
326 suggest that social activities with friends and relatives boost people's positive emotions,
327 indicating that *communitas* affects individuals' positive emotions. This is particularly evident
328 in our study context, in which time-honored restaurants offer a vivid, gathering-type
329 atmosphere and social perceptions to consumers who are thus emotionally involved in their
330 experiences. He (2008) further pinpoints explicitly that over the long-term one's emotional
331 connections to such time-honored brands may be attributable to intergenerational inheritance

332 and involvement with important family members. Based on the previous discussion, we
333 developed the following hypothesis:

334

335 **H9.** Consumers' *communitas* forms their positive emotions during nostalgic
336 experiences.

337

338 *2.4. Revisit intention*

339 Revisit intention, a representative concept in consumers' behavioral intentions, is
340 defined as the likelihood of revisiting restaurants in our study (Han et al., 2009). Previous
341 studies confirm a positive link between nostalgia and behavioral intention (Hwang and Hyun,
342 2013; Marchegiani and Phau, 2010; Zhou et al., 2019). More specifically, Marchegiani and
343 Phau (2010) state that as the level of personal nostalgia increases, consumers' intention to
344 purchase a brand increases significantly. In the restaurant context, Hwang and Hyun (2013)
345 find that nostalgic experiences generate consumers' revisit intention. In addition, consumers'
346 positive emotions, as a separate construct, have been found to relate to their revisit intention
347 in restaurants (Han et al., 2009). This is no exception in time-honored restaurant setting (Kim,
348 2021) although the determinants of positive emotions differ (Kim, 2021; Kim et al., 2020;
349 Zhang et al., 2021). Consistent with the above discussion, customers' positive emotions
350 developed from nostalgia triggers determine revisit intention. Thus, we hypothesized that:

351

352 **H10.** Positive emotions positively affect consumers' revisit intention.

353

354 In summary, the ten hypotheses developed from the preceding discussion are integrated
355 into a conceptual model (see Fig. 1).

356

357

358

(Insert Fig. 1 about here)

359

360

361 **3. Method**

362 *3.1. Study context*

363 We focused on time-honored restaurant brands in China. The Chinese central
364 government and regional provincial governments began to authenticate time-honored
365 restaurant brands in 1991, and this study focuses on establishments that appear in a list of
366 national and regional time-honored restaurant brands available on the website of China's
367 Ministry of Commerce (2019). Beijing and Shanghai, the two largest metropolitan cities in
368 China, have the largest numbers of national time-honored restaurant brands in the country;
369 therefore, residents in these two cities are more likely to have consumed time-honored
370 restaurant brands than individuals in other regions of China. In order to capture a variety of
371 time-honored restaurant brands, we targeted residents in these two cities.

372

373 *3.2. Participants and data collection*

374 Compared to traditional face-to-face data collection, online surveys can target a larger
375 population, offer easy access to participants in various locations, and generate fast responses
376 by effectively selecting qualified participants (Hung and Law, 2011). Our study aimed to
377 survey customers' recent nostalgic experiences based on a full list of time-honored restaurant
378 brands in Beijing and Shanghai to obtain a holistic and generalized view. Both cities have the
379 most time-honored restaurant brands in China; thus, there is an enormous customer base in
380 both cities. To quickly filter suitable participants from the massive number of customers in
381 Beijing and Shanghai, online surveys are a better method than face-to-face surveys.

382 Prior to data collection, ethical approval was obtained from the university where the
383 first author works. We used Wenjuanxing (www.wjx.cn), an online panel data research
384 company in China with a pool of 2.6 million reliable consumer panel members, to encompass
385 as many time-honored restaurant brands as possible. This company has been used in previous
386 research (Wang et al., 2018). Using a random sampling approach, Wenjuanxing first filtered
387 subjects from Beijing and Shanghai based on their Internet Protocol (IP) addresses, postcodes
388 and their addresses from the database. Then, the company randomly selected approximately
389 180 potential participants for each city and sent a survey link to them. To be qualified for this
390 study, all participants needed to meet four criteria, namely: 1) participants must be at least 18
391 years old, 2) they must be residents who had lived in Beijing or Shanghai for at least 6
392 months (National Bureau of Statistics of China, 2011), 3) they must have dined in a time-
393 honored restaurant in the past six months, and 4) the time-honored brand name they specified
394 should have a property in the cities where they live. Participants who failed to meet the
395 screening criteria were eliminated (e.g., time-honored restaurants in a city other than the
396 study sites and non-restaurant brands such as bakery brands). Several rounds of random
397 sampling were repeated until enough participants were reached. A total of 366 valid
398 participants mentioned 95 time-honored restaurant brands. The five most frequently
399 mentioned brands were Quan Ju De (61 [16.7%]), Xing Hua Lou (25 [6.8%]), Dong Lai Shun
400 (18 [4.9%]), De Xing Guan (12 [3.3%]), and Shen Da Cheng (11 [3.0%]). The restaurants in
401 this study were predominantly chain restaurants, apart from a few independent restaurants
402 such as Huxin Pavilion and Si Ru Chun.

403 The survey sample comprised slightly more females (50.8%) than males (49.2%).
404 Nearly half of participants aged 31–40. The majority (72.4%) held a bachelor's degree, and
405 almost half (49.5%) were white-collar workers. With regard to personal monthly income,

406 39.3% had more than RMB 10,000 (US\$ 1,445) a month, and 34.2% had RMB 7,000–9,999
407 (US\$ 1,011–1,444) a month.

408

409 *3.3. Measures*

410 The questionnaire design used items with responses on a seven-point Likert-type scale
411 ranging from 1 (strongly disagree) to 7 (strongly agree). Seven items were used to measure
412 nostalgia triggers: two for food (i.e., “the food in this restaurant makes me feel connected to
413 the old days of China” and “I think that the food in this restaurant takes me back in time”)
414 adopted from Kim et al. (2020); two for restaurant environment (i.e., “interior design of the
415 restaurant is associated with Chinese/local culture” and “decorations in the restaurant are
416 associated with Chinese/local culture”) from Jang et al. (2012), and three for service staff
417 from Kim and Baker (2017), including “employees provide a traditional Chinese dining
418 experience,” “employees serve food in the traditional Chinese way,” and “employees
419 demonstrate Chinese/local culture (e.g., dresses)”. With regard to nostalgic experience, six
420 items for memory were adopted from Jain et al. (2019) and Merchant and Rose (2013): “So
421 many memories about this restaurant brand came to my mind,” “a lot of thoughts about this
422 restaurant brand came to my mind,” “I thought of bygone days,” “I thought of sweet
423 memories of this restaurant brand,” “I relived the moment,” and “detailed past memories
424 came to my mind”. Three items for positive emotions were taken from Jain et al. (2019): “I
425 felt joyful,” “I felt pleasant,” and “I was happy”. Additionally, three items for *communitas*
426 were drawn from Jain et al. (2019): “I felt like immediately getting in touch with my family,”
427 “I felt like sharing my feelings with friends,” and “I thought of memories relating to my
428 generation”. Two items for revisit intention were adopted from Kim et al. (2020): “This
429 restaurant would be my first choice compared with other time-honored restaurants in the
430 future,” and “I would choose to go to this restaurant over other time-honored restaurants in

431 the future”. The questionnaire was first prepared in English based on the existing English
432 literature, and then translated into Chinese by two native Chinese scholars following the
433 back-translation procedure (Sinaiko and Brislin, 1973).

434

435 *3.4. Pilot study*

436 Prior to the main study, we conducted a pilot study with 107 residents in Beijing and
437 Shanghai through Wenjuanxing. The respondents reported no problems relating to
438 comprehension of the survey questionnaire. Furthermore, as the nostalgic experiences
439 construct is multi-dimensional, based on the existing literature, we used exploratory factor
440 analysis (EFA) to identify underlying components of nostalgic experiences. Using the
441 principal component method with varimax rotation (Anderson and Gerbing, 1988), three
442 factors were extracted from the items relating to nostalgic experiences. In addition, the factor
443 structure of the construct was determined to be reliable on the basis of Bartlett’s χ^2 test, the
444 KMO test and Cronbach’s alpha. The Cronbach’s alpha results for all components were
445 above 0.70, indicating satisfactory reliability of the overall scale and all of the extracted
446 factors (see Table 1).

447 (Insert Table 1 about here)

448

449

450 **4. Results**

451 *4.1. Measurement model*

452 Following a two-step approach, we conducted tests of the measurement model and the
453 structural model (Anderson and Gerbing, 1988). With regard to the measurement model, the
454 results of confirmatory factor analysis (CFA), shown in Table 2, indicated a good model fit
455 ($\chi^2 = 338.315$, $df = 168$, $\chi^2/df = 2.014$, CFI = .948, TLI = .936, IFI = .949, RMSEA = .053).

456 We also investigated the composite reliability, and convergent and discriminant validity of all
457 the multi-item scales (Hair et al., 2010). First, the composite reliability of the constructs,
458 ranging from .73 to .86, indicated adequate internal consistency between multiple indicators
459 for each construct (Bagozzi and Yi, 1988). The Cronbach's alpha values (ranging from .70
460 to .86) also indicated adequate internal consistency. Second, convergent validity was assessed
461 in terms of factor loadings and average variance extracted (AVE). AVE is the average
462 variance shared between a construct and its measurement. The factor loadings of all items
463 were higher than .60, and the AVE values were higher than .50, thus confirming convergent
464 validity (Fornell and Larcker, 1981). Third, Table 3 shows that the AVE between each pair of
465 constructs was greater than the squared correlations between the constructs, thus supporting
466 discriminant validity (Fornell and Larcker, 1981). In order to test whether common method
467 bias (CMB) was an issue in this study, we used Harman's single factor method, one of the
468 most widely used techniques to test for CMB (Podsakoff et al., 2003), in which all items are
469 loaded onto one common factor. The results showed that the total variance for a single factor
470 was 36.502%. As this figure was below 50%, it indicated that CMB did not affect the data
471 and results.

472
473 (Insert Tables 2 and 3 about here)
474
475

476 *4.2. Model comparison and structural equation model*

477 To test the research model, we conducted a model comparison between this model
478 ($\chi^2=391.514$, $df = 176$, $\chi^2/df = 2.225$, CFI = .935, TLI = .922, IFI = .935, RMSEA = .058) and
479 an alternative model which did not include causal paths between the three dimensions of
480 nostalgic experience ($\chi^2 = 575.422$, $df = 179$, $\chi^2/df = 3.215$, CFI = .880, TLI = .881, IFI =

481 .859, RMSEA = .078). In the alternative model, the paths between the three dimensions of
482 nostalgic experience were constrained to zero. As shown in Table 4, the chi-square difference
483 between the two models was significant ($\Delta\chi^2 = 61.302, p < .05$). Our research model, which
484 investigates interrelationships between the nostalgic experiential dimensions of memory,
485 *communitas* and positive emotions, demonstrates a better model fit than the alternative
486 model, which does not examine these interrelationships.

487 The hypothesized paths in the model were tested in AMOS using structural equation
488 modelling. The R^2 values shown in Table 5 refer to the explanatory power of the predictor
489 variable for each construct. Food, restaurant environment, and service staff explained 67% of
490 variance in memory ($R^2 = .665$). These three nostalgia triggers and memory accounted for
491 47% of *communitas* ($R^2 = .468$). Nostalgia triggers as well as memory and *communitas*
492 explained 55% of variance in positive emotion ($R^2 = .545$). Last, all study variables accounted
493 for 32% of revisit intention ($R^2 = .323$). The results show that food, restaurant environment
494 and service staff contributed most to memory.

495 Hypothesis testing of the effect of nostalgia triggers on nostalgic experiences showed
496 that food positively impacted the memory ($\beta = .600, p < .001$) and *communitas* ($\beta = .290, p$
497 $< .05$) dimensions of nostalgic experiences. Thus, H1 and H2 were supported. These results
498 signify that the food offerings that make respondents feel connected to “the old days” elicited
499 customers’ nostalgic memories. Furthermore, the restaurant environment positively
500 influenced the *communitas* dimension of nostalgic experience ($\beta = .161, p < .05$). However,
501 contrary to our expectation, restaurant environment had no effect on memory ($\beta = .025,$
502 $p > .05$). Thus, H3 was rejected and H4 was supported. These results suggest that the interior
503 design of time-honored restaurants did not contribute to customers’ nostalgic memories but
504 fostered respondents’ bonding with the valued people in their social network. Additionally,
505 service staff positively impacted consumers’ memories ($\beta = .333, p < .001$), supporting H5.

506 However, service staff had no influence on the *communitas* dimension of nostalgic
507 experiences ($\beta = .008, p > .05$). Therefore, H6 was rejected. These findings suggest that the
508 more strongly respondents perceived that service employees demonstrated traditional Chinese
509 culture when performing services, the more strongly they experienced nostalgic memories.

510 In terms of interrelationships between the constructs of nostalgic experiences,
511 memory had a positive effect on both *communitas* ($\beta = .349, p < .05$) and positive emotions
512 ($\beta = .275, p < .01$). Thus, H7 and H8 were supported. These results signify that the more
513 nostalgic memories the respondents developed, the more strongly they felt social bonding
514 with their important friends as well as positive emotions. Similarly, *communitas* had a
515 positive effect on positive emotions ($\beta = .533, p < .001$). Therefore, H9 was supported. That
516 is, the greater the respondents felt *communitas*, the greater they experienced positive
517 emotions. Furthermore, consistent with H10, positive emotions significantly influenced
518 revisit intention ($\beta = .569, p < .001$). The more strongly the respondents felt positive
519 emotions, the greater their intention to revisit the time-honored restaurant.

520 Among all of these path coefficients, food had the greatest effect on memory. The
521 second strongest impact was that of positive emotions on revisit intention, and the third
522 greatest influence was that of *communitas* on positive emotions. With regard to the indirect
523 effects of the three nostalgia triggers on revisit intention, food had a greater impact ($\beta = .245$)
524 than restaurant environment or service staff.

525

526 (Insert Tables 4 and 5 about here)

527

528

529

530

531 **5. Discussion and conclusions**

532 The main purpose of this study was to develop and test a nostalgic experience model
533 in relation to time-honored restaurants. Grounded in cognitive appraisal theory, this model
534 tests the underlying mechanisms of nostalgic experiences. Specifically, this study examines
535 relationships between nostalgia triggers (food, restaurant environment and service staff),
536 nostalgic experiences (memory, *communitas* and positive emotions) and revisit intention. The
537 results show that the nostalgia triggers of food and service are significant determinants of
538 nostalgic memories, which in turn affect *communitas* and positive emotions. We also found
539 that the nostalgia triggers of restaurant environment and food affect social aspects of
540 nostalgic experiences (i.e., *communitas*), which lead to the development of positive emotions.
541 Positive emotions then significantly increase revisit intention. The results of this study have
542 several important theoretical and managerial implications.

543

544 *5.1. Theoretical contributions*

545 This study makes several important theoretical contributions to the hospitality
546 literature. First, this study makes an important theoretical contribution by developing and
547 testing a conceptual model of nostalgia triggers, nostalgic experiences, and revisit intention.
548 The majority of nostalgia literature has examined the phenomenon of nostalgia (Batcho,
549 2013), the triggers (and drivers) of nostalgia (Hwang and Hyun, 2013), or nostalgic
550 experiences (Triantafillidou and Siomkos, 2013). Given the potential linkage between
551 nostalgia triggers and nostalgic experiences, surprisingly, none of the existing literature has
552 linked these research themes simultaneously to build a conceptual structure to better
553 understand nostalgia. Additionally, several marketing studies have assessed the adequacy of
554 cognitive appraisal theory (Kim and Li, 2020). However, no previous studies appear to have
555 applied this theory to nostalgia. The findings of the structural analysis reveal a crucial

556 sequential process of cognitive appraisal of nostalgia triggers that determine dining behavior.
557 Supporting previous theorization (Lazarus and Folkman, 1984), this study shows that
558 cognitive appraisals of nostalgia triggers have a significant influence on revisit intention
559 through positive emotions. These results also support previous findings that nostalgia triggers
560 do not directly affect consumers' revisit intention (Hwang and Hyun, 2013).

561 Second, based on discussions of diverse nostalgic experience dimensions in the
562 literature, this study is the first study to support a three-dimensional nostalgic experience
563 model. These findings corroborate previous discussions of the properties of nostalgic
564 experiences. For example, memory has been found to be a critical component of nostalgia
565 (Zhou et al., 2012), and Barrett et al. (2010) and Wildschut et al. (2014) contend that positive
566 emotions are an important asset embedded in nostalgic consumption experiences. In addition,
567 van Tilburg et al. (2019) suggest that nostalgia is a social emotion that promotes social
568 cohesion. The explanatory powers and validities of memory, *communitas* and positive
569 emotions have also been proven in relevant time-honored restaurant studies (Kong et al.,
570 2009; Ma et al., 2017; Song and Kim, 2021).

571 Third, this study also examines interrelationships between three sub-dimensions of
572 nostalgic experiences. The results show that memory is positively associated with
573 *communitas* and positive emotions. These findings are consistent with Gordon's (2013)
574 suggestion that individuals' positive emotions are key to nostalgic experiences. Empirical
575 evidence also shows that memories have social components (Lagerkvist, 2020) and are often
576 collective in nature (Wood, 2020). In this study, collective consumption memories relating to
577 time-honored restaurants are found to facilitate the sense of *communitas*, which parallels
578 Wood (2020) recent conceptualization of memory sharing. The context of China, with its
579 collectivist culture, may underpin this finding (Jain et al., 2019). Also, restaurant diners'
580 intertwined memories and perceived *communitas* result in their positive emotions. This

581 finding exemplifies Tung and Ritchie (2011) view that activation of positive emotions is a
582 natural outcome of memories. It also pinpoints that individuals seeking *communitas* may
583 expect to gain positive emotions from social activities (Baker, 2018; Jahn et al., 2018). In the
584 context of time-honored restaurants, despite that previous studies (e.g. He, 2008; Kim, 2021;
585 Mu, 2007) have unveiled some selected relationships among specific dimensions in point, our
586 study further contributes to the literature by clarifying their interrelationships in a solid
587 conceptual structure of nostalgic experience.

588 Fourth, another interesting finding is the comparative influence of nostalgia triggers,
589 namely food, restaurant environment and service staff, on memory and *communitas* in
590 consumers' nostalgic experiences. Although previous studies of time-honored restaurants
591 (e.g. Chen et al., 2020; Huang, 2017; Zhang et al., 2021) have implied that all the three
592 factors collectively contribute to consumers' experiences and memory, they do not analyze in
593 detail about the relative importance among them in triggering the nostalgic experiences. And
594 the existing knowledge does not connect them to revisit intention in an explicit way. In our
595 study, we found that nostalgia triggered by food and service staff significantly evokes
596 consumers' memory, and food and restaurant environment significantly stimulate the
597 *communitas* component of nostalgic experiences. This study offers empirical evidence to
598 support previous findings that nostalgia triggered by food (Vignolles and Pichon, 2014) and
599 service staff (Volčič, 2007) evokes reminders of consumers' childhood memories. However,
600 our finding shows that the restaurant environment does not affect consumers' memories. A
601 possible reason could be that many time-honored restaurants currently often add fashionable
602 elements, such as French windows, to their *décor* to attract younger generations (Wang,
603 2005). Therefore, the link between "old" images and some time-honored restaurant brands
604 has weakened, and this mismatch fails to stimulate consumers' memories in time-honored
605 restaurants.

606 Furthermore, we found that food and restaurant environment positively induce the
607 *communitas* component of nostalgic experiences. This mirrors the finding of previous
608 academic studies that these two nostalgia triggers help consumers to develop closer bonds
609 with friends and family (Holak, 2014; Renko and Bucar, 2014). This might be due to their
610 previous collective experiences of dining together in a specific time-honored restaurant with
611 their friends, and family. However, there was no positive relationship between service staff
612 and consumers' *communitas*. Arnould and Price (1993) state that *communitas* develops not
613 only among a group of customers but also between the same service provider and customers.
614 Service staff plays a vital role in strengthening *communitas* (Arnould and Price, 1993).
615 Compared with minor adjustments of signature dishes and the physical environment in time-
616 honored restaurants, service staff teams have been quickly and constantly changing due to the
617 high turnover rate in the restaurant industry (Chen, Ayoun, and Eyoun, 2018). Thus,
618 consumers' *communitas* is less likely to be cultivated based on the performance of service
619 staff.

620 To summarize, this study is a pioneering effort to develop and test a conceptual
621 structure of nostalgia by including both nostalgia triggers and nostalgic experiences. We also
622 confirmed a three-dimensional nostalgic experience model and identified interrelationships
623 among three subdimensions of nostalgic experiences. Additionally, utilizing cognitive
624 appraisal theory, we tested the underlying mechanisms of nostalgia triggers. We found a
625 comparative influence of nostalgia triggers, namely, food, restaurant environment and service
626 staff, on consumers' nostalgic experiences, which result in revisit intention.

627

628

629 *5.2. Practical implications*

630 This study has managerial implications for restaurant industry practitioners. First, our
631 study supports the majority of the hypotheses, indicating that nostalgia triggers indirectly
632 contribute to consumers' revisit intention via nostalgic experiences; therefore, time-honored
633 restaurant owners need to concentrate on developing nostalgia triggers and enhancing
634 consumers' nostalgic experiences with time-honored restaurants. Second, our study indicates
635 that of the three nostalgia triggers, food is the most significant contributor to evoke
636 consumers' memories and perceived communitas from nostalgic experiences. Therefore,
637 restaurant operators should spend resources on researching historical recipe books and
638 consulting with food historians who are knowledgeable about ancient dishes to design the
639 nostalgic appeal of food, such as adopting traditional ways of making dishes and duplicating
640 the appearance of particular dishes from the past. Third, as the restaurant environment
641 contributes to consumers' perceived communitas from nostalgic experiences, restaurant
642 operators might incorporate old themes into restaurants' indoor environments. For example,
643 restaurant managers may wish to hang old pictures and objects on the walls, as such
644 information may invoke a sense of communitas in relation to the restaurant brand. Fourth,
645 service members influence consumers' memories of nostalgic experiences. Managers need to
646 train staff members who provide direct services to customers in terms of how to serve food in
647 the traditional way and provide a traditional Chinese dining experience. More specifically,
648 the old style of service can be referenced based on the history and documentation of
649 restaurant brands. Some specific examples could be following a traditional way of greetings
650 customers and recommending special dishes in an old (or local) style. This type of staff
651 service can strengthen consumers' nostalgic memories. Fifth, amongst the components of
652 nostalgic experiences, consumers' memories affect their perceived communitas, and both
653 memories and communitas influence their positive emotions. Therefore, restaurant operators

654 must understand the importance of creating consumers' memories. In addition to using the
655 stimulating influence of food and staff members, managers might demonstrate sensitivity to
656 meaningful brand histories and brand culture in restaurants to develop consumers' memories.
657 Furthermore, old pictures of previous guests' family gatherings in time-honored restaurants
658 and old objects that were used by the last generation might be used to generate a sense of
659 *communitas*. Consumers' positive emotions might also be enhanced by staff members'
660 humor, friendliness, and intensive social interaction, as well as by happiness elicited by
661 pleasant traditional Chinese music, as these are directly associated with consumers' revisit
662 intention. Ultimately, customers' positive emotions could lead to their revisit intention.

663

664 **6. Limitations and future research**

665 This study has several limitations, suggesting directions for future research. First,
666 previous studies report that demographic variables, such as age (Holbrook, 1993; Rousseau
667 and Venter, 1999), gender (Reisenwitz et al., 2004), and even cultural background (Jain et al.,
668 2019), impact on consumers' nostalgia. However, this study did not analyze the impact of
669 demographic variables on consumer nostalgia. Second, almost half of respondents were aged
670 between 31 and 40 years old. However, there is a trend that more younger consumers, as
671 compared to senior ones (above 40) as the traditional market, have been attracted by today's
672 time-honored restaurants in China due to their reform and marketing efforts (Zhu, 2019).
673 Halwani (2020) also confirms that in Europe the similar age group of consumers (roughly 33-
674 40 years old) prefer heritage brands, which are similar to time-honored brands. Therefore,
675 understanding these consumers' behavior towards time-honored restaurants benefits the
676 existing literature. Third, our study researched time-honored restaurants with residents of
677 Beijing and Shanghai in China. The findings should therefore be seen as suggestive rather
678 than conclusive, and require further research. Fourth, this study only examined factors

679 controlled by time-honored restaurants, whereas it should be noted that childhood events may
680 also influence consumers' nostalgia (Wildschut et al., 2006).

681 Based on the limitations of this study, several future research directions are suggested.
682 First, future research on time-honored restaurants might use *t*-tests to explore whether various
683 demographic variables affect consumers' perceptions of nostalgia. Second, as older
684 consumers may be more prone to nostalgic feelings for the past than their younger
685 counterparts (Batcho, 1995), the perceptions of and feelings of nostalgia towards time-
686 honored restaurants of consumers aged over 40 might be investigated in the future. Third, our
687 results for nostalgia triggers and nostalgic experiences should be replicated in other areas in
688 China and other cultural contexts in order to extend their generalizability. Finally, future
689 studies might examine uncontrolled events, such as consumers' childhood experiences, to
690 gain a comprehensive understanding of the consumer nostalgia mechanism.

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Fig. 1. Conceptual framework

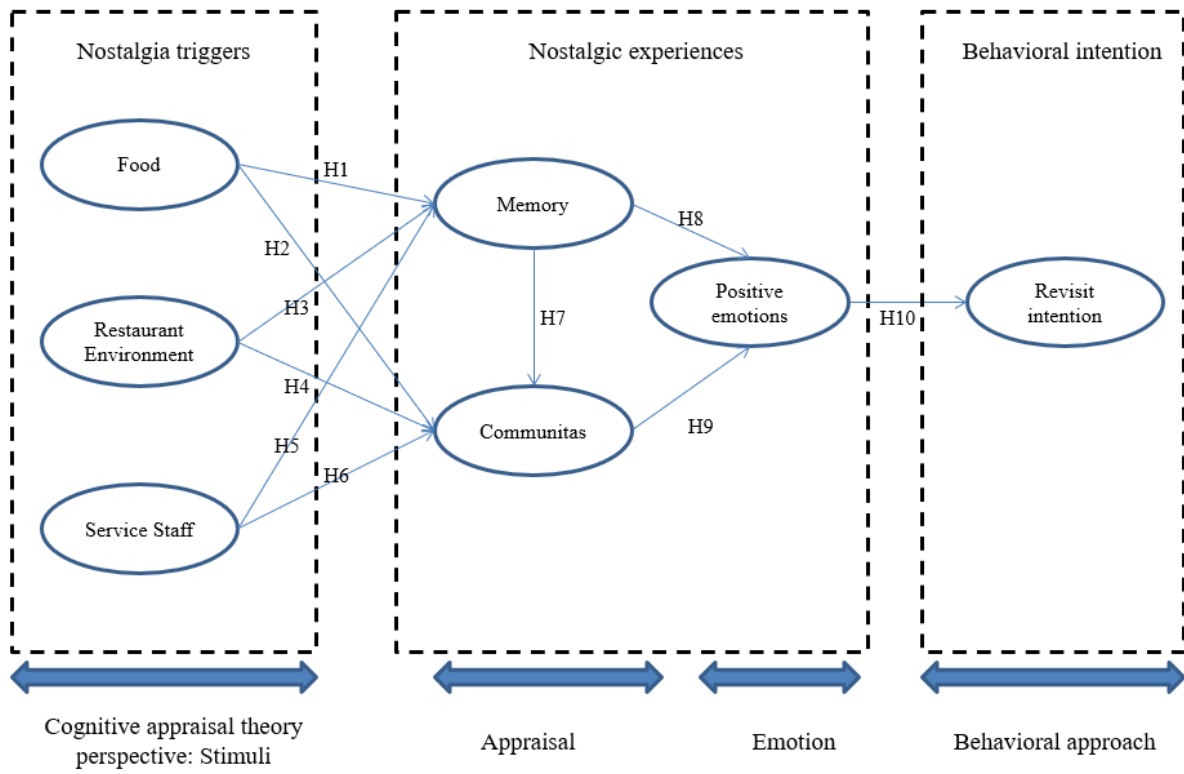


Table 1. EFA with nostalgic experiences (N = 107)

Variable	Measurement items	Factor loading	α
Memory	So many memories about this restaurant brand came to my mind	0.758	0.860
	A lot of thoughts about this restaurant brand came to my mind	0.736	
	I thought of bygone days	0.728	
	I thought of sweet memories about this restaurant brand	0.730	
	Detailed past memories came to my mind	0.723	
	I relived the moment	0.674	
Positive emotions	I felt joyful	0.751	0.769
	I felt pleasant	0.786	
	I was happy	0.790	
Communitas	I thought of memories related to my generation	0.704	0.801
	I felt like immediately getting in touch with my family	0.818	
	I felt like sharing my feelings with friends	0.818	

Note: Kaiser-Meyer-Olkin (KMO) = 0.891, Barlett's test of sphericity $\chi^2 = 970.554$, $p < 0.001$

Table 2. CFA results

Variable	Standardized loading	<i>t</i> -value	Cronbach's alpha	CR	AVE
Food			.704	.730	.584
FD1	.606	10.197***			
FD2	.895	*Fixed			
Restaurant environment			.791	.808	.682
RE1	.935	8.388***			
RE2	.700	*Fixed			
Service staff			.793	.794	.563
SS1	.743	12.075***			
SS2	.786	12.437***			
SS3	.721	*Fixed			
Memory			.861	.862	.511
ME1	.721	12.258***			
ME2	.678	11.610***			
ME3	.732	12.410***			
ME4	.707	12.047***			
ME5	.769	12.954***			
ME6	.679	*Fixed			
Communitas			.794	.796	.566
CO1	.774	12.835***			
CO2	.761	12.685***			
CO3	.721	*Fixed			
Positive emotions			.781	.789	.557
PE1	.810	11.491***			
PE2	.781	11.334***			
PE3	.637	*Fixed			
Revisit intention			.792	.793	.656
RI1	.829	11.512***			
RI2	.791	*Fixed			

Note: *** $p < .001$

Table 3. Construct intercorrelations

Construct	FD	RE	SS	ME	CO	PE	RI	M	SD
FD	.764							5.34	1.08
RE	.348**	.826						5.81	.94
SS	.377**	.345**	.750					5.34	1.09
ME	.599**	.318**	.500**	.715				5.44	.91
CO	.466**	.298**	.326**	.523**	.752			4.95	1.20
PE	.386**	.296**	.310**	.460**	.519**	.747		5.75	.78
RI	.411**	.262**	.367**	.434**	.441**	.399**	.810	5.10	1.21

Note: FD: food, RE: restaurant environment, SS: service staff, ME: memory, CO: communitas, PE: positive emotions, RI: revisit intention; ** correlation significant at the 0.01 level (2-tailed).

Table 4. Model comparison results

Goodness-of-fit index	Research model	Alternative model
χ^2	391.514	575.422
<i>df</i>	176	179
χ^2/df	2.225	3.215
CFI	.935	.880
IFI	.935	.881
TLI	.922	.859
RMSEA	.058	.078

Note: In the alternative model, the paths between the three components of nostalgic experience were constrained to zero.

Table 5. SEM results

Hypothesis code	Path	Standardized coefficient path	<i>p</i> -value	Result
H1	FD→ME	.600	< .001	Supported
H2	FD→CO	.290	< .01	Supported
H3	RE →ME	.025	.633	Not supported
H4	RE→CO	.161	< .01	Supported
H5	SS→ME	.333	< .001	Supported
H6	SS→CO	.008	.919	Not supported
H7	ME→CO	.349	< .005	Supported
H8	ME→PE	.275	< .001	Supported
H9	CO→PE	.533	< .001	Supported
H10	PE→RI	.569	< .001	Supported
Total variance explained:		Indirect effects:	Goodness of fit-index:	
R^2 of ME = .665		FD→RI = .245	$\chi^2 = 391.514, df = 176, \chi^2/df = 2.225$	
R^2 of CO = .468		RE→RI = .055	CFI = .935	
R^2 of PE = .545		SS→RI = .090	TLI = .922	
R^2 of RI = .323			IFI = .935	
			RMSEA = .058	

Note: FD: food, RE: restaurant environment, SS: service staff, ME: memory, CO: komunitas, PE: positive emotions, RI: revisit intention