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The Effect of Service Authenticity on Customer Advocacy: Evidence from Nostalgia-themed Restaurants

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Abstract

Many restaurants have adopted nostalgic themes as a positioning strategy to convey service authenticity and effectively differentiate themselves from competitors. However, few scholars have investigated how service authenticity in nostalgic restaurants influences customers' perceptions and behavioral outcomes. The purpose of this study was to investigate the association between service authenticity in nostalgic restaurants and customer advocacy and consider the roles of memorable dining experience and nostalgia proneness. Data from 473 customers of nostalgic restaurants in Taiwan revealed that service authenticity boosted memorable dining experiences, which in turn enhanced customer advocacy. Furthermore, a memorable dining experience mediated the effect of service authenticity on customer advocacy. Nostalgia proneness strengthened the indirect influence of service authenticity on customer advocacy via memorable dining experiences. This research extends existing knowledge regarding service authenticity and memorable dining experiences in nostalgic restaurant settings. Our findings also offer practical guidance for nostalgic restaurant managers in designing service environments and developing nostalgia-based marketing strategies.

Keywords: Nostalgic Restaurant; Authenticity; Memorable Experience; Advocacy; Taiwan