

Exploring Antecedents and Outcomes of Perceived Authenticity
by tourists at Lisbon Museums

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EXPLORING ANTECEDENTS AND OUTCOMES OF PERCEIVED AUTHENTICITY
BY TOURISTS AT LISBON MUSEUMS

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Abstract

Tourism has been growing over the years whether if it is foreign people coming to Portugal, or Portuguese people getting to know their own country better. When talking about tourists, cultural attractions and trending museums are at the top of one's minds. The experiences that result from those activities are very important, since visitors look for Authenticity more and more. People want to feel close from the institutions they visit, and the antecedents and outcomes are important for those institutions to understand the impact or the success, or not that they are having.

Authenticity is ideal to associate with museums since they have pieces visitors wish to see and look forward to. When people experience Authenticity and feel that what they wanted to see corresponds, it will immediately affect how the institutions are seen and talked about.

The lack of empirical studies leads the author to connect concepts that seem to be leading to the perception of Authenticity from the visitors towards the museums. There are four interesting concepts that are thought to be possible antecedents and predictor of Authenticity, and two notions that may be resulting once visitors evaluate the museums has authentic. The factors to be studied are Brand Heritage, Place Attachment Identity and Dependence, Atmospheric Cues, Iconic Cues, Authenticity, Authentic Pride, and Self-Expression and Word of Mouth.

The results revealed that all the chosen antecedents (Brand Heritage, Place Attachment Identity and Dependence, Atmospheric Cues, Iconic Cues) are relevant to explain Authenticity. Not all the concept's dimensions play a relevant role, but the study reveals which ones are contributive statistically. Moreover, Authentic Pride and Self-Expression and Word of Mouth are in fact outcomes of Authenticity. In sum, the heritage, the connections with the space itself, the involvement, and the iconicity of the institution will all affect the way the visitor will perceive the place as authentic. Even more, when the place is perceived as authentic, it will affect the way people feel about the museum and how they express themselves towards others about it.

Keywords: tourism, cultural attraction, Authenticity, Brand Heritage, Place Attachment Identity and Dependence, Atmospheric Cues, Iconic Cues, Authentic Pride, Self-Expression and Word of Mouth

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Resumo

O turismo tem crescido ao longo dos anos, independentemente de serem estrangeiros a visitar Portugal ou portugueses a tentar conhecer melhor o seu país. Quando se fala de turistas o que fica em mente são as atracções culturais e os museus da moda. As experiências que resultam destas actividades são muito importantes, tendo em conta que cada vez mais as pessoas procuram Autenticidade. As pessoas querem sentir-se próximas das instituições que visitam, sendo que os antecedentes e os resultados são importantes para que essas mesmas instituições percebam o possível impacto e sucesso que possam ter.

Autenticidade é o conceito ideal para associar a museus, tendo em conta que estes expõem peças que as pessoas querem ver. Quando as pessoas sentem essa Autenticidade e que o queriam ver corresponde à expectativa, vai afectar imediatamente a maneira como as instituições são vistas e mais tarde faladas.

A escassez de estudos empíricos levou o autor a ligar conceitos que podem levar à percepção de Autenticidade da parte dos visitantes de museus. Existem quatro conceitos interessantes que se pensa serem possíveis antecedentes e indicadores de Autenticidade, e duas noções que podem ser resultado aquando a avaliação do visitante resulta numa percepção de autenticidade. Os factores a serem estudados são o Legado da Marca, a Identidade e Dependência criados pelo vínculo com o local, as Sugestões Atmosféricas, as Sugestões Icónicas, a Autenticidade, o Orgulho Autêntico e a auto-expressão e palavra boca a boca.

Os resultados revelaram que todos os antecedentes sugeridos (Legado da Marca, Identidade e Dependência criados pelo vínculo com o local, Sugestões Atmosféricas, Sugestões Icónicas) são relevantes para explicar a Autenticidade. Nem todas as dimensões têm um papel relevante, mas o estudo revela quais delas são estatisticamente relevantes. Inclusive, o Orgulho Autêntico e a auto-expressão e palavra boca a boca são consequências da Autenticidade. Sumarizando, o legado, a ligação com o espaço em si, o envolvimento, e a classificar a instituição como icónica, tudo isto vai afectar a maneira como o visitante percebe o local como autêntico. Ainda assim, quando o local é percebido como autêntico vai afectar a maneira como as pessoas se sentem em relação ao museu e como se vão expressar perante outros.

Palavras-Chave: turismo, atrações culturais, Herança da Marca, Dependência e Identidade relacionada com a ligação a um local, Pistas Atmosféricas, Pistas Icônicas, Orgulho Autêntico, Auto-Expressão e recomendação por passa a palavra.

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1. Introduction

According to Statistics Portugal (INE), Portuguese museums opened their doors to 5 068 192 foreign tourists last year. The last available data takes us back to 2015 and shows that the Lisbon metropolitan area alone has 75 museums which have a total of 6 559 141 visits. More than three million (3 408 037) of them are made by foreigners; this represents more than half of the total of visits (3 151 104 visits are made by Portuguese people). In addition, in 2015 the Lisbon metropolitan area holds 48% of the museum visitors.

The current dominance of non-Portuguese visitors raises some issues and questions that may be relevant and appropriate to develop a master thesis. One will explore the possible reasons that inhibit Portuguese people of visiting museums inside the Lisbon metropolitan area. Hate is the less explored feeling towards brands (Loureiro, 2015), it is daring to say that even less towards museums and non-profit organizations.

One may consider relevant to understand the reasons that may be influencing the behaviors towards museums located in Lisbon and the factors that are included in that equation. So, one is left with two different questions: how atmospheric cues of the museum can influence the perception of authenticity; and could pride (hubristic or authentic) contribute to change the perception of authenticity.

This dissertation will act on an existing gap on museum studies that fail to put in the same picture concepts like Brand Heritage, Place Attachment, Atmospheric Cues, Iconic Cues, and Authentic Pride to the cultural industry. Usually, these constructs are associated to brands related to a different market. Concepts like Authenticity are recurrently correlated to cultural attractions and tourism issues. For instance, Hede et al. (2014:2) concluded that skepticism and expectations are indeed antecedents of the perceived Authenticity. What the author's of this thesis proposed model tries to offer is a direct correlation between the prior concepts and Authenticity. This meaning, Brand Heritage, Place Attachment, Atmospheric Cues, and Iconic Cues are proposed as new predictors for Authenticity. Furthermore, Authentic Pride and Word of Mouth are suggested to be possible outcomes to Authenticity. This model is intended to reach

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conclusions that may help to better museums actions when attracting visitors or correct their current techniques. This leads to the research question which attempts to explore antecedents and outcomes of Perceived Authenticity by tourists at Lisbon Museums.

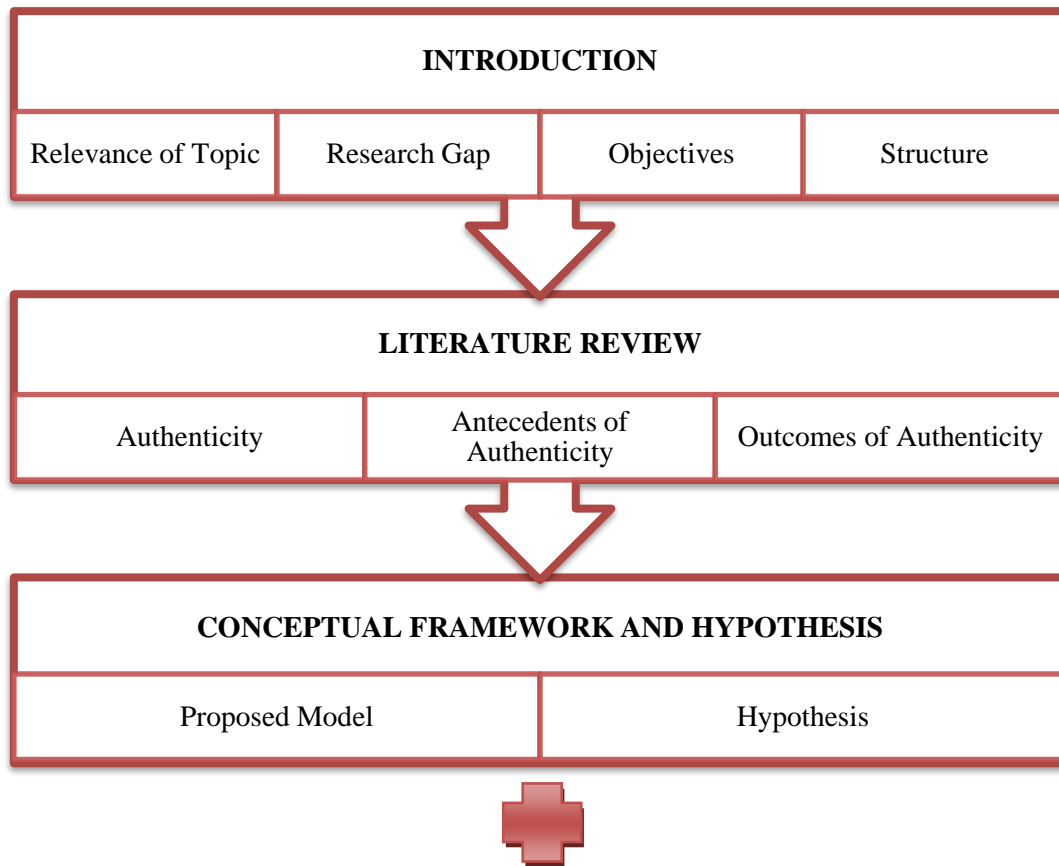
There are four main objectives to be accomplished and explained throughout this dissertation. Firstly, it is important to understand how the chosen concepts (Brand Heritage, Place Attachment Identity and Dependence, Atmospheric Cues, Iconic Cues, Authenticity, Authentic Pride, and Self-Expression and Word of Mouth) may influence the perception of Authenticity of the two chosen cultural Attractions (National Museum of Ancient Art and National Coach Museum). Secondly, how strongly these concepts or constructions influence the perception of Authenticity. Thereafter, one must understand the main factors that will play a role when it comes to shape the opinion of national and international museum visitors. Lastly, and taking into account all the constructions on the conceptual model, how much the museum as an institution will affect the perception of Authenticity during the visitor's experience.

The last relevant point for the introduction is the thesis structure. This framework is divided in six different parts, the introduction, literature review, conceptual framework and hypothesis, research approach, results and data analysis, and the conclusions. All will be briefly explained.

The introduction aims to provide a contextualization, including the relevance of the topic, this meaning why is it relevant to understand the antecedents and outcomes of perceived authenticity. Here too, the research gap and question are mentioned as well as the main objectives of the dissertation and its structure. The literature review provides the reader concepts explained by past and present articles in the Marketing context and the most appropriate background related to this dissertation. The concepts are divided in three parts which are Authenticity, its antecedents and outcomes respecting the order of the concept model. The conceptual framework and hypothesis showcases the built conceptual model and the hypothesis that may result from it with brief explanation and contextualization. Moving towards the fourth part, methodology and data collection are explained as well as the methods to reach the dissertation objectives. Also, the questionnaire design and the sub-constructs are justified as can be seen on Table 1.

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Furthermore, the fifth part addresses the results and data analysis, which is all the process after the data collection and during the experimentation with the results. The definition of the respondents is made with the demographics analysis, and thereafter comes all the relevant analysis methods to meet the wished conclusions. All the conclusions and implications can be found on the sixth part. This information is schematized on Figure 1.



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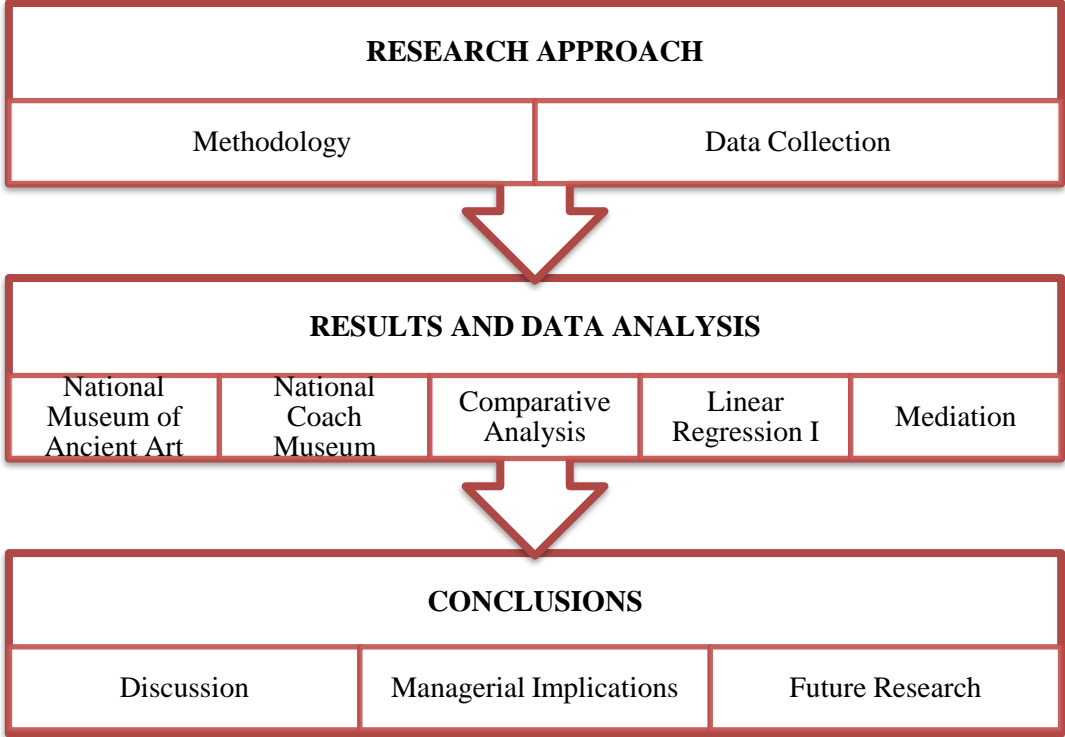


Figure 1.Thesis Structure

Source: author elaboration

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2. Literature Review

2.1. Authenticity

Authenticity is the main focus and Construct of the present dissertation. In this vein, it seems important to develop very well and explain not only the concept itself but the way it is going to be used and divided for this thesis' purpose. To have a wider understanding on the matter one should look for various conceptualizations and definitions of the concept throughout the time. As any other concept, Authenticity suffered an evolution from research to research. Grayson (1996:392) relates Authenticity with terms like "sincerity", "genuineness", and "realness". This conceptualization suffers changes when one sees it in the concept of branding and marketing, and Holt (2002) introduces the reader to a postmodern Authenticity. This is a notion that delivers brand authenticity and that it "... must be perceived as invented and disseminated..., by people who are intrinsically motivated by their inherent value." (2002:83). Holt even refers to this as a serious problem, "Authenticity is becoming an endangered species." (Holt, 2002:86). Now, Authenticity is not being defined as what it is, but what it should help the companies be. It is not real anymore; it is staged to a purpose. This line of thought seems to clearly connect with Grayson and Martinec (2004) findings. The authors suggest that "authenticity" and "truth" (Grayson and Martinec, 2004:298) do not go hand in hand. They are not necessarily connected whatsoever, which takes us back to Holt's idea of Authenticity as an invention. All of those characteristics that once were associated to Authenticity and in agreement with Grayson and Martinec (2004) truth or sincerity do not make something perceived as authentic. Beverland (2006:253) finds new Authenticity attributes as heritage and pedigree, stylistic consistency, quality commitments, relationship to place, among others. What seems to be interesting is the possible interpretation to the future of these connections. Heritage and pedigree can be connected to Brand Heritage and Iconic Cues, stylistic consistency to Atmospheric Cues, quality commitments to future Self-Expression and Word of Mouth, and relationship to place connects with Place Attachment Identity and Dependence.

The Authenticity concept was already connected with museums and tourism, and it may be important not only to explain it as a concept, but also in the museum context. Hede et

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al. (2004) suggest that the perception of Authenticity comes from "...; perceptions of the museum's integrity, perception of their own integrity as a visitor to the museum, and perceptions of the genuineness of the displayed material..." (Hede et al., 2004:4). When it comes to museum's Authenticity the majority of the articles seem to emphasize three things, the artifacts displayed, the building, and the visitor. To corroborating this line of thought one should turn to Pine and Gilmore (2007). The authors state that Authenticity for a museum is about "...; the nature of your artifacts, edifices and encounters; the effects of your heritage; your sense of purpose; and your body values..." (Pine and Gilmore, 2007:3). Both authors add factors like heritage, values, and purpose which were discussed when defining Authenticity and seem relevant for cultural institutions, too.

One should proceed to the explanation of line of thought to the selection of the sub-constructs. There are four groups that are considered to be important to the dissertation. The very first was adapted from Ram et al. (2016:115), and even though the article is majorly dedicated to Place Attachment there was one question that was thought to be important to gather information regarding perceived Authenticity. The perceived connections with the museum's history seemed relevant and even more with Beverland's (2006) prior association between Authenticity and heritage and the relationship established with the physical space. These factors seem to have a high influence when it comes to the perceived Authenticity; therefore, it was placed on this Construct.

The next four sub-constructs or groups were adapted from Morhart (2015:115), Continuity, Credibility, Integrity, and Symbolism. These four, as discovered by Morhart (2015), are directly associated with the construction of Authenticity perception on consumers' minds. For a brand to be continuous it must maintain its essence, not change its image, and be consistent (e.g. it would be considered strange if the National Coach Museum began to exhibit roman artifacts). To be credible it is associated with the ability of delivering what was promised (e.g. it would be disappointing if the Louvre did not exhibit the Mona Lisa anymore). Integrity is related to the core values and the ability to live up to them (e.g. the National Museums of Ancient Art shows a list of

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patrons on the main wall, which can be associated with gratitude and humbleness). At last, symbolism is connected to the values that are symbolic to the consumers and the ones they feel a connection with (e.g. visitors may not identify themselves with gratitude and humble values, if so they are not going to feel connected or attribute authenticity to the museum).

The last chosen group - adapted from Bruhn et al. (2012:571) - is similar to the prior four groups but has a different approach. This group is about what the consumer perceives and less about the “truth” of things. It refers to if “... a consumer evaluates the brand as continuous, original, reliable, or natural; they should not measure... brand’s specific components.” (Bruhn et al., 2012:569). As Authenticity is the central construct of the proposed conceptual model it is essential for it to be very complete and that that it reflects on the results.

2.2. Antecedents of Authenticity

2.2.1. Atmospheric Cues

Firstly, it may be relevant to consider that Atmospheric Cues can influence the perceived Authenticity of museums. According to Koo and Ju (2010: 378) cues can be better understood through the SOR model, this meaning stimuli, organism, and response.

Regarding to the stimuli the atmosphere and ambience of the museum are two factors that one may have in consideration when talking about the public satisfaction as Ariffin, Hasan, and Rashid (2014: 607) support in their article. Immense crowds of tourists may affect the ambience for the natives and alter the experience completely. Roschk, Loureiro, and Breitsohl (2017: 228) propose factors like music, scent, and color. One also can think of the building’s design and structure, and the staff. All of these factors affect the experience and ambience since the beginning.

Concerning organisms this component “*includes perception, emotion, judgment, thinking, and motivation*” (Buxbaum, 2016:8). Namely, the ambience of the museum will alter the way visitors perceive the museum, and will feel, judge, and find motivations depending in the prior or present experience.

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To summarize the model, one must explain the last factor which is response. Being the response the reaction to all the completed experience, this may be positive or negative. If the experience turns out to be good the visitor may feel authentic pride, wish to revisit and willingness to recommend. If, on the other way around, the experience is negative it is most likely the cause hubristic pride and wish to talk and disseminate bad critics.

2.2.2. Iconic Cues

Iconic Cues are one of the many concepts that may affect the perceived authenticity of the general public. When it comes to validate a place as authentic, in this case museums the visitors tend to uphold their trust on the institution through Iconic Cues. As Grayson and Martinec (2004: 299) refer, Iconic Cues are heavily associated with the past. In the case of cultural attractions, mainly museums this association makes sense in a way that both chosen museums (National Museum of Ancient Art and National Coach Museum) display ancient art items. Visitors may have the need to support their assumptions of Authenticity on the fact that the items exposed are iconic and knew by their past history this leading to their genuineness. Carsana and Jolibert (2018: 214) explain that Iconic Cues reflect the brand's origin and symbolism quality, and that is what is worth understanding in the case of the two chosen cultural institutions. Are the items exposed transmitting the heritage in an authentic way to its public? The association between Authenticity and Iconic Cues is somehow inevitable; this is confirmed by Morhart et al. (2015:18) when the article states that Iconic Cues are used to judge authenticity.

2.2.3. Brand Heritage

Brand Heritage seems to be a big concept of the proposed model since museums rely a lot on its history and the heritage of the exhibited pieces of ancient art. On the case of both chosen museums already referred, one is talking about very important and antique art pieces of all kinds and coaches which are also known to be used by past generations. Brand heritage is a complex concept very well explained by Balmer at al. (2007:5) "*By brand heritage, we mean a dimension of a brand's identity found in its track record, longevity, core values, use of symbols and particularly in an organizational belief that its history is important.*". Cultural attractions, mainly museums are all about the history behind its exhibitions and culture in Portugal tend to be badly supported. It is relevant

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then, to agree when Wuestefeld et al. (2012:206) states that heritage helps on keeping relevance in the present and maintain it on the future.

Museums are more and more being considered as corporations and having to market themselves as one. Brand Heritage can be a huge advantage on distinguish cultural brands among themselves. Hakala et al. (2011:448;450) explains that the heritage is deeply rooted and cannot be copied and also that cultural heritage offers coherence a continuity which is useful to cultural “brands”.

2.2.4. Place Attachment Identity and Dependence

Place Attachment Identity and Dependence is a complex concept, and for this reason it should be defined before moving further. Scannell and Gifford (2010: 2) explain that “...*place attachment is a multidimensional concept...*”. The concept being discussed is divided in three different dimensions that divides who and to what extent is the person attached, how that attachment manifest psychologically, and what is the person attached to. In the specific case of this study, it would be ideal to find out if foreign and Portuguese are in fact attached to the museums that they visit. And if so, how important is that attachment. Secondly, if that same attachment reflects on the feeling of Authentic Pride or the intention to express positive or negative Word of Mouth. Lastly, if it is the Museum they are attached to, or possibly something else.

Place Attachment came as relevant for this context because it is highlighted by Ram et al. (2016:112) that this concept can be connected to perceived authenticity which is the main concept. The concept may affect more those who visit the museums because of their location more than the cultural institution itself; it may be more recurring to be attached to Lisbon than the museum itself. As Altman and Low (1992:5) refer “*the environmental settings to which people are emotionally and culturally attached*”. It may be possible that this concept shows itself as more relevant to Portuguese than foreigners because Place Attachment include concepts like place identity, dependence and having a bond with the physical place.

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2.3.Outcomes of Authenticity

2.3.1.Authentic Pride

Before starting to dig deeper into the pride concept it is essential to understand that it divide in two other distinctive concepts, hubristic pride and authentic pride. Does one feel selfish pride in a way that exclusivity is the more important? Or, on the other hand, one feels proud to be ambassador and receiving the attention of other cultures and interest from other minds. Another question that may be appropriate is about how pride is affected by the occupancy of the museum. Do visitors feel less proud when frequenting crowded museums? According to Huang, Dong, and Mukhopadhyay (2014: 698) consumer's feelings of pride are affected whether they conform or diverge from the majority predilection. For the proposed model of the current thesis, the focus is exclusively on Authentic Pride leaving aside the hubristic.

Authentic Pride is all about feeling that arise from reaching an important goal and mainly by being able of maintaining the focus. As explained by Williams and Desteno (2008: 1008), this pride is more difficult to achieve, because obtaining skills takes time and the process of enduring some initial failures and problems. But what counts are the final result and the feeling of achievement. So, adapting to the perception of museums, the authentic pride may influence positive feelings. This meaning, authentic pride possibly may be the delight of receiving the interest of others and other cultural thinking. The fact that others are interested in one's culture can help to strengthen the community spirit. According to Burton & Griffin (2008: 318) pride might origin from the belief that a museum contributes to the local community's sense of identity.

2.3.2.Behavioral Intentions: Self-Expression and Word of Mouth

In this topic the central questions, and according to Baker & Crompton (2000: 789) is if "*a visitor to a program or facility will return.*". Concerning museums and attractions, behavioral intentions may be essential to understand the satisfaction of the public. One can focus on three topics: Word of Mouth, Intention to Return, and Willingness to pay premium prices. In a museum angle Word of Mouth is important in what concerns online critics and recommendation. For Portuguese visitors the intention to return applies more accurately in a way that it is easier to access to attractions, tourists can only visit while staying on the destination. And the willingness to pay premium prices

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can or may derive from the perceived authenticity and possible positive Word of Mouth. As Chen & Chen (2010: 31) state “*Satisfied tourists may revisit a destination, recommend it to others, or express favorable comments...*”, in contrast “*..., dissatisfied tourists may not return to the same destination and may not recommend it...*”.

In sum, behavioral intentions and service quality are connected. The intentions may result to be favorable or unfavorable and the based on this visitors alter their availability to pay higher prices, revisit, and disseminate positive or negative word of mouth (Zeithaml, Berry, Parasuraman. 1996: 34).

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3. Conceptual Framework and Hypothesis

Taken together all considerations of previous studies presented in the literature review, we may claim that we find a gap: the lack of studies intending to analyze drivers and outcomes of Authenticity into the context of museums. Therefore, a research question arise: could Atmospheric Cues and the Perceived Heritage of a museum work as antecedents of authenticity? On the other hand, may Authentic Pride and Self-Expression and Word-of-Mouth be outcomes of Authenticity?

Figure 2 shows the proposed model that associates the main concepts of the literature review and the connections made with the arrows unfold the possible hypothesis. The hypothesis will be explained and contextualized.

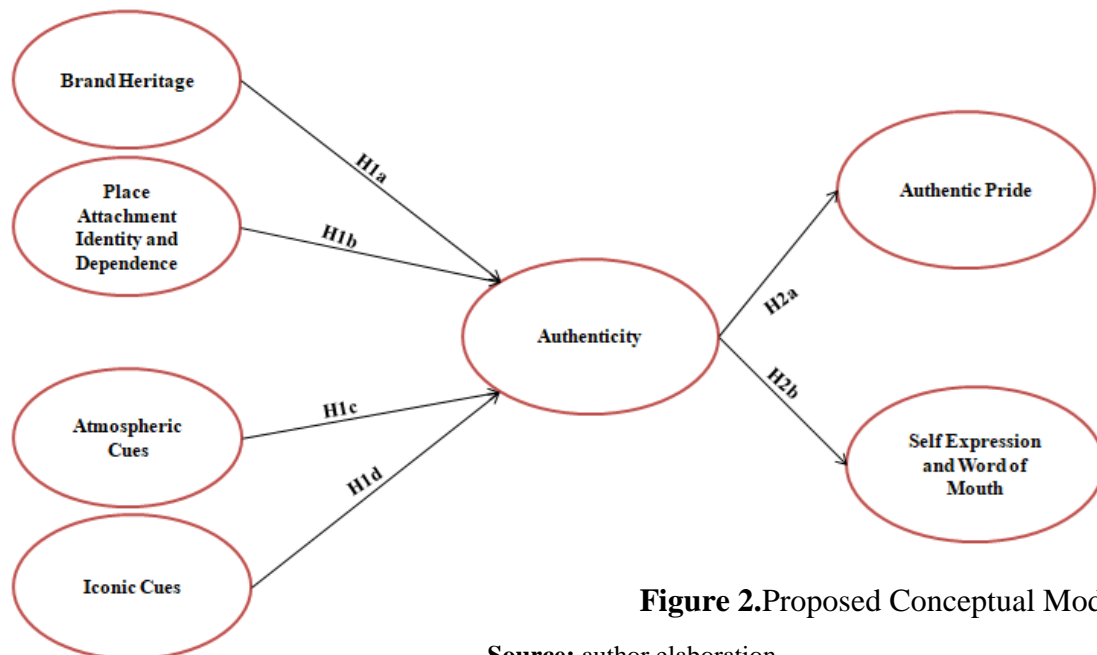


Figure 2.Proposed Conceptual Model

Source: author elaboration

Brand Heritage has already been connected to the concept of perceived Authenticity in different ways (Wuestefeld et al., 2012; Karakoç, 2016). What is interesting is to connect this concept to the perceived Authenticity that tourist and locals have on museums. With this interest in mind the first hypothesis (H1a) arises:

H1a: Brand Heritage positively influences the perception of authenticity towards Lisbon metropolitan area museums.

The foundation to include Place Attachment to the model is that is already proven to make sense to correlate with perceived authenticity (Ram et al., 2016; Ramkissoon,

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2015). In Ram et al. (2016: 222) words “*The perceived authenticity of visitor attractions has been studied among international tourists and was found to be positively influenced by place attachment.*”. It may be interesting to apply this correlation to the two chosen Portuguese museums, and not only study international tourists but national visitors. Taken all together, the second hypothesis proposed is:

H1b: Place attachment identity and dependence positively influence the perception of authenticity towards Lisbon metropolitan area museums.

Atmospheric Cues were associated to behavioral responses by Forrest (2013) and Kumar (2010) on the context of museum atmospherics and visitor experience and in store environment. Inspired on that, and adapted to the main goals of this dissertation, Atmospheric Cues appear on the model as antecedent for perceived Authenticity. The hypothesis are the result of the placement of this construct on this context:

H1c: Atmospheric Cues positively influence the perception of authenticity towards Lisbon metropolitan area museums.

Carsana and Jolibert (2018) have an interesting model that correlated Iconic Cues with perceived Brand Authenticity and Willingness to buy. This is very similar, excluding the other components of their model with the correlation between Iconic Cues, perceived Authenticity, and Self-Expression and Word of Mouth that is on Figure 2. Their study is about private-label brands, and the concept was adapted as exported to the cultural world and is considered to have a possible interesting and positive outcome. So, adapted the hypothesis becomes:

H1d: Iconic cues positively influence the perception of authenticity towards Lisbon metropolitan area museums.

Since the concepts that are believed to influence the perceived authenticity of Lisbon museum visitors are selected, it is important to explain the two chosen possible outcomes from these influences and connections. The possible correlation between Authenticity and Authentic Pride may be innovative on the cultural studies. The idea that the perceived Authenticity may lead to a positive pride feeling on visitors leads to hypothesis H2a.

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H2a: Authenticity positively influences authentic pride towards Lisbon metropolitan area museums.

Lastly, Ramkissoon and Uysal (2011) presented a model where the perceived Authenticity is predictor for Behavioral Intentions to consume cultural attractions. In this specific case, Self-Expression and Word of Mouth appears as outcome of perceived Authenticity leading to the following hypothesis:

H2b: Authenticity positively influences self-expression and word of mouth towards Lisbon metropolitan area museums.

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4. Research Approach

4.1. Methodology

This section of the dissertation is dedicated to describe the method that leads to the research objectives and hypothesis to be explored further ahead in the thesis. As is natural, the methodology was established after the research made through the literature review concerning the factors that influence the public's perception on tourism and cultural attractions. The literature gap leads the way to investigate exactly what can influence the perception of museum visitors.

After this first stage the conceptual model was drawn with concepts, being the central one the authenticity and the possible influencers are brand heritage, iconic cues, place attachment, atmospheric cues, authentic pride, and self-expression and word of mouth. All of these were adapted from existing theories from articles regarding this matter.

Only by understanding the importance of perceived authenticity on cultural attractions can one study alternative influencers on this same factor as explained on the previous paragraph (Taylor, 2001). It is essential for this dissertation for one to explore this hypothesis it was necessary to elaborate a survey to study these influences statistically.

The results were collected on two Lisbon museums, the National Museum of Ancient Art and the National Coach Museum, two of the most visited in Portugal in 2017 (www.patrimoniocultural.gov.pt). The collection was made directly with the visitors to guarantee the good results and reinsure the seriousness of the study. The survey was delivered at the end of the visit printed to be filled. This methodology allowed fulfilling the goals listed below:

- Analyze the possible influencers on the perception of the authenticity of the chosen cultural attractions.
- Analyze which of the concepts has strongest influence on authenticity perception.
- Understand the main factors that may influence the opinion of national and international visitors.

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- Explore how much the museum as institution affects the perception of authenticity throughout the visitor's experience.

4.1.1. Attraction: Museums

The future dissertation will focus on museums and its experts and visitors. From all the Lisbon metropolitan area the five more visited will be selected for analysis in what regards the topics previous presented. The selection was based on data provided by documentation facilitated by the *Direção Geral do Património Cultural* (DGPC) and the figures are present on the 2016 visitant statistics document.

By descending order of visits the museums are the *Museu Nacional dos Coches* (382 593 visitors in 2016), *Museu Nacional de Arte Antiga* (175 578 visitors in 2016), *Museu Nacional do Azulejo* (160 557 visitors in 2016), *Museu Nacional de Arqueologia* (146 955 visitors in 2016), and the *Museu Nacional de Arte Contemporânea do Chiado* (51 992 visitors in 2016). Based on figures these are the most visited and relevant museums for study.

4.2. Data Collection

Data was collected after an extensive understanding of the concepts and the elaboration of the model as presented previously. Thus, only after studying the constructs and its relationships we started to develop the survey to be applied to museum context.

After this phase, the survey was elaborated and the content tested by seven people. A few adjustments were made in order of the meaning of the sentences to be understood by participants. On a first stage, the survey was distributed on the Ancient Art museum during two months, December and January. In another phase, the survey was also distributed, both cases in paper, on the Coach museum during January and February. On both cases the questionnaire was presented at the end of the visit allowing the visitors to base their answers on fresh memories and experiences.

To get to a better understanding one shall look to the timeline:

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Figure 3.Data Collection and Research Timeline

Source: author elaboration

4.3.Questionnaire Design

The survey (see appendix I.B) was created considering the constructs chosen to develop the theme proposed for this dissertation. The questionnaire form nine different parts, being seven elements only relevant for the inquirer for analysis effects, from the visitor point of view there are only three parcels. The introduction which brings in the survey and its goal giving the context, the questions to what the visitor had a scale that goes from completely disagree to completely agree, and the demographics which included gender, age, nationality, profession, and marital status (Stylos et al., 2016). The major concern while composing the intro was to make clear that the answers should be based on a personal opinion and more important the fresh memory of the museum and its items. Other than this the answering system was constructed with a five-point Likert Scale composed by “Completely Disagree”, “Disagree”, “Neither Agree or Disagree”, “Agree”, and “Completely Agree”. Concerning the division considered for analysis, beyond the introduction and demographics already alluded the questions were divided in seven different concepts: brand heritage, place attachment, atmospheric cues, iconic cues, authenticity, authentic pride, and self-expression and word of mouth.

The survey was designed in English then translated to Portuguese and back translated. The main objective was to have national and international participants, and for that effect there were 200 questionnaires in Portuguese and 200 in English. In each museum, National Museum of Ancient Art and National Coach Museum, there were 200 questionnaires distributed, 100 in Portuguese and 100 in English. All surveys were delivered in person, there was no online data collecting.

The next step was the pre-test to detect any faults or typos. The survey was delivered to six people to answer and transmit their feelings towards the questionnaire. The typos

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were corrected and being the general feeling towards the survey positive they were printed and distributed.

Construct	Source
Brand Heritage	Balmer, 2017 Wuestefeld et al., 2012
Place Attachment	Balmer, 2017 Ram et al., 2016
Atmospheric Cues	Kumar, 2010 Huang and Hsu, 2010
Iconic Cues	Grayson and Martinec, 2004 Morhart et al., 2015
Authenticity	Ram et al., 2016 Morhart et al., 2015 Bruhn et al., 2012
Authentic Pride	Tracy and Robins, 2007
Self-Expression and Word of Mouth	Balmer, 2017 Saenger et al., 2013

Table 1.Construct Sources

Source: author elaboration

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5. Results and Data Analysis

The results and data analysis section will be focusing on the outcome of the surveys written and elaborated by the author. A total of four hundred questionnaires were collected. From this total, two hundred were distributed on the National Museum of Ancient Art, and the remaining on the National Coach Museum. From these, two hundred were in Portuguese and the other half was in English, for it to be possible to cover national and international visitors.

From a rigorous selection, only 387 were considered for analysis (after excluding inconsistency and missed answers. After the selection, the data was transcribed to Excel and then imported to IBM SPSS Statistics 23 and finally analyzed. The results are presented on topics 5.1. to 5.6. The constructs used are adapted from articles considered adequate to this study and context can be seen on Appendix I.A., as well as the survey which can be seen on Appendix I.B.

5.1.National Museum of Ancient Art Data Treatment

5.1.1.Demographics: Profile

From a total of 200 surveys, from which 100 were printed in Portuguese and the remaining in English, 193 were validly answered and completed. To know exactly who responded to these questionnaires a brief description of the sample will be provided. One knows, by analyzing the demographics, that 51.8% (100) of the respondents are females and 48.2% (93) are males, other than this the majority of the survey respondents are inserted in the age group between the 51 and 55 years old (13%). The surveyed visitors had to be more than 15 years old and the less frequent age registered was plus 70. Concerning the nationalities the most common was Portuguese, followed by Brazil, and United States of America. To comment the remaining demographics the majority of the inquired have a master or higher education and are currently married. In conclusion the type of profession that dominated the sample was students with a percentage of 16.1, followed by retired people and teachers (see appendix II.A).

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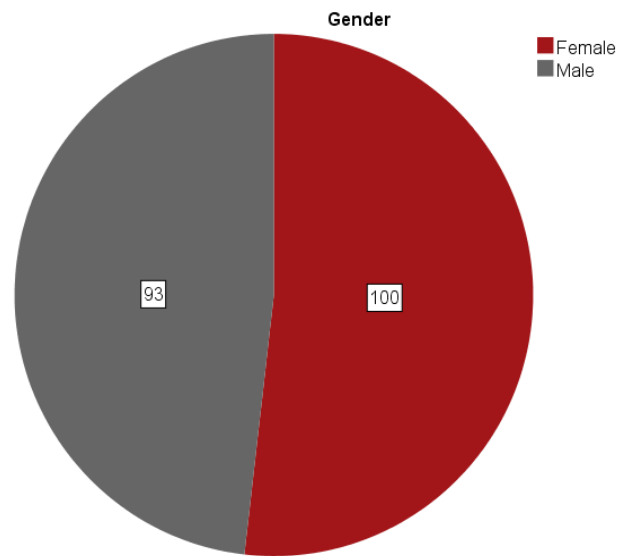


Figure 4.Gender Distribution

Source: author elaboration based on SPSS outputs

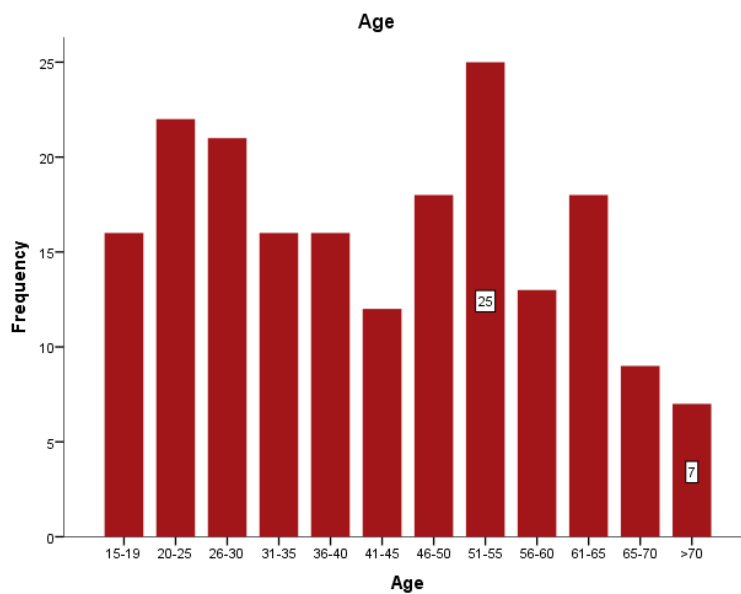


Figure 5.Age Distribution

Source: author elaboration based on SPSS outputs

5.1.2.Brand Heritage Descriptive Statistics

The first concept to be analyzed is the brand heritage, which is presented on the survey as the first group of questions. There is a total of nine questions addressing this topic constituted by the following components: the museum purpose, its future existence, feelings towards its disappearance, the national treasure, familiarity with the institution,

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its cultural meaning, if it is known in Portugal, if visitors feel complimented by the good fame of the museum, and its uniqueness.

Brand Heritage	Mean	Median	Standard Deviation
BH1: The museum's purpose is relevant for modern times.	4.4	5.0	0.85
BH2: The future existence of this museum is important to me.	4.4	5.0	0.78
BH3: I will be upset if the museum disappears.	4.5	5.0	0.72
BH4: The items exposed are a part of the national treasure.	4.6	5.0	0.64
BH5: My familiarity with this museum is very high.	3.1	3.0	1.14
BH6: This museum has a strong cultural meaning.	4.4	5.0	0.72
BH7: This museums is highly known in Portugal.	3.6	3.0	0.86
BH8: If somebody praises this museum I consider it a personal compliment.	3.0	3.0	1.02
BH9: This museum is unique compared to others.	3.5	3.0	0.95
Cronbach's Alpha 0.782			

Table 2.Descriptive Statistics: Brand Heritage and Alpha

Source: own elaboration based on SPSS output

What one can see on Table 2 is that the majority of participants tend to evaluate very favorably the item of brand heritage. For example, tend to agree that the museum is relevant for their lives and our culture. On the other hand, the audiences rather to neither agree nor disagree that they are familiar with the museum, or that its success is a personal compliment or even that the institution is unique compared to others. The average of the respondents considers this museum relevant and worthy of attention, but still there is others that deserve the same relevance. The higher standard deviation is seen on the questions BH8 meaning that there is more variability of responses and the lower is from the BH4 question meaning that more visitors agree and gave similar responses. The Cronbach's Alpha shows that the construct is reliable. (See appendix II.B).

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5.1.3. Place Attachment Identity and Dependence Descriptive Statistics

The following construct contemplates if visitors feel connected with the museum. There were seven questions presented on the survey regarding this issue. The results are presented and interpreted on Table 3:

Place Attachment Identity and Dependence	Mean	Median	Standard Deviation
PA1: I am attracted by this museum's history.	4.0	4.0	0.87
PA2: This museum is successful in communicating its heritage.	4.0	4.0	0.88
PA3: I enjoy visiting this museum more than any other.	3.0	3.0	0.94
PA4: This museum reflects who I am.	2.7	3.0	0.98
PA5: From what I enjoy doing when I am in Lisbon, I could not imagine better experience than the experience provided by this museum.	2.9	3.0	0.93
PA6: From the available cultural attractions in Lisbon, this museum is my preferred one.	3.0	3.0	0.97
PA7: Visiting Lisbon says a lot about who I am.	3.3	3.0	1.04
<u>Cronbach's Alpha 0.815</u>			

Table 3. Descriptive Statistics: Place Attachment Identity and Dependence and Alpha

Source: author elaboration based on SPSS output

Table 3 shows in average participants tend to agree that they feel attracted to the museum's history and that the heritage of the institution is well transmitted to the visitor. But, when it comes to the cultural attraction capability to reflect the personality of its visitors and to be preferred by the public as an attraction in Lisbon, most of the visitors disagree. The respondents tend to neither agree nor disagree with enjoying this visit more than any other. The question PA7 presents the highest standard deviation, so the answers were scattered, meaning that the significance of Lisbon as a city varies a lot from person to person. According to Cronbach's Alpha the construct has a good reliability (see appendix II.B).

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5.1.4. Atmospheric Cues Descriptive Statistics

The analysis of the atmospheric cues construct was divided in four distinctive parts to better understand in which way these cues influence the perception of the visitor. Atmospheric cues can focus on different aspects of the museum and that is the main reason for the division. First of all, the survey presents a group of questions focusing the social cues (group AC1), followed by design cues (group AC2), ambient cues (group AC3), and finally the way that people, learning, and family relation (staff, other visitors) (group AC4) may bias the visit experience (see appendix II.B).

Social Cues	Mean	Median	Standard Deviation
AC1.1: There were enough employees at the museum to help me.	3.8	4.0	1.02
AC1.2: The employees were all well dressed and appeared neat.	4.2	4.0	0.75
AC1.3: The employees were friendly.	4.1	4.0	0.83
AC1.4: The employees were helpful.	4.2	4.0	0.82
AC1.5: The employees were knowledgeable.	3.7	4.0	0.91
AC1.6: The employees greeted me courteously when I entered the museum.	4.1	4.0	0.94
AC1.7: The museum seemed very crowded to me.	1.9	2.0	0.82
AC1.8: The museum was a little too busy.	1.9	2.0	0.78
AC1.9: There wasn't much traffic in the museum during my visit.	3.7	4.0	1.05
AC1.10: There were a lot of visitors during my visit.	2.3	2.0	0.98
<u>Cronbach's Alpha 0.720</u>			

Table 4.1. Descriptive Statistics: Social Cues and Alpha

Source: author elaboration based on SPSS output

Table 4.1 illustrates that the majority of the surveyed agreed that the employees were well presented, friendly, and helpful towards them and on the extent of the visit. On the other hand, participants tend to totally disagree that the museum was crowded, this being justified by the period of time of the data collection. Between the months of December and February the visits are low and less frequent, being known as low season. Other than this, factors like the knowledge of the staff, the adequateness of the number of employees, and the traffic on the cultural attraction during the visit, were not be agreed or disagreed. The biggest standard deviation is observable on question AC1.9 meaning that participants have very different responses when it comes to the traffic of

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the museum, as there are days with more visitors than others. Visitors tend to agree more on the appearance of the staff (AC1.2) (see appendix II.B). The question AC1.9., is reversed comparing to AC1.7., 1.8., and 1.10. This question was included in the survey to understand if participants were answering to the questions correctly and not randomly. To understand the reliability of this sub-construct one should look to the Cronbach's Alpha. The value is equal to 0.720 which reveals a good reliability ($\alpha \geq 0.7$).

Design Cues	Mean	Median	Standard Deviation
AC2.1: The color scheme was pleasant.	4.1	4.0	0.82
AC2.2: The facilities were attractive.	4.2	4.0	0.66
AC2.3: The merchandise in the museum appeared well organized.	3.9	4.0	0.84
AC2.4: Navigating the museum was easy.	3.9	4.0	0.95
AC2.5: There was sufficient aisle space in the museum.	4.4	4.0	0.61
AC2.6: The museum permanent display was impressive.	4.1	4.0	0.84
AC2.7: There was adequate display of museum information.	3.9	4.0	0.91
AC2.8: The décor of the museum was pleasing to me.	4.2	4.0	0.70
<u>Cronbach's Alpha 0.804</u>			

Table 4.2.Descriptive Statistics: Design Cues and Alpha

Source: author elaboration based on SPSS output

Analyzing table 4.2 we may address the design cues and the majority of the means go towards concordance with the sentences presented on the questionnaire. Visitors of the National Museum of Ancient Art tend to agree that the color scheme, the décor, and the facilities were attractive and adequate. Other factors of agreement are the beauty of the museum's permanent exhibition and the adequacy of the aisle space. The remaining items have a mean of not agree nor disagree, even though the mean is very close to agree. Participants do not give clear opinion majorly on the adequateness of the location of the merchandise, the intuitiveness to navigate the museum, and the quantity of information to facilitate the visit. The standard deviation of 0.95, which is the highest, belongs to the question AC2.4. Participants are divided when it comes to the easiness of navigating throughout the museum, ones may feel it is easier to find the wished items or

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rooms, while others thought it was confusing (see appendix II.B). The Cronbach's Alpha is equal to 0.804 meaning that construct is reliable ($\alpha \geq 0.8$).

Ambient Cues	Mean	Median	Standard Deviation
AC3.1: The lighting accentuated the exhibition that was displayed at the museum.	4.1	4.0	0.86
AC3.2: The lighting was pleasant.	4.2	4.0	0.80

Table 4.3.Descriptive Statistics: Ambient Cues

Source: author elaboration based on SPSS output

Table 4.3 shows the ambient cues. The factors to be included were music and lighting but only one of these museums had ambient music throughout the exhibit. To facilitate the analysis and to have similar items on both surveys only the lighting was considered. One can interpret that visitors agreed that the lighting was pleasant and helped in fact to accentuate the items displayed (see appendix II.B). The Cronbach's Alpha was not calculated on this specific group because there were only two questions.

Learning, Family, People	Mean	Median	Standard Deviation
AC4.1: It was a very interesting experience.	4.4	4.0	0.69
AC4.2: I discovered something new.	4.3	4.0	0.83
AC4.3: The experience has made me more knowledgeable.	4.2	4.0	0.74
AC4.4: I enjoyed the permanent exhibition.	4.3	4.0	0.72
AC5: It brought my family/partner and me closer together.	3.6	4.0	1.11
AC6: I met new people.	2.5	2.0	1.05
Cronbach's Alpha 0.734			
Atmospheric Cues Cronbach's Alpha 0.858			

Table 4.4.Descriptive Statistics: Learning, Family, People sub-Construct with Alpha and Atmospheric Cues Alpha

Source: author elaboration based on SPSS output

In sum, this construct one shall analyze the learning, family relation, and people factors. This meaning, what visitors learned after the visit or if they developed or improved their family or friend relations, and even if they met new people. These are factors that may, or may not, also influence what visitors take out from their cultural experience and the way they will see or keep seeing this museum. On this category participants also tend to agree with the items presented. In this case the interpretation must be that visitors

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consider the visit an interesting experience and that they discovered something new, this meaning that at the end of the visit they were more knowledgeable. When it comes to the improvement of friend or familiar relationships due to the experience provided by the museum participants tend to not agree or disagree. Observing the standard deviation on AC5, one can understand that participants are more divided when it comes to the familiar proximity that the visit may, or not, provide. Concluding, visitors disagree that they met new people. The first Cronbach's Alpha focuses only on this specific group of questions and is higher than 0.7 meaning that the construct is reliable. Now to understand if all of these questions have quality enough to understand the big category of atmospheric cues one must use Cronbach's Alpha once again. With the result of 0.858 we can consider the construct reliable (see appendix II.B).

5.1.5. Iconic Cues Descriptive Statistics

The iconic cues construct was divided into two distinctive parts, one being focused on understanding what factors may or may not influence the iconicity of the items displayed. And the second part focuses on the factors that may or may not influence the iconicity of the museum himself, like tradition and heritage. The first was adapted from Grayson and Martinec (2014) and the second from Morhart et al. (2015). The analysis will be divided and observable on Table 5.1., and Table 5.2. (See appendix II.B).

Iconic Cues Grayson and Martinec 2004	Mean	Median	Standard Deviation
IC1.1: The museum is authentic, especially if you keep in mind the history behind the exhibition.	4.0	4.0	0.80
IC1.2: The materials are authentic because the characteristics fit their time/age.	4.0	4.0	0.77
IC1.3: The museum is authentic because it looks just like the pictures.	3.5	3.0	1.10
IC1.4: The museum is authentic because I know some public figure was there.	2.6	3.0	1.14
IC1.5: The items present on the exhibition are authentic because I saw them on books/newspaper.	2.9	3.0	1.10
IC1.6: The items present on the exhibition are authentic because they were used by past generations.	3.6	4.0	0.95
<u>Cronbach's Alpha 0.741</u>			

Table 5.1. Descriptive Statistics: Iconic Cues Grayson and Martinec 2004 and Alpha

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Source: author elaboration based on SPSS output

Table 5.1 contemplates questions regarding the authenticity of the museum influencing their act of cultural consumerism. It was asked if the visitor considers the iconicity of the items displayed on the museum authentic. In fact, visitors tend to agree that the history behind the items and the quality of the material made them feel like the objects were authentic. Always keeping in mind that one is talking about perception, it does not mean that it is considered that the items are not, in reality, authentic. What seem like it does not influence the perception are factors like public figures visiting the museum and talking about the pieces, and the presence of pieces on articles or newspapers. Visitors neither agree nor disagree that the authenticity may be provided by comparing the pieces with pictures presented on touristic forums, and the fact that they may be used by past generations. Regarding the standard deviation participants are more divided on the influence of the presence of a public figure to reinsure the authenticity of the items displayed. The Alpha shows that the reliability of the construct is acceptable ($\alpha \geq 0.7$).

Iconic Cues Morhart et al. 2015	Mean	Median	Standard Deviation
IC2.1: I feel like this museum respects its heritage.	4.3	4.0	0.62
IC2.2: I feel like this museum has a tradition.	4.2	4.0	0.70
IC2.3: I know more about Portugal because of this museum.	3.8	4.0	0.92
IC2.4: The museum and its exhibition delivered the experience I was expecting.	4.1	4.0	0.82
IC2.5: After visiting this museum I feel like I know its values and objective.	3.9	4.0	0.85
IC2.6: I felt that the staff was working on making my experience pleasant.	3.8	4.0	0.95
<u>Cronbach's Alpha 0.827</u>			
<u>Iconic Cues Cronbach's Alpha 0.840</u>			

Table 5.2. Descriptive Statistics: Iconic Cues Morhart et al. 2015 with Alpha and Iconic Cues Alpha

Source: author elaboration based on SPSS output

By observing table 5.2, the interpretation is that visitors agree that the Museums of Ancient Art respects its heritage, has a tradition, and other than this the experience that was expected was successfully delivered. Additional factors that may not be of relevance are learning more about Portugal via storytelling during the visit, knowing the

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values and goals of the museums, and feeling that the staff improved their experience. The Cronbach's Alpha for the second group of questions, which is higher than 0.8 means that the sub-construct has a good reliability ($\alpha \geq 0.8$). The general Cronbach's Alpha reveals that the construct of Authenticity is reliable (see appendix II.B).

5.1.6. Authenticity Descriptive Statistics

The construct of Authenticity was divided into six groups as shown on Table 6. This group will be not divided as the others, since it is the most complex construct of the model. The division took into account that all of the sub-constructs are about Authenticity.

Authenticity Ram, Bjork, Weidenfeld 2016	Mean	Median	Standard Deviation
A1: During the visit I felt connected to the museum's history.	3.6	4.0	0.98
Continuity			
A2: The museum and its exhibitions are timeless.	4.0	4.0	0.96
Credibility			
A3.1: The items I wanted to see were on the exhibition.	3.8	4.0	0.92
A3.2: I did not feel disappointed by the end of the visit.	4.2	4.0	0.85
Integrity			
A4: I connect this museum to good moral principles.	3.5	3.0	0.88
Symbolism			
A5.1: The exhibition added meaning to my life.	3.4	3.0	1.01
A5.2: The museum transmits values that I care about.	3.8	4.0	0.91
A5.3: During the visit I felt connected to what is really important to me.	3.5	3.0	1.00
Authenticity Bruhn et al. 2012			
A6.1: I think that the museum stays true to its concept.	4.1	4.0	0.71
A6.2: The museum offers continuity of exhibitions.	4.0	4.0	0.72
A6.3: The concept of the museum is clear to me.	4.1	4.0	0.79
A6.4: This museum distinguishes itself from others.	3.4	3.0	0.91
A6.5: I think this museum stands out from others.	3.4	3.0	0.91
A6.6: The museum delivers the promised	3.9	4.0	0.76

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exhibitions and environment.			
A6.7: The museum’s exhibitions are credible.	4.2	4.0	0.72
A6.8: The museum and its items do not seem artificial.	4.1	4.0	0.76
A6.9: The museum makes a genuine impression.	4.2	4.0	0.69
Authenticity Cronbach’s Alpha 0.921			

Table 6. Descriptive Statistics: Authenticity and Alpha

Source: author elaboration based on SPSS output

Regarding the connection with the museum’s history during the visit, visitors neither agree nor disagree that that happened. The connection may seem a factor that has short influence on final perception after the visit, considering it as an isolated factor. On the other hand, visitors tend to agree that the permanent exhibition is timeless. Therefore, this factor positively influences the perception.

There are two things one can point out from these two questions. Firstly, globally the presence or not of the wished pieces on the exhibition does not weight on perception because participants tend to neither agree nor disagree. But, what may impact perception positively is to not feel disappointed at the end of the exhibition. A possible interpretation can be even if the desired items were not displayed for any reason, as long as visitors did not feel disappointed at the end, for some other compensation during the visit, they will be positively impacted.

Note that, for the participants who visited the National Museum of Ancient Art during the period of data collection, it is irrelevant if the museum is connected with good moral principles. They neither agree nor disagree with this statement.

As shown on the Table 6, the symbolism factors were all classified as neither agreeable nor disagreeable. Even though, according to the standard deviation, visitors gave sparse answers the majority did not agree or disagree with the following factors: whether if the exhibition added meaning to their lives, if they felt connected with what is important morally to them, and if the values of the institution match the visitor’s. It is possible that regardless of the moral set of the cultural institution, visitor’s perception tend to do not be affected by it.

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In sum, and by observing the data presented on Table 6 one can claim the following information. In the first place, one shall focus on the components that may be of more influence towards the final perception that the visitor keeps of the museum. Proceeding to the analysis, participants tend to agree that the museum stays true to its concept, offers a continuity of exhibitions, the concept is clear for the audience, the exhibitions are credible, therefore the items do not seem artificial, and they were left with a genuine impression. Other than this, a person neither agrees nor disagrees that this museum distinguishes itself from others, or that it stands out, and delivers the promised experience in general. Finally, in others opinion, the museum is faithful to a concept and is credible, but may not be different from any other cultural attraction. According to the Cronbach's Alpha the construct is reliable (see appendix II.B).

5.1.7. Authentic Pride Descriptive Statistics

The authentic pride construct foresees whether if visitors feel pride after the visit and final experience. One must understand that authentic pride is positive pride, as there is the opposite concept that focuses on negative and selfish pride. Bearing in mind that that concept was not considered important to the desired context it was excluded.

Authentic Pride	Mean	Median	Standard Deviation
AP1: During the visit I felt accomplished.	3.6	4.0	0.96
AP2: While visiting the museum I felt successful.	3.4	3.0	0.98
AP3: While visiting the museum I felt that I achieved my goal.	3.7	4.0	0.98
AP4: While visiting the museum I felt fulfilled.	3.6	4.0	0.98
AP5: While visiting the museum I felt useful and worthy.	3.3	3.0	1.05
AP6: While visiting the museum I felt confident.	3.3	3.0	1.00
AP7: While visiting the museum I felt productive.	3.5	3.0	0.99
Authenticity Cronbach's Alpha 0.931			

Table 7. Descriptive Statistics: Authentic Pride and Alpha

Source: author elaboration based on SPSS output

From what it can be noted on the table 7, independently from the item that one can analyze visitors tend to not agree nor disagree with the sentences proposed to understand what may or may not influence perception. Visitors were asked if they felt accomplished, successful, for instance if they achieved their goal, fulfilled, useful and

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worthy, confident, and productive while visiting the National Museum of Ancient Art. Even though the results are excellent for analysis, taking into account that the Cronbach's Alpha is higher than 0.9 (see appendix II.B).

5.1.8. Self-Expression and Word of Mouth Descriptive Statistics

The present construct was divided into two distinct parts; the first is adapted from Balmer, 2017.

Self-Expression and WOM Balmer 2017	Mean	Median	Standard Deviation
W1.1: Visiting the museum was a good experience to me.	4.2	4.0	0.76
W1.2: I am pleased with my visit to this museum.	4.3	4.0	0.81

Table 8.1. Descriptive Statistics: Self-Expression and WOM Balmer 2017

Source: author elaboration based on SPSS output

On the first analysis (Table 8.1.) of this construct it is observable that the majority of visitors agree that not only that visiting the museum was a good experience but also that they are pleased with the cultural experience.

Self-Expression and WOM Saenger et al. 2013	Mean	Median	Standard Deviation
W2.1: I will come back to visit this museum.	3.7	4.0	1.16
W2.2: I will tell other about my visit to the museum in positive terms.	4.2	4.0	0.85
W2.3: I like to talk about the museums I visit so that people can get to know me better.	3.3	3.0	1.15
W2.4: I like the attention I get when I talk to people about the museums I go to.	3.0	3.0	1.20
W2.5: I talk to people about museums I go to, to let them know more about me.	2.9	3.0	1.08
W2.6: I like the idea about people wanting to learn more about me through my cultural habits.	3.2	3.0	1.16
W2.7: I like the attention I get when I talk about my cultural habits.	3.0	3.0	1.12
<u>Cronbach's Alpha 0.892</u>			
<u>Self-Expression and WOM Cronbach's Alpha 0.887</u>			

Table 8.2. Descriptive Statistics: Self-Expression and WOM Saenger et al. 2013 with Alpha and Self-Expression and WOM Alpha

Source: author elaboration based on SPSS output

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To sum, the analysis regarding the opinion of National Museums of Ancient Art visitors one must note the Table 8.2. Observing the mean, the majority of participants only agree that they will indeed talk about their visit to others in positive terms. On the other hand, they do not agree to talk about their cultural habits to others for knowing purposes. Nevertheless, they do not agree neither disagree that they will come back to visit the museum, that they talk about their cultural habits for attention, and that they care for visitors wanting to know about their cultural habits. The standard deviation is high in the majority of the questions indicating that the answers may be scattered. According to the Cronbach's Alpha the construct is reliable. The same analysis will be made to the National Coach Museum in order to compare results and the public (see appendix III).

5.2.National Coach Museum Data Treatment

5.2.1.Demographics: Profile

From a total of 200 surveys, from which 100 were printed in Portuguese and the remaining in English, 194 were validly answered and completed. To know exactly who responded to these questionnaires a brief description of the sample will be provided. By analyzing the demographics, we understand that 57.2% (111) of the respondents are females and 42.8% (83) are males, other than this the majority of the survey respondents are inserted in the age group between the 26 and 30 years old (17.5%). The participants had to be more than 15 years old and the less frequent age registered was plus 70. Concerning the nationalities, the most common was Portuguese, followed by Brazil, and Poland. To comment the remaining demographics the majority of the inquired have a master or higher education and are currently single. In conclusion the type of profession that dominated the sample was students with a percentage of 13.4, followed by the unemployed and engineers with the same percentage, and the retired (see Appendix III.A).

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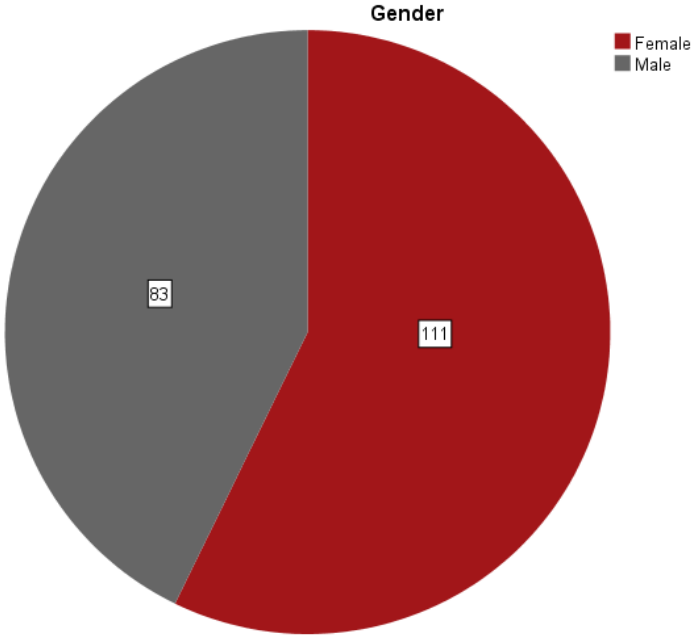


Figure 6.Gender Distribution

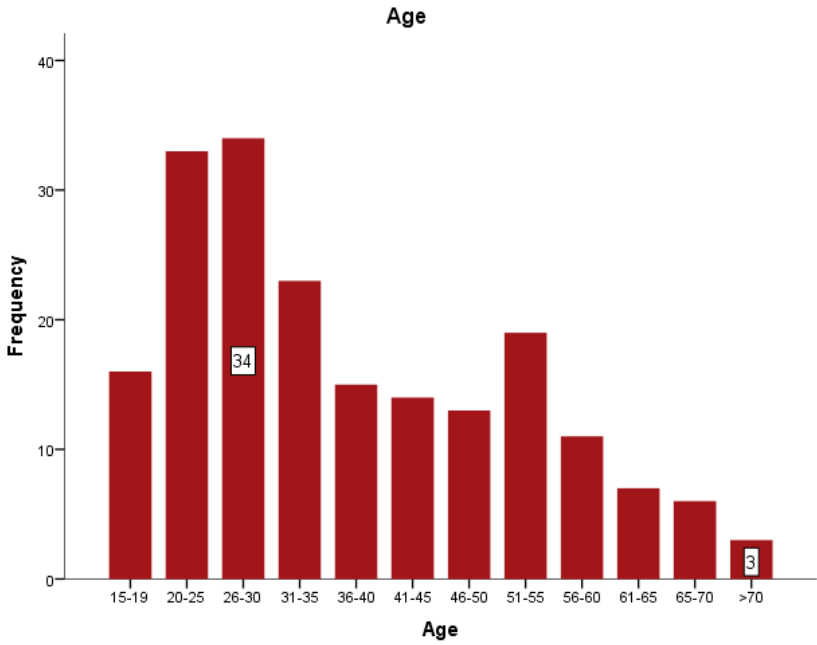


Figure 7.Age Distribution

Source: author elaboration based on SPSS output

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5.2.2. Brand Heritage Descriptive Statistics

Brand Heritage	Mean	Median	Standard Deviation
BH1: The museum's purpose is relevant for modern times.	4.3	4.0	0.82
BH2: The future existence of this museum is important to me.	4.2	4.0	0.81
BH3: I will be upset if the museum disappears.	4.3	4.0	0.89
BH4: The items exposed are a part of the national treasure.	4.7	5.0	0.58
BH5: My familiarity with this museum is very high.	3.3	3.0	0.92
BH6: This museum has a strong cultural meaning.	4.5	5.0	0.67
BH7: This museums is highly known in Portugal.	3.8	4.0	0.88
BH8: If somebody praises this museum I consider it a personal compliment.	3.1	3.0	1.03
BH9: This museum is unique compared to others.	4.1	4.0	0.82
Cronbach's Alpha 0.673			

Table 9. Descriptive Statistics: Brand Heritage Construct and Alpha

Source: author elaboration based on SPSS output

Essentially, the construct analysis was made and organized exactly the same way as the National Museum of Ancient Art analysis. The present interpretation will focus only on result comments considering that the construct division was explained previously.

The National Coach Museum's visitors agreed that the museum is relevant for modern times, and therefore its existence is important for them and they will be somehow upset with its disappearance. Other than this, visitors tend to agree that the items are a part of the national treasure that it has a strong cultural meaning, and it is indeed unique compared to others. On the other hand, visitors neither agree nor disagree that they are familiar with the museum, that is highly known or that they feel complimented when someone praises the cultural institution. Regarding the Cronbach's Alpha the reliability of the construct is acceptable. This may be caused by insufficient relatedness between the questions or answers. One reasonable cause may be random questions disregarding the relation between questions. Answers may be incoherent on the context. If the last item (BH9), which focuses on the museum being unique compared to others, the alpha raises to 0.694 being this item identified as the problematic one (see appendix III.B).

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5.2.3. Place Attachment Identity and Dependence Descriptive Statistics

Place Attachment Identity and Dependence	Mean	Median	Standard Deviation
PA1: I am attracted by this museum's history.	4.1	4.0	0.81
PA2: This museum is successful in communicating its heritage.	4.1	4.0	0.83
PA3: I enjoy visiting this museum more than any other.	3.2	3.0	0.88
PA4: This museum reflects who I am.	2.7	3.0	0.89
PA5: From what I enjoy doing when I am in Lisbon, I could not imagine better experience than the experience provided by this museum.	3.1	3.0	0.97
PA6: From the available cultural attractions in Lisbon, this museum is my preferred one.	3.0	3.0	0.97
PA7: Visiting Lisbon says a lot about who I am.	3.3	3.0	0.96
Cronbach's Alpha 0.797			

Table 10. Descriptive Statistics: Place Attachment Identity and Dependence and Alpha

Source: author elaboration based on SPSS output

Regarding place attachment participants tend to agree that they feel attracted to the museum's history and that the institution is successful when it comes to transmit its heritage. On the contrary, visitors do disagree that in fact they do not feel reflected on the institution's concept. On a less relevant tone, participants neither agree nor disagree with enjoying the Coach Museum more than any other, or that Lisbon reflects who they are. Summarizing, visitors understand and like the museum's concept, but it does not reflect their personality or feel that this museum is more relevant or different than any other on the capital city.

According to the alpha which is 0.797 the construct is reliable and the results are representative for analysis.

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5.2.4. Atmospheric Cues Descriptive Statistics

Social Cues	Mean	Median	Standard Deviation
AC1.1: There were enough employees at the museum to help me.	3.9	4.0	0.87
AC1.2: The employees were all well dressed and appeared neat.	4.0	4.0	0.81
AC1.3: The employees were friendly.	4.2	4.0	0.77
AC1.4: The employees were helpful.	4.1	4.0	0.79
AC1.5: The employees were knowledgeable.	3.8	4.0	0.88
AC1.6: The employees greeted me courteously when I entered the museum.	4.3	4.0	0.82
AC1.7: The museum seemed very crowded to me.	2.0	2.0	0.84
AC1.8: The museum was a little too busy.	2.0	2.0	0.82
AC1.9: There wasn't much traffic in the museum during my visit.	3.6	4.0	1.11
AC1.10: There were a lot of visitors during my visit.	2.3	2.0	0.93
<u>Cronbach's Alpha 0.695</u>			

Table 11.1. Descriptive Statistics: Social Cues and Alpha

Source: author elaboration based on SPSS output

Regarding the social cues, one of the categories inside the atmospheric cues, participants visiting the Coach Museum agree that the employees were well dressed, friendly, helpful, and were courteous towards them. Participants do disagree that the museum was full and agitated, once again because the study was conducted in the low season. Factors that seem not be relevant, taking into account that visitors neither agree nor disagree, are that there were enough employees to assist the visitors and that they were knowledgeable. What one can assume from this information is that the employees are perceived as adequate and well presentable, but it seems to be less relevant for visitors or they did not understand whether if the personnel have knowledge on what concerns the museum and its history. The Cronbach's Alpha equals 0.695 which is higher than 0.6, this means that the reliability of the construct is acceptable but not high.

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Design Cues	Mean	Median	Standard Deviation
AC2.1: The color scheme was pleasant.	3.9	4.0	0.77
AC2.2: The facilities were attractive.	4.0	4.0	0.78
AC2.3: The merchandise in the museum appeared well organized and logically located.	3.9	4.0	0.75
AC2.4: Navigating the museum was easy.	4.3	4.0	0.69
AC2.5: There was sufficient aisle space in the museum.	4.5	5.0	0.59
AC2.6: The museum permanent display was impressive.	4.2	4.0	0.74
AC2.7: There was adequate display of museum information.	4.0	4.0	0.95
AC2.8: The décor of the museum was pleasing to me.	4.0	4.0	0.90
Cronbach's Alpha 0.809			

Table 11.2.Descriptive Statistics: Design Cues and Alpha

Source: author elaboration based on SPSS output

In this case (Table 11.2.) visitors agreed with the majority of the topics proposed for analysis. The museums visitors comply with the attractiveness of the facilities, the intuitivism in mobbing throughout the museum, that the aisle space is sufficient, the impressiveness of the permanent display, the adequacy of the information about the items exposed, and that de décor is pleasing. Even though the remaining two items have a high three, participants neither agree nor disagree that the color scheme was pleasing and the adequateness of the location of the merchandising. The answers were more scattered regarding the information displayed on the exhibition. Also, the Alpha is 0.809 ($\alpha \geq 0.8$) meaning that the reliability of the results is good.

Ambient Cues	Mean	Median	Standard Deviation
AC3.1: The lighting accentuated the exhibition that was displayed at the museum.	4.1	4.0	0.86
AC3.2: The lighting was pleasant.	4.1	4.0	0.78

Table 11.3.Descriptive Statistics: Ambient Cues

Source: author elaboration based on SPSS output

Regarding the ambient cues, visitors agree that the lighting was both pleasant and useful to accentuate the items exhibited. Meaning that this sub-construct is indeed important to understand what influences the perception of the visitors. If the lighting was not effective visitors may have been negatively influenced on the perception of the National

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Coach Museum. As in the analysis of the National Museum of Ancient Art, this sub-construct have only two questions not being justifiable to run the Cronbach's Alpha.

Learning, Family, People	Mean	Median	Standard Deviation
AC4.1: It was a very interesting experience.	4.4	4.0	0.69
AC4.2: I discovered something new.	4.0	4.0	0.81
AC4.3: The experience has made me more knowledgeable.	4.2	4.0	0.73
AC4.4: I enjoyed the permanent exhibition.	4.4	5.0	0.69
AC5: It brought my family/partner and me closer together.	3.8	4.0	1.02
AC6: I met new people.	2.5	3.0	1.00
<u>Cronbach's Alpha 0.706</u>			
<u>Atmospheric Cues Cronbach's Alpha 0.838</u>			

Table 11.4. Descriptive Statistics: Learning, Family, People with Alpha and Atmospheric Cues Alpha

Source: author elaboration based on SPSS output

Observing the fourth group inside the atmospheric cues (Table 11.4) the influence on perception seems to be positive. Visitors agreed that the visit was an interesting experience, and provided the possibility of discovering something new, therefore they feel more knowledgeable, and that in the end they really enjoyed the permanent exhibition. Moving forward for the fifth part of the construct, participants neither agree nor disagree that the experience contributed to emphasize their proximity with family or significant other. In sum, the sixth group falls into disagreement considering that the majority of participants disagree that they met someone new. One must keep in mind and based on the standard deviation that answers are scattered on group five and six. The alpha of the construct on Table 11.4, is 0.706 which indicates that there is an acceptable reliability of the results. But when it comes to the Alpha of the general construct, Atmospheric Cues, the result indicates that $\alpha \geq 0.8$. This means that the construct has a good reliability (see appendix III.B).

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5.2.5. Iconic Cues Descriptive Statistics

Iconic Cues Grayson and Martinec 2004	Mean	Median	Standard Deviation
IC1.1: The museum is authentic, especially if you keep in mind the history behind the exhibition.	4.1	4.0	0.75
IC1.2: The materials are authentic because the characteristics fit their time/age.	4.3	4.0	0.69
IC1.3: The museum is authentic because it looks just like the pictures.	3.9	4.0	0.90
IC1.4: The museum is authentic because I know some public figure was there.	2.8	3.0	1.12
IC1.5: The items present on the exhibition are authentic because I saw them on books/newspaper.	3.2	3.0	1.03
IC1.6: The items present on the exhibition are authentic because they were used by past generations.	4.0	4.0	0.88
<u>Cronbach's Alpha 0.701</u>			

Table 12.1. Descriptive Statistics: Iconic Cues Grayson and Martinec 2004 and Alpha

Source: author elaboration based on SPSS output

By observing the first sub-construct (Table 12.1), inside Iconic Cues one can state that participants agree that authenticity comes from the historicity of the items exhibited, as well as characteristics that must fit their time and age, and that they were used by past generations. On the other hand participants disagreed that the visit of a public figure grants any kind of authenticity to the exhibition and its items. Visitors neither agree nor disagree that authenticity comes from the resemblance and presence of the items to the pictures that can be seen in social media and other resources. Possibly because visitors may not be looking for specific information about the items and they are seeing the art for the very first time. So, they do not assign iconicity from those means. The Cronbach's Alpha shows that the reliability is acceptable ($\alpha \geq 0.7$) (see appendix III.B).

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Iconic Cues Morhart et al. 2015	Mean	Median	Standard Deviation
IC2.1: I feel like this museum respects its heritage.	4.2	4.0	0.73
IC2.2: I feel like this museum has a tradition.	4.0	4.0	0.81
IC2.3: I know more about Portugal because of this museum.	3.9	4.0	0.85
IC2.4: The museum and its exhibition delivered the experience I was expecting.	4.0	4.0	0.82
IC2.5: After visiting this museum I feel like I know its values and objective.	4.0	4.0	0.74
IC2.6: I felt that the staff was working on making my experience pleasant.	3.6	3.5	0.90
<u>Cronbach's Alpha 0.813</u>			
<u>Iconic Cues Cronbach's Alpha 0.841</u>			

Table 12.2. Descriptive Statistics: Iconic Cues Morhart et al. 2015 with Alpha and Iconic Cues Alpha

Source: author elaboration based on SPSS output

On the second part of the analysis (Table 12.2) regarding the Iconic Cues, visitors mostly agreed with the questions proposed. Detailing, visitors agreed that the museum respects its heritage, that it has a tradition, that the experience expected by the visitor was delivered, and even that the cultural institution's values and objectives were clear. Two questions were characterized for indecision or unclear response. Visitors neither agree nor disagree that they got to know more about Portugal through the exhibition and that the staff contributed to a better experience. The value of the alpha equals 0.813 which means a good reliability. When it comes to the construct Iconic Cues, the reliability is good ($\alpha \geq 0.8$) (see appendix III.B).

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5.2.6. Authenticity Descriptive Statistics

Authenticity Ram, Bjork, Weidenfeld 2016	Mean	Median	Standard Deviation
A1: During the visit I felt connected to the museum's history.	3.7	4.0	0.85
Continuity			
A2: The museum and its exhibitions are timeless.	3.9	4.0	0.85
Credibility			
A3.1: The items I wanted to see were on the exhibition.	3.2	3.0	1.05
A3.2: I did not feel disappointed by the end of the visit.	3.9	4.0	0.81
Integrity			
A4: I connect this museum to good moral principles.	3.4	3.0	0.94
Symbolism			
A5.1: The exhibition added meaning to my life.	4.0	4.0	0.89
A5.2: The museum transmits values that I care about.	3.5	3.0	0.94
A5.3: During the visit I felt connected to what is really important to me.	3.3	3.0	1.03
Authenticity Bruhn et al. 2012			
A6.1: I think that the museum stays true to its concept.	4.0	4.0	0.77
A6.2: The museum offers continuity of exhibitions.	3.8	4.0	0.83
A6.3: The concept of the museum is clear to me.	4.1	4.0	0.75
A6.4: This museum distinguishes itself from others.	3.9	4.0	0.88
A6.5: I think this museum stands out from others.	3.7	4.0	0.93
A6.6: The museum delivers the promised exhibitions and environment.	3.9	4.0	0.85
A6.7: The museum's exhibitions are credible.	4.1	4.0	0.73
A6.8: The museum and its items do not seem artificial.	4.2	4.0	0.79
A6.9: The museum makes a genuine impression.	4.2	4.0	0.71
Authenticity Cronbach's Alpha 0.910			

Table 13. Descriptive Statistics: Authenticity and Alpha

Source: author elaboration based on SPSS output

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Firstly, and following the same criterion of the prior division of this construct, participants neither agreed nor disagreed that during the visit there was a connection with the museum's history. Coach Museum visitors neither agreed nor disagreed that the museums as well its exhibitions are timeless.

Regarding the credibility, once again visitors tend to not agree nor disagree with the proposed sentences. They do not give a positive or negative answer when it comes to answering if they saw what they were looking for in the exhibition, and if they felt disappointed towards the end. Even so, answers are scattered on item A3.1 as is shown by a high standard deviation. Likewise, participants neither agree nor disagree whether if they connect the museum to good moral principles or not.

Regarding the symbolism, participants agreed that the exhibition added meaning to their lives, but neither agreed nor disagreed that the museums transmits values that they care about and that they felt connected to what is important to them while visiting the National Coach Museum.

In sum, among the factors that visitors agreed are: the museum staying true to its concept and its clarity, the permanent exhibition being credible, the authenticity of the items, and the genuine impression they were left with. Visitors seem not to agree neither disagree that the museum offers a continuity of exhibitions, that the museum stands out and distinguishes itself from others, and that it delivers the promised environment and exhibitions. The alpha is very high implying that the construct is reliable.

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5.2.7. Authentic Pride Descriptive Statistics

Authentic Pride	Mean	Median	Standard Deviation
AP1: During the visit I felt accomplished.	3.7	4.0	0.86
AP2: While visiting the museum I felt successful.	3.5	3.0	0.89
AP3: While visiting the museum I felt that I achieved my goal.	3.6	4.0	0.92
AP4: While visiting the museum I felt fulfilled.	3.5	3.0	0.90
AP5: While visiting the museum I felt useful and worthy.	3.3	3.0	0.89
AP6: While visiting the museum I felt confident.	3.4	3.0	0.87
AP7: While visiting the museum I felt productive.	3.4	3.0	0.87
Authenticity Cronbach's Alpha 0.924			

Table 14. Descriptive Statistics: Authentic Pride and Alpha

Source: author elaboration based on SPSS output

What is observable on the authentic pride construct is that participants neither agree nor disagree with all of the proposed sentences. There is no clear opinion when it comes to the public feeling accomplished, successful, achieved, fulfilled, useful and worthy, confident, and productive. Concerning the Cronbach's Alpha, the value reveals a high reliability.

5.2.8. Self-Expression and Word of Mouth Descriptive Statistics

Self-Expression and WOM Balmer 2017	Mean	Median	Standard Deviation
W1.1: Visiting the museum was a good experience to me.	4.2	4.0	0.68
W1.2: I am pleased with my visit to this museum.	4.2	4.0	0.70

Table 15.1. Descriptive Statistics: Self-Expression and WOM Balmer 2017

Source: author elaboration based on SPSS output

Regarding the Self-Expression and Word of Mouth construct (Table 15.1), participants tend to agree to the first part that takes into account self-expression and word of mouth. This meaning, visitors agreed that visiting the museum was a good experience and that they are pleased with it. Observing the second part below which regards the word of mouth, majorly visitors neither agreed nor disagreed with the proposed sentences with the exception of one.

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Self-Expression and WOM Saenger et al. 2013	Mean	Median	Standard Deviation
W2.1: I will come back to visit this museum.	3.4	3.0	1.04
W2.2: I will tell other about my visit to the museum in positive terms.	4.2	4.0	0.80
W2.3: I like to talk about the museums I visit so that people can get to know me better.	3.5	3.0	0.98
W2.4: I like the attention I get when I talk to people about the museums I go to.	3.4	3.0	1.04
W2.5: I talk to people about museums I go to, to let them know more about me.	3.4	3.5	1.01
W2.6: I like the idea about people wanting to learn more about me through my cultural habits.	3.5	3.5	0.97
W2.7: I like the attention I get when I talk about my cultural habits.	3.4	3.0	1.06
Cronbach's Alpha 0.863			
Self-Expression and Word of Mouth Cronbach's Alpha 0.870			

Table 15.2. Descriptive Statistics: Self-Expression and WOM Saenger et al. 2013 with Alpha and WOM Alpha

Source: author elaboration based on SPSS output

By analyzing table 15.2, one can take two aspects. Firstly, participants do agree that they will talk about the museum to other in positive terms. Secondly, participants neither agree nor disagree that they will come back to another visit, and that in general they like or want to talk about their cultural habits to other for attention or to be better known. Nevertheless, the answers have a high standard deviation meaning the replies are scattered and differentiated from each other. Concerning the sub-construct, the value of Alpha indicates a strong reliability ($\alpha \geq 0.8$). The Self-Expression and Word of Mouth value of the Alpha also reveals a good reliability ($\alpha \geq 0.8$) (see appendix III.B).

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5.3. Comparative Analysis: t-test

5.3.1. Brand Heritage

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
BH	Equal variances assumed	2.315	0.129	-1.605	385	0.109	-0.079	0.049	-0.175	0.018
	Equal variances not assumed			-1.604	373,059	0.110	-0.079	0.049	-0.175	0.018

Table 16.1.Independent t-test: Brand Heritage

Source: author elaboration based on SPSS output

At this stage, one must compare means of the constructs from one museum to another, in this case compare the National Ancient Art Museum to the National Coach Museum. Regarding the brand heritage construct, the $\text{sig} > 0.05$ so it means that the variability of means is about the same. This is true taking into account that the mean of the museum one (National Ancient Art Museum) is 3.9 and museum two (National Coach Museum) is 4.0. Moving forward in the analysis the sig 2-tailed is 0.109, this meaning that, once again the difference of the mean is not significant.

5.3.2. Place Attachment Identity and Dependence

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PA	Equal variances assumed	0.183	0.669	-1.637	385	0.102	-0.105	0.064	-0.231	0.021
	Equal variances not assumed			-1.637	382,891	0.102	-0.105	0.064	-0.231	0.021

Table 16.2.Independent t-test: Place Attachment

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Source: author elaboration based on SPSS output

Observing Table 16.2., one can conclude that considering the sig which is bigger than 0.05, one can assume equal of variances. Following to the sig 2-tailed which is also bigger than 0.05, the differences between the means are not significant. Both museums have a mean of 3.3 and 3.4, museum one and two respectively.

5.3.3. Atmospheric Cues

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
AC	Equal variances assumed	1.144	0.286	-1.041	385	0.298	-0.041	0.039	-0.118	0.036
	Equal variances not assumed			-1.041	381,952	0.299	-0.041	0.039	-0.118	0.036

Table 16.3.Independent t-test: Atmospheric Cues

Source: author elaboration based on SPSS output

Levene's Test significance value, on Table 16.3 shows a value of 0.286 (Sig. > 0.05), so one can conclude that the variability of both Atmospheric Cues on both museums is not significantly different. To continue the interpretation one must assume equal variances. Looking at t-test, at the Sig (2-tailed) the value is greater than 0.05 leading to the conclusion that statistically there is no significant difference.

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5.3.4. Iconic Cues

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
IC	Equal variances assumed	0.033	0.857	-1.831	385	0.068	-0.098	0.054	-0.203	0.007
	Equal variances not assumed			-1.831	384,514	0.068	-0.098	0.054	-0.203	0.007

Table 16.4.Independent t-test: Iconic Cues

Source: author elaboration based on SPSS output

Table 16.4 shows the Iconic Cues construct results. Firstly, one can assume the equality of variances and there is no relevant difference between means (Sig. > 0.05). Also, no relevant statistic difference is detected since Sig (2-tailed) is higher than 0.05.

5.3.5. Authenticity

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
A	Equal variances assumed	0.228	0.633	0.485	385	0.628	0.028	0.057	-0.085	0.140
	Equal variances not assumed			0.485	384,527	0.628	0.028	0.057	-0.085	0.140

Table 16.5.Independent t-test: Authenticity

Source: author elaboration based on SPSS output

Once again, the analysis on Authenticity shows itself as no different from the other constructs. Firstly, the Levene's Test significance level is higher than 0.05 leading to the assumption that there is no relevant significance. By this, one assumes the equal variances, and as so one should read the first column of table 16.5. Therefore, the Sig

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(2-tailed) must be interpreted. Sig is higher than 0.05, this meaning that there is no statistic relevant difference between the means.

5.3.6. Authentic Pride

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
AP	Equal variances assumed	0.482	0.488	-0.153	385	0.878	-0.012	0.080	-0.169	0.145
	Equal variances not assumed			-0.153	378,282	0.879	-0.012	0.080	-0.169	0.145

Table 16.6.Independent t-test: Authentic Pride

Source: author elaboration based on SPSS outputs

Authentic Pride, as can be seen on Table 16.6, also presents an equality of variance leading to an interpretation based on the first line of the table. Proceeding, the outcome is that there is no statistically relevant difference between means regarding both museums.

5.3.7. Self-Expression and Word of Mouth

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
WOM	Equal variances assumed	0.754	0.386	-2.274	385	0.023	-0.163	0.072	-0.305	-0.022
	Equal variances not assumed			-2.273	376,452	0.024	-0.163	0.072	-0.305	-0.022

Table 16.7.Independent t-test: Self-Expression and Word of Mouth

Source: author elaboration based on SPSS outputs

Taking into consideration table 16.7, there is a different case scenario than the rest of the variables. The Self-Expression and Word of Mouth construct is the one who has

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differences from one museum to another. At first, equal variances are assumed, but the p value observable on Sig. (2-tailed) is 0.023 which is minor than 0.05. This meaning, that there is a significant difference from one mean to another. So, the National Coach Museum audience is more positive and vocal regarding this topic. These visitors are more close to a positive outcome than the National Ancient Art Museum ones.

	National Ancient Art Museum (1)	National Coach Museum (2)
Brand Heritage (BA)	3.9	4.0
Place Attachment (PA)	3.3	3.4
Atmospheric Cues (AC)	3.8	3.8
Iconic Cues (IC)	3.7	3.8
Authenticity (A)	3.8	3.8
Authentic Pride (AP)	3.5	3.5
Self-Expression/WOM	3.5	3.7

Table 16.8.Means Compared

Source: author illustration based on SPSS outputs

5.4.Linear Regression Analysis – Main Conceptual Model

By using a multiple or simple regression analysis one intends to understand the power of the influence of constructs on others. On this specific case, this study aims to understand how Authenticity will be influenced by Brand Heritage, Place Attachment, Atmospheric Cues, and Iconic Cues. Regarding the remaining of the model, it is also important to understand how authenticity, has an independent variable, influence the authentic pride and the self-expression and word of mouth. Further on, an analysis with more detail will be made since some of the constructs were divided. This will clarify which sub-construct is more relevant as influencer or independent variable.

5.4.1.Multiple Regression Dependent Variable: Authenticity

Firstly, looking at the ANOVA table (see Appendix IV.A) the significant value ($0.00 \leq 0.05$) it can be determined that at least one of the independent variables is useful to explain Authenticity. This meaning that the multiple regression model is valid. Observing the R^2 it can be concluded that Authenticity is explained in 64.7% by the independent variables.

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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.404	0.193		-2.098	0.037		
	Brand Heritage	0.261	0.046	0.225	5.651	0.000	0.575	1.739
	Place Attachment	0.097	0.040	0.109	2.430	0.016	0.458	2.184
	Atmospheric Cues	0.325	0.063	0.224	5.188	0.000	0.491	2.035
	Iconic Cues	0.435	0.049	0.409	8.813	0.000	0.423	2.362
							Adjusted R ²	64.7%
							F	178.128
							Sig. (F)	0.000

Table 17.1. Coefficients – Dependent Variable: Authenticity

Source: author elaboration based on SPSS output

Looking at the table 17.1, one can conclude that all the independent variables (Brand Heritage, Place Attachment, Atmospheric Cues, and Iconic Cues) have influence when it comes to explaining the dependent variable (Authenticity). Since the Sig < 0.05 the previous statement can be proved. Nonetheless, Place Attachment is the variable that less contributes for the understanding of Authenticity, but it is still considered valid.

Observing the standardized coefficients, one can conclude that the variable Iconic Cues (IC) is the one that has the highest proportion when it comes to influencing Authenticity (A) since $\beta = 0.409$. Furthermore, the Durbin-Watson value is 1.779 (see appendix IV.A, this meaning that if the value is close to 2 it can be concluded that there is no correlation between the residual items. Regarding the Collinearity Statistics, has the Tol > 0.1 and the VIF < 10 in all variables one can assume that there is no correlation among the independent variables.

5.4.2. Simple Regression Dependent Variable: Authentic Pride

Firstly, one must analyze the ANOVA table of values (see appendix IV.B). Since the significance value shows that $0.000 \leq 0.05$ this means that Authenticity at some extent can explain Authentic Pride. The model is valid and the analysis will be made regarding the information on table N2. In this model the Y (Authentic Pride) is explained in 46.6% by Authenticity.

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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.172	0.201		-0.852	0.395		
	Authenticity	0.956	0.052	0.684	18.382	0.000	1.000	1.000
							Adjusted R ²	0.466
							F	337.898
							Sig. (F)	0.000

Table 17.2. Coefficients – Dependent Variable: Authentic Pride

Source: author elaboration based on SPSS output

The independent variable has role when it comes to explain the dependent variables since the Sig > 0.05. Other than this, Beta shows that Authenticity has a positive and strong influence towards Authentic Pride.

5.4.3. Simple Regression Dependent Variable: Self-Expression and Word of Mouth

Authenticity is proven to be influencing somehow Self-Expression and Word of Mouth as is observable on ANOVA significance value ($0.000 \leq 0.05$). The Y is explained by Authenticity by a percentage of 40.3 (see appendix IV.C).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.529	0.193		2.743	0.006		
	Authenticity	0.805	0.050	0.636	16.168	0.000	1.000	1.000
							Adjusted R ²	0.403
							F	261.396
							Sig. (F)	0.000

Table 17.3. Simple Regression – Dependent Variable: Self-Expression and Word of Mouth

Source: author elaboration based on SPSS output

Since Sig > 0.05 it can be said that that Authenticity explains and influences positively Self Expression and Word of Mouth. The influence is given by Beta which is 0.636. On Table 8 is observable the model that results from this analysis.

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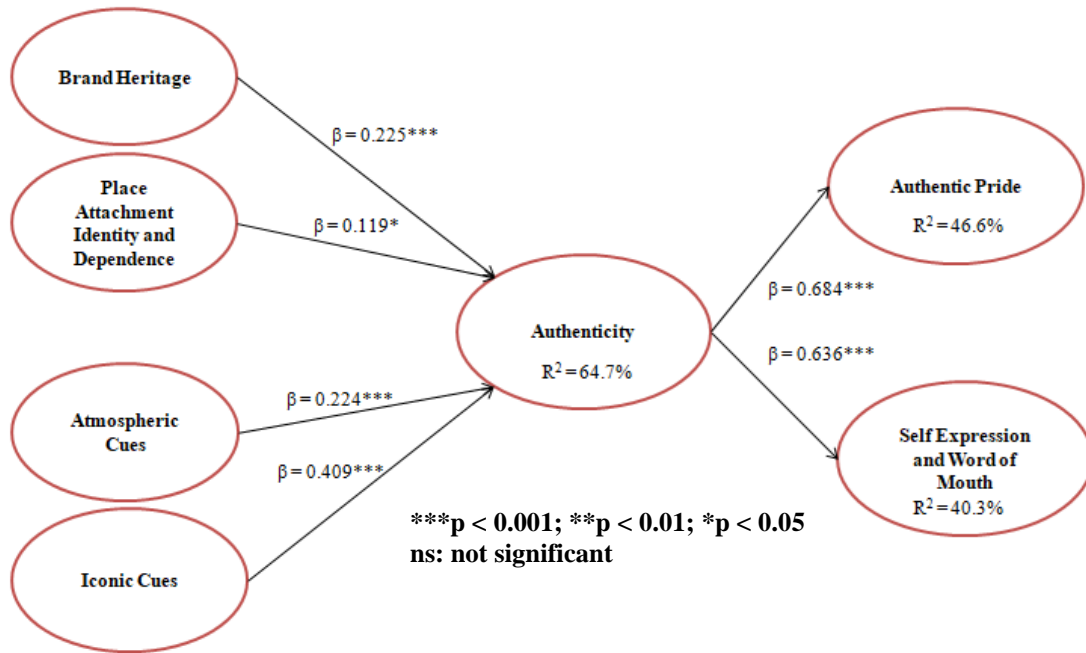


Figure 8. Conceptual Model with Regression Analysis findings

Source: author elaboration based on results

5.5. Linear Regression Analysis – Sub-Constructs

The analysis made regarding the conceptual model gave a general idea and notion of the correlation and possible ways factors may influence each other. Furthermore, it is important to try to understand if this influence can go deeper, and distinguish which perspective of the constructs explains Authenticity better. In the same line, which of the perspectives of Authenticity influence Authentic Pride and Self-Expression and Word of Mouth the best.

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5.5.1. Multiple Regression Dependent Variable: Authenticity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.292	0.198		1.475	0.141		
	Social Cues	0.078	0.045	0.064	1.715	0.087	0.897	1.115
	Design Cues	0.329	0.053	0.302	6.259	0.000	0.542	1.844
	Ambient Cues	0.028	0.034	0.038	0.827	0.409	0.604	1.655
	Learning, Family Relation, People	0.465	0.046	0.457	10.150	0.000	0.620	1.612
							Adjusted R ²	51.4%
							F	102.962
							Sig. (F)	0.000

Table 18.1. Multiple Regression – Dependent Variable: Authenticity

Source: author elaboration based on SPSS output

The results shown at the table 18.1 represent the influence of the independent variables, which in this case are the sub-constructs of Atmospheric Cues towards Authenticity which is the dependent variable. The ANOVA significance level ($0.000 \leq 0.005$) (see appendix V.A) allows declaring the analysis as valid and concluding that at least one of the variable explain Authenticity. The adjusted R² reveals that the independent variables have coverage of explaining of 51.4% regarding the dependent variable.

One must keep in mind that the general model analysis (table 17.1.) revealed this variable as being influencing towards Authenticity, but it may be important to reveal what sub-constructs have the bigger role in explaining the variable. Looking at the significance of the independent variables, Design Cues, Ambient Cues, and Learning, Family Relation and People help to explain Authenticity (Sig < 0.05). Besides this, Ambient Cues presents a significance value of 0.409 which is high, this meaning that the most explanatory variables are Design Cues and Learning, Family Relation, and People. The independent variable Social Cues is not explanatory towards Authenticity (Sig > 0.05).

Table 18.1 also shows the Beta, which represents the strength of the influence towards the dependent variable, and Design Cues ($\beta = 0.302$) and Learning, Family Relation and People ($\beta = 0.457$). Finally, the validity of the model needs to be checked by analyzing other relevant factors. Beginning with the residual statistics (see appendix V.A), as the

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mean equals zero guaranteeing the validity of the model. Since the Durbin-Watson value e 1.845, very close to 2 there is no correlation between residual terms. At last, the non-correlation between independent variables is confirmed by the values present on the Collinearity Statistics. All the Tolerance values are higher than 0.1 and VIF values lower than 10 so the prior information confirms. The model can be consulted below on Figure 9.

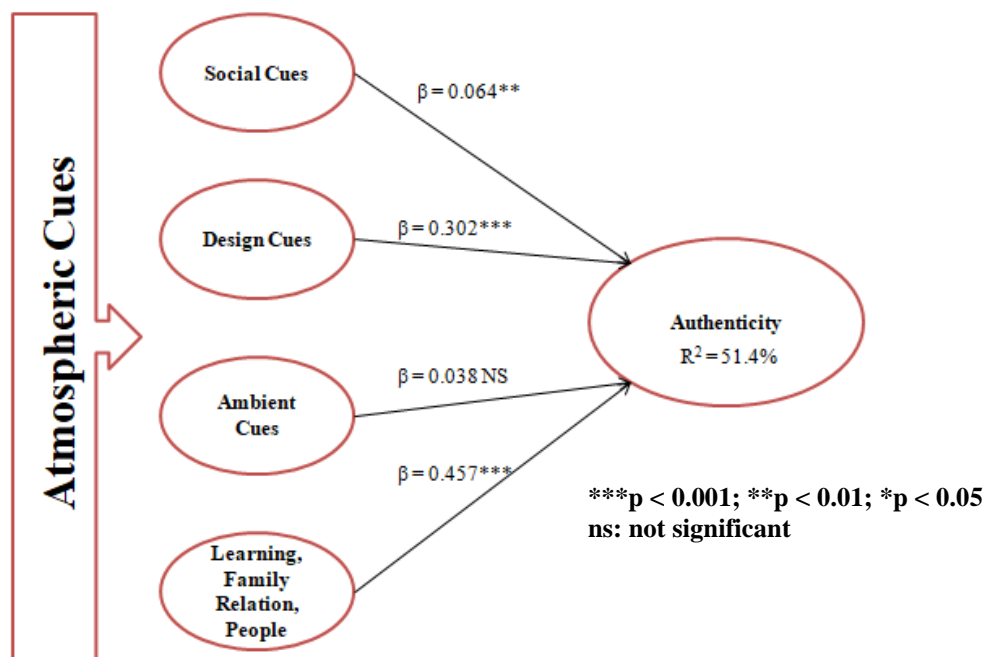


Figure 9. Atmospheric Cues Sub Constructs and findings

Source: author elaboration based on results

The construct Iconic Cues is also divided in two distinct parts, and the next analysis will help to uncover which one is more useful to explain Authenticity. As it was already explained, the first group is adapted from Grayson and Martinec (2004), and the second adapted from Loureiro (2014).

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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.683	0.126		5.403	0.000		
	Iconic Cues & Grayson & Martinec 2004	0.129	0.033	0.143	3.928	0.000	0.724	1.380
	Iconic Cues Loureiro 2014	0.675	0.034	0.712	19.618	0.000	0.724	1.380
							Adjusted R ²	63.2%
							F	332.083
							Sig. (F)	0.000

Table 18.2. Multiple Regression – Dependent Variable: Authenticity

Source: author elaboration based on SPSS output

In the first place, one should check the validity of the model. The ANOVA table (see appendix V.B) shows that Sig < 0.05, this meaning that the validity is confirmed. Looking at the R² adjusted value one concludes that the X variables explain Y in 63.2% which is a good percentage.

Moving forward, the Coefficients present on table 18.2 the significance values are all lower than 0.05 meaning that both independent variables somehow explain Authenticity. To better understand which of the independent variables have more influence towards the dependent variable one should look at the Beta value. Since Iconic Cues adapted from Loureiro (2014) have the highest Beta ($\beta = 0.712$) it becomes more relevant to understand Authenticity. Since the Residual Table (see appendix V.B) adds a mean of zero there is no correlation between independent variables. The Durbin-Watson value is 1.845, very close to two, and then one can conclude that there is no correlation among residual terms. Figure 10 shows the resultant model.

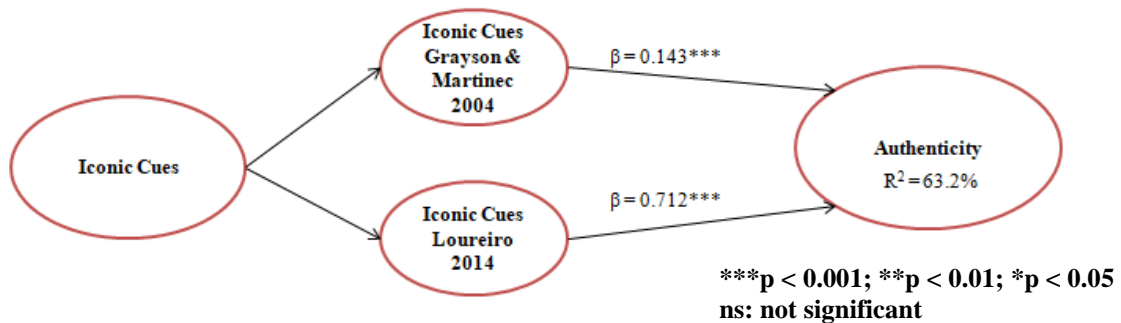


Figure 10. Iconic Cues sub Constructs and findings

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Source: author elaboration based on results

5.5.2. Multiple Regression Dependent Variable: Authentic Pride

The following multiple regression analysis will clarify which Authenticity sub-construct is the strongest when it comes to influencing Authentic Pride. The independent variables will now be Authenticity adapted from Ram et al. (2016), Continuity, Credibility, Integrity, Symbolism, and Authenticity adapted from Bruhn et al. (2012).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.179	0.196		0.911	0.363		
	Authenticity Ram et al. (2016)	0.215	0.039	0.251	5.457	0.000	0.579	1.727
	Continuity	-0.030	0.036	-0.034	-0.817	0.415	0.706	1.416
	Credibility	0.183	0.045	0.184	4.017	0.000	0.585	1.709
	Integrity	0.025	0.038	0.029	0.665	0.506	0.639	1.564
	Symbolism	0.325	0.046	0.337	7.005	0.000	0.531	1.883
	Authenticity Bruhn et al. (2012)	0.175	0.067	0.130	2.163	0.009	0.495	2.020
							Adjusted R ²	52.6%
							F	72.290
							Sig. (F)	0.000

Table 19.1. Multiple Regression - Dependent Variable: Authentic Pride

Source: author elaboration based on SPSS output

Before proceeding to the model analysis one should prove its validity. The significance value present on the ANOVA table present on the appendix VI.A equals 0 which is lower than 0.05. This information shows the model is valid. This meaning, that at least one of the independent variables is useful to explain Authentic Pride. To make this information more accurate one shall look to R², which indicates that the X variables have a 52.6 percentage of influence towards Y.

Now looking at how the independent variables may be relevant or not when it comes to influencing Authentic Pride one should look at the significance of the Coefficients. Based on the results Authenticity adapted from Ram et al. (2016), Credibility, Symbolism, and Authenticity adapted from Bruhn et al. (2012) are relevant variables because Sig < 0.05. On the other hand, Continuity, and Integrity is not relevant to explain Authentic Pride (Sig > 0.05).

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The next step is to understand what kind of influence the X variables have on Y. Looking at the Beta values, Symbolism ($\beta = 0.337$) and Authenticity adapted from Ram et al. (2016) ($\beta = 0.251$) have the highest influence on Authentic Pride. On the contrary, Continuity ($\beta = -0.034$) have a negative influence towards the dependent variable. To check the final assumptions one shall look at the Residual Statistics table (see appendix VI.A), and it is observable that the mean equals zero. This means the model holds. Moving forward, the Durbin-Watson equals 1.800 which is close to 2 proving that there is no correlation between residual terms. Lastly, all the Tolerance values are bigger than 0.1, and VIF lower than 10 proving no correlation between independent variables. The model with the results can be seen on Figure 11.

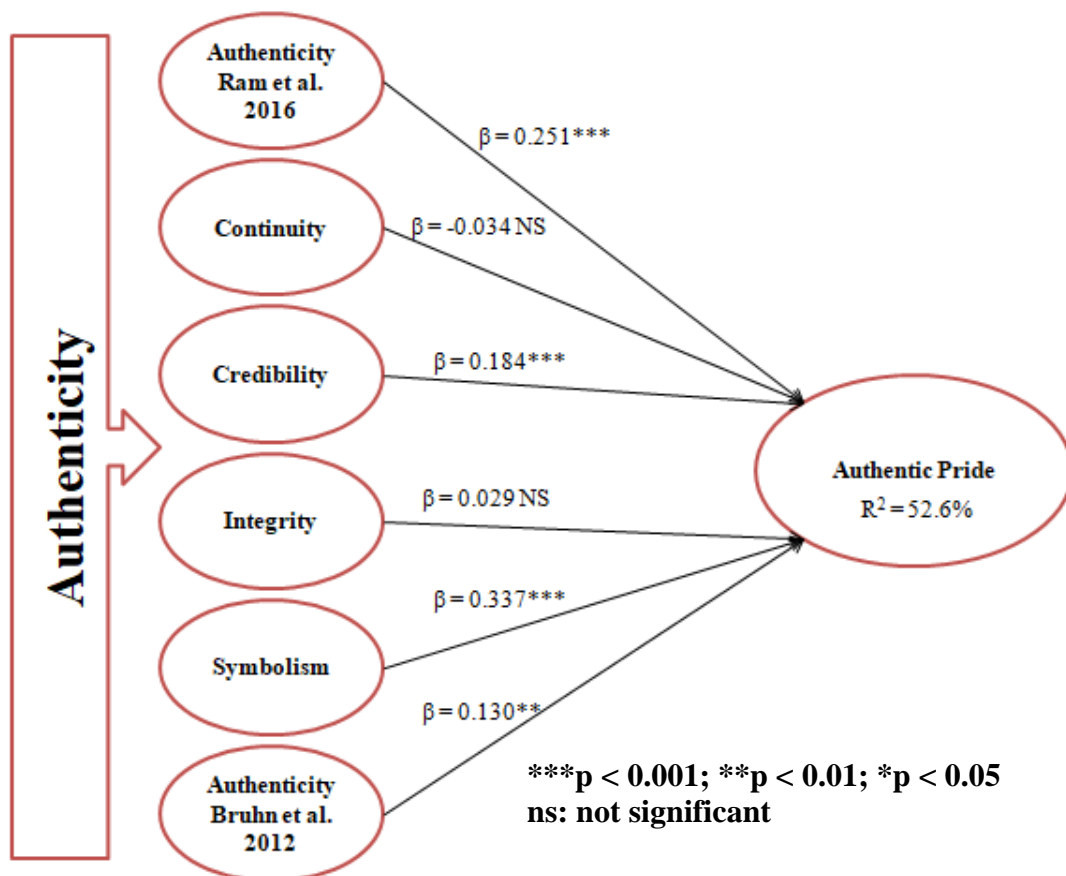


Figure 11. Authenticity Sub Constructs with Authentic Pride as Dependent Variable and findings

Source: author elaboration based on results

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5.5.3. Multiple Regression Dependent Variable: Self-Expression and Word of Mouth

In continuity of the prior analysis, the one that follows will be divided in the same way but with the objective of understanding which Authenticity sub-construct is the strongest when influencing Self-Expression and Word of Mouth.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.724	0.193		3.751	0.000		
	Authenticity Ram et al. (2016)	0.126	0.039	0.163	3.247	0.001	0.579	1.727
	Continuity	-0.093	0.036	-0.118	-2.600	0.010	0.706	1.416
	Credibility	0.045	0.045	0.050	1.001	0.318	0.585	1.709
	Integrity	0.046	0.037	0.059	1.244	0.214	0.639	1.564
	Symbolism	0.264	0.046	0.303	5.782	0.000	0.531	1.883
	Authenticity Bruhn et al. (2012)	0.382	0.066	0.314	5.795	0.000	0.495	2.020
							Adjusted R ²	43.8%
							F	51.068
							Sig. (F)	0.000

Table 19.2. Multiple Regression – Dependent Variable: Self-Expression and Word of Mouth

Source: author elaboration based on SPSS output

Table 19.2 will provide data to conduct the following analysis; once again Authenticity is divided in its sub-constructs to better understand which one of them influences Self-Expression and Word of Mouth the best. To prove that the analysis is viable, one should look at the significance level on the ANOVA table (see appendix VI.B). Taking into account that the Sig. value is lower than 0.05 (Sig = 0.000) at least one of the independent variables explains Self-Expression and Word of Mouth. Moving forward, the adjusted R² reveals that the independent variables explain the dependent variable in 43.8%.

To understand which sub-constructs influence Self-Expression and Word of Mouth one should look at the Sig. values on table 19.2. Authenticity Ram et al. (2016), Continuity, Symbolism, and Authenticity Bruhn et al. (2012) have a role in explaining the dependent variable since their Sig. is lower than 0.05. The remaining independent variables are not relevant to explain Y. Looking at the Standardized Coefficients column the Beta values shows the range of influence that the independent variables

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have towards the independent variable. Authenticity Ram et al. (2016), Symbolism, and Authenticity Bruhn et al. (2012) have the highest values, this meaning they have the strongest influence.

To check the validity of the model one should check the mean value of the residual component of the model (see appendix VI.B). In this case, it equals zero so it is valid. The Durbin-Watson equals 1.809, which is close to 2 meaning that the residual terms do not have correlation among themselves. Finally, as the Tolerance values are higher than 0.1 and the VIF values are lower than 10 in all cases there is no correlation among independent variables.

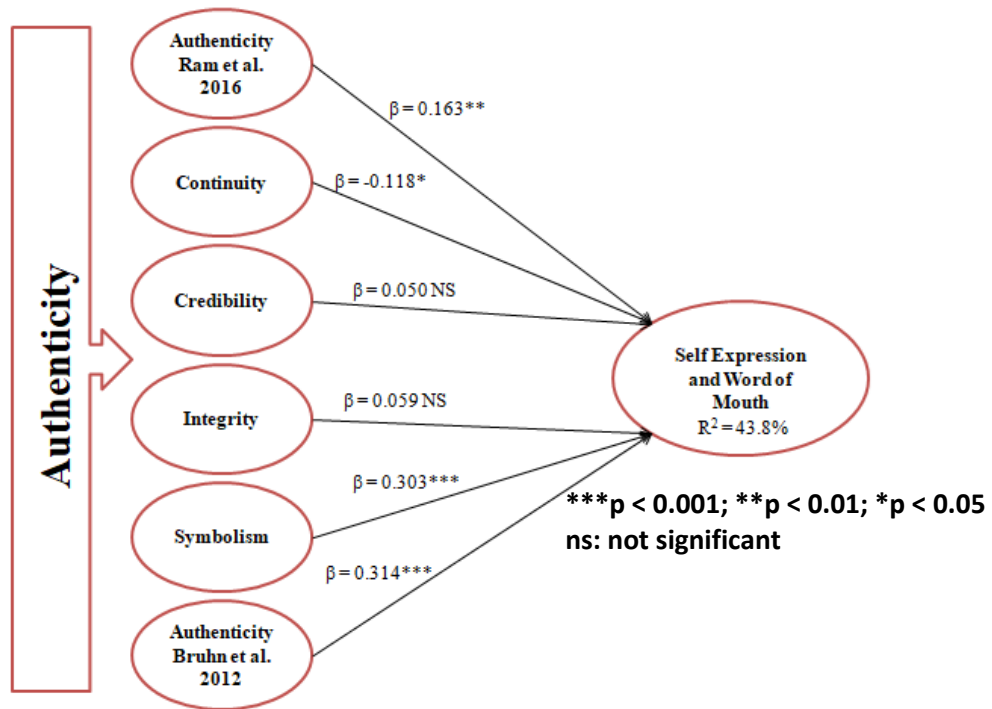


Figure 12.Authenticity Sub Constructs with WOM as Dependent Variable and findings

Source: author elaboration based on results

5.6. Mediation Analysis – Authenticity as Mediator

In this analysis one intends to understand the role of Authenticity as a mediator. Notwithstanding, Authenticity is mediator for four different predictors and two outcomes according to the conceptual model. The following analysis will reveal if Authenticity is mediator for all those variables or for only a few of them.

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5.6.1. Predictor: Brand Heritage; Outcome: Authentic Pride

Firstly, it is important to understand if the three variables, in this case Brand Heritage, Authenticity, and Authentic Pride, are correlated. They should be, in order to exist mediation. As can be observed in table 20.1., all variables are significantly related in a statistic point of view since all significant values are lower than 0.05.

		Brand Heritage	Authenticity	Authentic Pride
Brand Heritage	Pearson Correlation	1	0.585**	0.521**
	<u>Sig. (2-tailed)</u>		<u>0.000</u>	<u>0.000</u>
	N	387	387	387
Authenticity	Pearson Correlation	0.585**	1	0.684**
	<u>Sig. (2-tailed)</u>	<u>0.000</u>		<u>0.000</u>
	N	387	387	387
Authentic Pride	Pearson Correlation	0.521**	0.684**	1
	<u>Sig. (2-tailed)</u>	<u>0.000</u>	<u>0.000</u>	
	N	387	387	387

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

Table 20.1. Correlation of Brand Heritage, Authenticity, and Authentic Pride

Source: author elaboration based on SPSS output

The next step in the data analysis should be to run a linear regression between the predictor and the outcome to understand if it has significance. In this case, the dependent variable is the outcome, this meaning Authentic Pride. Looking at the ANOVA (see appendix VII.A.) table the significance value is lower than 0.05, this meaning that Brand Heritage as a role in explaining Authentic Pride.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.127	0.283		0.450	0.653		
	Brand Heritage	0.845	0.071	0.521	11.963	0.000	1.000	1.000

Table 20.1.1. Coefficient Table – Dependent Variable: Authentic Pride

Source: author elaboration based on SPSS output

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Looking at table 20.1.1., it is proved that the independent variable is relevant (Sig = 0.000) and has a high Beta ($\beta = 0.521$). Thereafter, and since the significance of the relationship between variables is proven, another regression should be done including the hypothesized predictor. If the significance of Brand Heritage changes abruptly and becomes no significant the mediation is ensured. On the contrary, if there is no change, then Authenticity is not a mediator.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.783	0.248		-3.161	0.002		
	Brand Heritage	0.298	0.073	0.184	4.086	0.000	0.658	1.519
	Authenticity	0.806	0.063	0.576	12.825	0.000	0.658	1.519

Table 20.1.2. Coefficient Table Dependent Variable: Authentic Pride – Mediator Effect

Source: author elaboration based on SPSS output

As is observable on table 20.1.2., the Brand Heritage Beta is lower but is still very significant (Sig = 0.000), there are no abrupt or significant changes when Authenticity is brought to the picture. This means, that Authenticity is not a mediator between Brand Heritage and Authentic Pride.

5.6.2. Predictor: Brand Heritage; Outcome: Self-Expression and Word of Mouth

Similarly to the prior analysis, the first step will be to check for correlation between the three variables. If they, in fact, are correlated one shall continue with the analysis. Table 20.2, shows that Brand Heritage, Authenticity, and Self-Expression and Word of Mouth are related because all of the significance levels are 0.000.

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		Brand Heritage	Authenticity	WOM
Brand Heritage	Pearson Correlation	1	0.585**	0.461**
	<u>Sig. (2-tailed)</u>		<u>0.000</u>	<u>0.000</u>
	N	387	387	387
Authenticity	Pearson Correlation	0.585**	1	0.636**
	<u>Sig. (2-tailed)</u>	<u>0.000</u>		<u>0.000</u>
	N	387	387	387
WOM	Pearson Correlation	0.461**	0.636**	1
	<u>Sig. (2-tailed)</u>	<u>0.000</u>	<u>0.000</u>	
	N	387	387	387

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

Table 20.2.Correlation of Brand Heritage, Authenticity, Self-Expression and WOM

Source: author elaboration based on SPSS output

Subsequently to the analysis, a linear regression should be made involving Brand Heritage and Self-Expression and Word of Mouth (WOM). According to the ANOVA table (see appendix VII.B.) Brand Heritage has a role in explaining Self-Expression and WOM ($0.00 \leq 0.05$). Observing table 20.2.1., the independent variable is relevant (Sig = 0.000) and has a Beta of 0.461. To ascertain if Authenticity is a mediator one must go further on the analysis.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.919	0.266		3.448	0.001		
	Brand Heritage	0.676	0.066	0.461	10.179	0.000	1.000	1.000

Table 20.2.1. Coefficient Table – Dependent Variable: Self-Expression and WOM

Source: author elaboration based on SPSS output

Hereupon, another linear regression should be made now including Authenticity as independent variable to see how the values will behave. Table 20.2.2., shows that the Brand Heritage Beta ($\beta = 0.135$) lowers a little, but it is still significant at a level of 0.05. Authenticity seems not to be mediator between Brand Heritage and Self-Expression and Word of Mouth.

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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.123	0.240		0.511	0.609		
	Brand Heritage	0.198	0.071	0.135	2.805	0.005	0.658	1.519
	Authenticity	0.705	0.061	0.557	11.593	0.000	0.658	1.519

Table 20.2.2. Coefficient Table Dependent Variable: Self-Expression and WOM – Mediator Effect

Source: author elaboration based on SPSS output

5.6.3. Predictor: Place Attachment Identity and Dependence; Outcome: Authentic Pride

		Place Attachment	Authenticity	Authentic Pride
Place Attachment	Pearson Correlation	1	0.624**	0.604**
	<u>Sig. (2-tailed)</u>		<u>0.000</u>	<u>0.000</u>
	N	387	387	387
Authenticity	Pearson Correlation	0.624**	1	0.684**
	<u>Sig. (2-tailed)</u>	<u>0.000</u>		<u>0.000</u>
	N	387	387	387
Authentic Pride	Pearson Correlation	0.604**	0.684**	1
	<u>Sig. (2-tailed)</u>	<u>0.000</u>	<u>0.000</u>	
	N	387	387	387

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

Table 20.3. Correlation of Place Attachment, Authenticity, and Authentic Pride

Source: author elaboration based on SPSS output

Looking at table 20.3., one can see that all variable are related because all significant value equal zero. The next step can be taken, and the linear regression between Place Attachment and Authentic Pride can be made. The ANOVA table shows a significance value of zero meaning that Place Attachment helps explaining Authentic Pride. On table 20.3.1, is observable that the independent variable is significant (Sig = 0.000) ($\beta = 0.604$).

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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.003	0.170		5.895	0.000		
	Place Attachment	0.752	0.051	0.604	14.879	0.000	1.000	1.000

Table 20.3.1. Coefficient Table – Dependent Variable: Authentic Pride

Source: author elaboration based on SPSS output

Table 20.3.2., will show if the presence of Authenticity will alter the values, and if Place Attachment is no longer significant it means that Authenticity is a mediator. Since Place Attachment continues to be significant (Sig = 0.000) this means that in this case, Authenticity is not a mediator.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.396	0.195		-2.035	0.043		
	Place Attachment	0.362	0.056	0.291	6.418	0.000	0.610	1.638
	Authenticity	0.703	0.063	0.502	11.086	0.000	0.610	1.638

Table 20.3.2. Coefficient Table Dependent Variable: Authentic Pride – Mediator Effect

Source: author elaboration based on SPSS output

5.6.4. Predictor: Place Attachment; Outcome: Self-Expression and WOM

		Authenticity	Place Attachment	WOM
Authenticity	Pearson Correlation	1	0.624**	0.636**
	<u>Sig. (2-tailed)</u>		<u>0.000</u>	<u>0.000</u>
	N	387	387	387
Place Attachment	Pearson Correlation	0.624**	1	0.549**
	<u>Sig. (2-tailed)</u>	<u>0.000</u>		<u>0.000</u>
	N	387	387	387
WOM	Pearson Correlation	0.636**	0.549**	1
	<u>Sig. (2-tailed)</u>	<u>0.000</u>	<u>0.000</u>	
	N	387	387	387

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

Table 20.4. Correlation of Place Attachment, Authenticity, Self-Expression and WOM

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Source: author elaboration based on SPSS output

Forthwith, table 20.4 shows that Place Attachment, Authenticity, Self-Expression and WOM are all related and a linear regression analysis can be made. As can be seen on appendix VII.D the ANOVA table reveals a significance level of 0.000 which means that Place Attachment somehow explain Self-Expression and WOM. As can be seen on the Coefficients table (20.4.1.), the independent variable is statistically relevant since Sig = 0.000 and $\beta = 0.549$.

Furthermore, the results on table 20.4.2 show that Authenticity is not a mediator in this case either because there are no significant alterations. Place Attachment remains relevant despite the alteration on the Beta value ($\beta = 0.249$).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.565	0.162		9.690	0.000		
	Place Attachment	0.619	0.048	0.549	12.893	0.000	1.000	1.000

Table 20.4.1. Coefficient Table – Dependent Variable: Self-Expression and WOM

Source: author elaboration based on SPSS output

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.354	0.190		1.866	0.063		
	Place Attachment	0.281	0.055	0.249	5.112	0.000	0.610	1.638
	Authenticity	0.608	0.062	0.480	9.846	0.000	0.610	1.638

Table 20.4.2. Coefficient Table Dependent Variable: Self-Expression and WOM – Mediator Effect

Source: author elaboration based on SPSS output

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5.6.5.Predictor: Atmospheric Cues; Outcome: Authentic Pride

		Atmospheric Cues	Authenticity	Authentic Pride
Atmospheric Cues	Pearson Correlation	1	0.659**	0.516**
	<u>Sig. (2-tailed)</u>		<u>0.000</u>	<u>0.000</u>
	N	387	387	387
Authenticity	Pearson Correlation	0.659**	1	0.684**
	<u>Sig. (2-tailed)</u>	<u>0.000</u>		<u>0.000</u>
	N	387	387	387
Authentic Pride	Pearson Correlation	0.516**	0.684**	1
	<u>Sig. (2-tailed)</u>	<u>0.000</u>	<u>0.000</u>	
	N	387	387	387

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

Table 20.5.Correlations of Atmospheric Cues, Authenticity, and Authentic Pride

Source: author elaboration based on SPSS output

Table 20.5 shows the correlations between the three variables being studied on this topic. As can be seen, all significance values are statistically significant, the analysis can be conducted.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.481	0.338		-1.424	0.155		
	Atmospheric Cues	1.049	0.089	0.516	11.818	0.000	1.000	1.000

Table 20.5.1.Coefficient Table – Dependent Variable: Authentic Pride

Source: author elaboration based on SPSS output

Moving forward to a regression analysis, the ANOVA table (see appendix VII.E) shows that the dependent variable as a role in explaining the independent variable ($0.00 \leq 0.05$). The statistic significance of Atmospheric Cues is proven on table 20.5.1., as its significance level is 0.000 and $\beta = 0.516$.

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Table 20.5.2 includes Authenticity as independent variable to understand if this causes abrupt changes on the Atmospheric Cues values. This will reveal if Authenticity is relevant as mediator, or on the other hand brings no changes and advantages at all.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.652	0.286		-2.276	0.023		
	Atmospheric Cues	0.235	0.100	0.115	2.345	0.020	0.565	1.769
	Authenticity	0.850	0.069	0.608	12.355	0.000	0.565	1.769

Table 20.5.2. Coefficient Table Dependent Variable: Authentic Pride – Mediator Effect

Source: author elaboration based on SPSS output

What is now observable on table 20.5.2. is that Authenticity changed Atmospheric Cues Beta and its significance. Nevertheless, the variable is still significant (Sig < 0.05) even though the Beta is significantly lower. One concludes that Authenticity, once again is not a mediator.

5.6.6. Predictor: Atmospheric Cues; Outcome: Self-Expression and WOM

		Atmospheric Cues	Authenticity	WOM
Atmospheric Cues	Pearson Correlation	1	0.659**	0.576**
	<u>Sig. (2-tailed)</u>		<u>0.000</u>	<u>0.000</u>
	N	387	387	387
Authenticity	Pearson Correlation	0.659**	1	0.636**
	<u>Sig. (2-tailed)</u>	<u>0.000</u>		<u>0.000</u>
	N	387	387	387
WOM	Pearson Correlation	0.576**	0.636**	1
	<u>Sig. (2-tailed)</u>	<u>0.000</u>	<u>0.000</u>	
	N	387	387	387

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

Table 20.6. Correlations of Atmospheric Cues, Authenticity, Self-Expression and WOM

Source: author elaboration based on SPSS output

Table 20.6 shows that the variables to be analyzed are all correlated. This means that mediation can exist, and needs to be explored. The ANOVA table (see appendix VII.F)

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shows that Sig = 0.000, meaning that Atmospheric Cues have a role in explaining Self-Expression and Word of Mouth. Examining the coefficients table (table 20.6.1.), one can conclude that the independent variable is statistically relevant (Sig = 0.000; β = 0.576).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.400	0.292		-1.370	0.172		
	Atmospheric Cues	1.059	0.077	0.576	13.817	0.000	1.000	1.000

Table 20.6.1. Coefficient Table – Dependent Variable: Self-Expression and WOM

Source: author elaboration based on SPSS output

Observing table 20.6.2., now with the Authenticity variable included, the Atmospheric Cues significance value remains unaltered. The Beta value lowered a little, but the variable is still statically relevant meaning that Authenticity is not a mediator.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.515	0.266		-1.937	0.053		
	Atmospheric Cues	0.509	0.093	0.277	5.488	0.000	0.565	1.769
	Authenticity	0.574	0.064	0.453	8.989	0.000	0.565	1.769

Table 20.6.2. Coefficient Table Dependent Variable: Self-Expression and WOM – Mediator Effect

Source: author elaboration based on SPSS output

5.6.7. Predictor: Iconic Cues; Outcome: Authentic Pride

Iconic Cues is the final predictor of the model, and looking at table 20.7. one can conclude that all variables are correlated and the analysis can continue. All significance values are lower than 0.05, meaning that a linear regression analysis can be conducted.

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		Authenticity	Authentic Pride	Iconic Cues
Authenticity	Pearson Correlation	1	0.684**	0.743**
	<u>Sig. (2-tailed)</u>		<u>0.000</u>	<u>0.000</u>
	N	387	387	387
Authentic Pride	Pearson Correlation	0.684**	1	0.633**
	<u>Sig. (2-tailed)</u>	<u>0.000</u>		<u>0.000</u>
	N	387	387	387
Iconic Cues	Pearson Correlation	0.743**	0.633**	1
	<u>Sig. (2-tailed)</u>	<u>0.000</u>	<u>0.000</u>	
	N	387	387	387

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

Table 20.7.Correlations of Iconic Cues, Authenticity, and Authentic Pride

Source: author elaboration based on SPSS output

Before analyzing the coefficient table (20.7.1.), one should look at the ANOVA table (see appendix VII.G) to check the significance value. The Sig. equals 0.000, which means that Iconic Cues have a role in explaining Authentic Pride and the coefficients table can be interpreted because one now knows it is valid.

As on table 20.7.1 one can check that the independent variable is statistically relevant (Sig < 0.05) and the Beta has a high value ($\beta = 0.633$). To understand if Authenticity is a mediator this same independent should be included in the next linear regression table as an independent variable to see how Iconic Cues behaves. If one can observe a significant change and a loss of significance in what concerns Iconic Cues, then Authenticity is a mediator. Otherwise, the mediation can't be confirmed.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.058	0.224		-0.260	0.795		
	Iconic Cues	0.940	0.059	0.633	16.023	0.000	1.000	1.000

Table 20.7.1.Coefficient Table – Dependent Variable: Authentic Pride

Source: author elaboration based on SPSS output

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Looking at table 20.7.2., it is confirmed that Authenticity brings no significance changes for Iconic Cues. The Sig. = 0.000, the same as the prior situation and the Beta lowered a little but nothing to radical ($\beta = 0.278$). This data brings to conclusion that Authenticity is not a mediator in this part of the model.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.626	0.214		-2.928	0.004		
	Iconic Cues	0.413	0.080	0.278	5.176	0.000	0.449	2.229
	Authenticity	0.667	0.075	0.477	8.874	0.000	0.449	2.229

Table 20.7.2. Coefficient Table Dependent Variable: Authentic Pride – Mediator Effect

Source: author elaboration based on SPSS output

5.6.8. Predictor: Iconic Cues; Outcome: Self-Expression and WOM

		Authenticity	Iconic Cues	WOM
Authenticity	Pearson Correlation	1	0.743**	0.636**
	<u>Sig. (2-tailed)</u>		<u>0.000</u>	<u>0.000</u>
	N	387	387	387
Iconic Cues	Pearson Correlation	0.743**	1	0.637**
	<u>Sig. (2-tailed)</u>	<u>0.000</u>		<u>0.000</u>
	N	387	387	387
WOM	Pearson Correlation	0.636**	0.637**	1
	<u>Sig. (2-tailed)</u>	<u>0.000</u>	<u>0.000</u>	
	N	387	387	387

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

Table 20.8. Correlations of Iconic Cues, Authenticity, Self-Expression and WOM

Source: author elaboration based on SPSS output

Table 20.8, shows the correlation analysis of the final part of the Conceptual Model, and it is showing that all variables are correlated. This means that is possible for a mediation to exist. This is proven by the significance values that are under 0.05.

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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.378	0.201		1.874	0.062		
	Iconic Cues	0.856	0.053	0.637	16.208	0.000	1.000	1.000

Table 20.8.1. Coefficient Table – Dependent Variable: Self-Expression and WOM

Source: author elaboration based on SPSS output

Knowing that the linear regression analysis can be conducted (see appendix VII.H) with Iconic Cues as independent variable and Self-Expression and Word of Mouth as dependent variable, the independent variables shows itself as statistically relevant, having a role influencing Self-Expression and WOM (Sig = 0.000; $\beta = 0.637$).

Table 20.8.2, bring Authenticity to the analysis to see how it influences the behavior of Iconic Cues as independent variable. Once again, Authenticity is not a mediator, Iconic Cues remain relevant as independent variable and the Beta lowered but not significantly.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.014	0.201		-0.069	0.945		
	Iconic Cues	0.494	0.075	0.367	6.585	0.000	0.449	2.229
	Authenticity	0.460	0.071	0.363	6.519	0.000	0.449	2.229

Table 20.8.2. Coefficient Table Dependent Variable: Self-Expression and WOM – Mediator Effect

Source: author elaboration based on SPSS output

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6. Conclusions and Implications

6.1. Findings and Discussion

The main objective of this dissertation was to understand if the proposed constructs are indeed antecedents and outcomes of Authenticity. Furthermore, to understand if there is any kind of mutual relationship between these concepts, in a museum context. There were established four main objectives for this dissertation to accomplish until its end.

- Analyze the possible influencers on the perception of the authenticity of the chosen cultural attractions.
- Analyze which of the concepts has strongest influence on authenticity perception.
- Understand the main factors that may influence the opinion of national and international visitors.
- Explore how much the museum as institution affects the perception of authenticity throughout the visitor's experience.

Firstly to understand how the chosen concepts (antecedents and outcomes) may or may not influence the perception of Authenticity. Then, how strongly this constructions will influence this same perception. Furthermore, this of these factors will play a bigger role on shaping the opinion of the visitors and tourists. And lastly, how much the museum as institution will affect the perceptions during the visitor's experience. The fulfillment, or not of these objectives will be explained during the discussion and interpretation of the analysis made throughout the dissertation.

Before discussing the hypothesis, one must briefly compare the analyzed museums National Museum of Ancient Art (NMAA) and National Coach Museum (NCM), and the results establishing their highs and lows on each construct. The results of the descriptive statistics analysis lead to conclude that the perceptions of the visitors of both museums do not differ dramatically. Cultural consumers showed to agree on the importance of the role of Brand Heritage (NMAA $\mu = 3.9$; NCM $\mu = 4.0$), Atmospheric Cues (NMAA $\mu = 3.8$; NCM $\mu = 3.8$), Iconic Cues (NMAA $\mu = 3.7$; NCM $\mu = 3.8$), and Authenticity which is the central construct of the current study (NMAA $\mu = 3.8$; NCM μ

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= 3.8). On the other hand, visitors gave more negative responses when presented with constructs like Place Attachment (NMAA $\mu = 3.3$; NCM $\mu = 3.4$), Authentic Pride (NMAA $\mu = 3.5$; NCM $\mu = 3.5$), and Self-Expression and Word of Mouth (NMAA $\mu = 3.5$; NCM $\mu = 3.7$ (in this specific case Self-Expression and WOM is higher in NCM)).

The first hypothesis was developed based on the existent association between Brand Heritage and Authenticity made by authors (Karakoç, 2016) and proposed in a similar way by Wuestefeld et al. (2012). On the case of the present dissertation the positive relation Brand Heritage \rightarrow Authenticity is supported due to the the significant value of β is 0.225 ($p < 0.001$), **hypothesis H1a is supported**. This study differs from Karakoç (2016:21) in this conclusion, since the author found no relevant relation between these two constructs. The author states that this relation does not apply to his study, which focuses on imaginary brands but may become relevant on other areas. In this specific case, one reason for the current result is that heritage reveals itself relevant when evaluating the perceived authenticity of a museum. The exhibitions seem to be supported by the knowledge of existing heritage by the visitors (e.g. according to the group of questions made on Brand Heritage, BH4 is the strongest. Participants do agree that the items are a part of the national treasure, and that seems to contribute to the perceived authenticity). Wuestefeld et al. (2012) connects Brand Heritage with the customer perceived value which seemed valid to support the first hypothesis. On this case and on the four proposed dimensions of perceived value the relation is always positive. As in this dissertation, the relation shows itself to be positive being in concordance with the prior author. Since Authenticity seems to attribute value to the museum the comparison seemed appropriate.

Has one study of Ram et al. (2016) and Ramkissoon (2015) the second hypothesis begins to form in an intuitive and logic way. Before any further discussion, **hypothesis H1b**, this proposes positive relation between Place Attachment Identity and Dependence \rightarrow Authenticity **is supported**. None the less, is the construct that shows a lower and less significant β ($\beta = 0.109$; $p < 0.05$). If one observes questions PA4 (This museum reflects who I Am.) understands that visitors tend to disagree with having a connection and fail to recognize a reflection of self with the museum. Although the concept remains statistically relevant, it has a weak role when it comes to explaining the

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perceived Authenticity. What it is proposed by Ramkissoon (2015) is the opposite of the proposed on the present hypothesis. Part of the author's model (Ramkissoon, 2015) proposes that Authenticity may positively influence place satisfaction, and the last may positively influence place identity and place dependence. The current model may be useful to suggest that the opposite is also possible because we can only analyze the association between two constructs. This meaning, that Place Dependence and Identity could indeed influence Authenticity. On the other hand, Ram et al. (2016) propose and sustain the exact same relation and in the exact same sector which is visitor attractions.

Concerning Atmospheric Cues, the connection with the authenticity construct may be somehow innovative. The concept was strengthened by authors like Kumar (2010) and Forrest (2013), even though the articles do not associate it with perceived authenticity. Notwithstanding, **hypothesis H1c is supported** this meaning that the relation between Atmospheric Cues → Authenticity is indeed positive and relevant ($\beta = 0.224$; $p < 0.001$). Factors like employee friendliness (AC1.3;AC1.6), aisle space (AC2.5), proper lighting (AC3.1;AC3.2), and the experience itself (AC4.1) seem to be of high relevance for museum visitors. Kumar (2010) proposes three dimensions of Atmospheric Cues (social cues, design cues, and ambient cues), the current dissertation proposes one dimension more, Learning, Family, and People adapted from Huang and Hsu (2010). Other than this Kumar (2010) related the three proposed dimensions with the future evaluation of the store made by the client. In this specific case, it was thought to be interesting to associate these dimensions with the perceived authenticity as seems more appropriate for the cultural industry context. Forrest (2013), on the other hand, used the concept environment which can be easily related with Ambient Cues, and connected it with emotional and behavioral response. What seems to be different is the fact that the present study uses Ambient Cues as one of the four chosen dimensions inside Atmospheric Cues and is not directly related with behavioral intentions as Forrest chooses to. It is firstly related to Authenticity and then perceived authenticity is related to behavioral intentions. The role of this conclusion is to show, that in this case and context Atmospheric Cues and its different dimensions have influence on the perception of authenticity. Still of relevance, is the fact that from the four chosen dimensions Design Cues ($\beta=0.302$; $p < 0.001$) and Learning, Family Relation, and People ($\beta=0.457$;

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$p < 0.001$) are the two that more have a role in explaining Authenticity. A correction that should be made on the future regarding the model that contemplates the sub-constructs is to remove Ambient Cues since was revealed by this study that it is not relevant ($\beta=0.038$; $p > 0.05$).

Bearing in mind Iconic Cues, one assumed that this construct may have a positive influence towards perception of Authenticity. Carsana and Jolibert (2017) made the same assumption but in a different format, which will be better explained further on. This fact provided a considerate gap to explore since this dissertation unwinds in a different context. To begin with, Iconic Cues \rightarrow Authenticity is **hypothesis H1d** which indeed is **supported** by this reserach. Additionally, in the proposed model it is the construct that more influences the perception of Authenticity as predictor ($\beta=0.409$; $p < 0.001$). In addition, Iconic Cues were divided in two different dimensions, the first being adapted from Grayson and Martinec (2004) and the second from Morhart et al. (2015). Taking this information into consideration, the second dimension (adapted from Morhart et al. 2015) revealed to be more relevant to explain the perceived authenticity. Even though both dimensions are relevant at a level of 0.001 the β from the second dimension is 0.712 and the β from the first dimension (adapted from Grayson and Martinec 2004) is 0.143 which is way lower than the second. This conclusion entails that the respect for the museum's heritage and its history (IC2.1;IC2.2) plays a bigger role in influencing positively the perception of authenticity than the history behind the exhibition and the art pieces fitting in their time and age (IC101;IC1.2). These findings differ with the ones that authors Carsana and Jolibert (2017) did, as was already said in this paragraph. There are two hypotheses that these authors made that became relevant for the present study. Carsana and Jolibert (2017:214) use an iconic cue as antecedent, and they chose the name of the brand because as they state it "... reflect brand's origin and symbolic quality.". The authors propose that the iconic cues have a positive influence on two dimensions of perceived authenticity: continuity and symbolism. In this study, one tries to find out if various Iconic Cues have influence on perceived authenticity by using more than these two dimensions. The present study includes not only the already talked about two dimensions of perceived authenticity, but includes credibility, integrity, and some other possible dimensions adapted from Ram et al.

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(2016) and Bruhn (2012). On Carsana and Jolibert's (2017) study both hypotheses are rejected, coming to a conclusion that those two dimensions (continuity and symbolism) are not relevant to influence the perceived authenticity on a brand's name. This research finds that in the cultural context Iconic Cues explain Authenticity in 63.2%.

All hypothesis regarding antecedents of Authenticity are explained and reasoned. The next two hypotheses (H2a, H2b) arise from the relationship between perceived authenticity and its outcomes. Hypothesis **H2a** entails a positive influence from Authenticity towards Authentic Pride, which is **supported** since $\beta=0.684$ and $p < 0.001$. All the dimensions chosen to compose the Authenticity constructs together explain Authentic Pride in 46.6%. According to the data explained before one can understand that perceived authenticity in a cultural context can be very well connected with the outcome of Authentic Pride. In depth, there are three main dimensions that are strongly and positively related to Authentic Pride which are Authenticity adapted from Ram et al. (2016) ($\beta=0.251$; $p < 0.001$), Credibility ($\beta=0.184$; $p < 0.001$), and Symbolism ($\beta=0.337$; $p < 0.001$). This translates to the fact that when visitors feel connected with the museum's history, the expectations are being met, and feeling connection with museum's values, Authentic Pride is likely to be felt. The dimension adapted from Bruhn et al. (2012) is also a positive influence but at a relevance level of 0.01 and with a β of 0.130. The remaining two dimensions (Continuity and Integrity) should be removed from the secondary model since it is proved that statistically they are not relevant. To state that the perceived authenticity of a museum and its exhibition will influence visitors to feel an authentic pride (e.g. feel accomplished, fulfilled by the experience) seems to be innovative since no article mention the relation. This would be a contribution to the beginning of a new study regarding only this dimension.

Lastly, one assumed that Authenticity has a positive impact in Self-Expression and Word of Mouth. Following this thought, **hypothesis H2b is supported** it is significant at a level of 0.001 and β equals 0.636. Authenticity explains Self-Expression and WOM in 40.3%. Ramkissoon and Uysay (2010) already associated these two concepts but in a simpler way. They prove in their thesis that perceived authenticity reflects positively in behavioral intentions to consume cultural attractions. In this case that relation is also proven to be positive but not in the same context. Firstly, one uses six dimensions inside

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Overlooking the descriptive statistics, the analysis was made separately for both museums, the National Museum of Ancient Art (NMAA) and the National Coach Museum (NCM). Firstly, one will assess the results from the NMAA. Regarding Brand Heritage the best item is BH4: The items displayed are a part of the national treasure ($\mu=4.6$), and the worst is BH8: If somebody praises this museum I consider it a personal compliment ($\mu=3.0$). The Place Attachment construct is higher on PA1: I am attracted by this museum's history, and PA2: This museum is successful in communicating its heritage (both with $\mu=4.0$). The lowest item is PA4: This museum reflects who I am ($\mu=2.7$). Concerning Atmospheric Cues the highest mean belongs to AC2.5: There was sufficient aisle space in the museums, and AC4.1: It was a very interesting experience (both with $\mu=4.4$). The lowest mean comes from AC1.7: The museums seemed very crowded to me ($\mu=1.9$). Moving forward, Iconic Cues has its best on IC2.1: I feel like this museum respects its heritage ($\mu=4.3$), and its worse at IC1.4: The museum is authentic because I know some public figure was there ($\mu=2.6$). Authenticity has three items with a high mean A3.2: I did not feel disappointed by the end of the visit, A6.7: The museum's exhibition is credible, and A6.9: The museum makes a genuine impression (all with $\mu=4.2$). There are also three items with the lowest mean A5.1: The exhibition added meaning to my life, A6.4: This museum distinguishes itself from others, and A6.5: I think this museum stands out from others (all with $\mu=3.4$). Authentic Pride is higher on AP3: While visiting the museum I felt that I achieved my goal ($\mu=3.7$), and lower on AP5: While visiting the museum I felt useful and worthy, and AP6: While visiting the museum I felt confident (both with $\mu=3.3$). Finally, in Self - Expression and Word of Mouth the highest mean is W1.2: I am pleased with my visit to this museum ($\mu=4.6$), and lowest mean on W2.4: I like the attention I get when I talk to people about the museums I go to, and W2.7: I like the attention I get when I talk about my cultural habits (both with $\mu=3.0$).

Lastly, the results on NCM are very similar to the NMAA with small differences. Regarding Brand Heritage the highest (BH4) and lowest (BH8) items are the same. Nevertheless, BH4 mean is 4.7, the NMAA mean was 4.6 and BH8 equals 3.1 as the same item on NMAA was 3.0. Place Attachment presents also similar results; the highest mean is as well PA1 and PA2, in this case with a mean of 4.1 instead of 4.0 as

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NMAA has. The lowest mean presents the same scenario as NMAA. Contrasting with the NMAA, on Atmospheric Cues the highest item is AC2.5 with a mean of 4.5. In this case, there are two low items, AC1.7 with a mean of 2.0; it is the same low item as NMAA has but still slightly higher. The second low item and with the same mean ($\mu=2.0$) is AC1.8: The museum was a little too busy. Concerning Iconic Cues, the NCM highest item is different, being IC1.2: The materials are authentic because the characteristics fit their time and age ($\mu=4.3$). The worst item matches the NMAA (IC1.4) but with a higher mean corresponding to 2.8 instead of 2.6. Bearing in mind Authenticity, one of the top items is the same as NMAA, that being A6.9 with the exact same mean. But in this case there is a second item, A6.8: The museum and its items do not seem artificial ($\mu=4.2$). The lowest item is A3.1: The items I wanted to see were on the exhibition ($\mu=3.2$). Authentic Pride, in the case of the NCM has its highest mean on AP1: During the visit I felt accomplished ($\mu=3.7$), and its lowest and with the same result ($\mu=3.3$) is AP5, being as well one of the NMAA lowest items. Finally, Self-Expression and Word of Mouth present three items with a high mean, being one of them (W1.2) the same as in the case of NMAA. The remaining are W1.1: Visiting the museum was a good experience to me, and W2.2: I will tell other about my visit to the museum in positive terms (all with $\mu=4.2$). Regarding the lowest items, there are two that are the same as in NMAA, W2.4 and W2.7. The remnants are W2.1: I will come back to visit this museum, and W2.5: I talk to people about museums I go to, to let them know more about me (all with $\mu=3.4$).

Concluding, when it comes to a comparative analysis between the two museums (National Museum of Ancient Art and National Coach Museum) the differences are not significant. Looking at Table 16.8 one can easily understand the prior conclusion. Both museums have equal result regarding Atmospheric Cues, Authenticity, and Authentic Pride. The National Coach Museum does a little bit better on Brand Heritage, Place Attachment, Iconic Cues, and Self-Expression and Word of Mouth but one must keep in mind that the difference does not over go 0.2. This explains the decision to not investigate the museums separately, but to gather the data and understand the national picture and not the individual one.

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6.2. Managerial Implications

This dissertation raises issues that may be relevant to the cultural context, particularly to cultural attractions like museums. Thus, there were two chosen museums for the analysis to be as realistic as possible, the National Museum of Ancient Art and National Coach Museum. This decision took into consideration that these are two of the most visited attractions in the Portuguese capital.

All the following recommendations were written having in mind all the contributions and results of the current study, holding into account all the statistic results found throughout the study. More or less, all concepts considered to the proposed conceptual model are relevant for the perceived authenticity that visitors, national or international, have at the end of their cultural experience. There is no relevant difference between museums so the managerial suggestions include not both cultural attractions but may be taken into account by other several across the country, or even across the world. Focusing on the weakest results and what seems to be the negative aspects considered by visitors the bullet point's envision contributing to better results in the future.

- ✓ It would be positive for cultural attractions to work on promotions and widest diffusion of information about the institution and its exhibitions, to connect concept and content. To be more involved with their visitors as a team and understand deeply what crowds want and what is worth to provide. The results show that somehow visitors do not feel connected to the museum or consider neither of them as a main attraction in Lisbon.
- ✓ In the same and resorting to observational investigation made during the data collection visitors seem dissatisfied with the lack of guided visits. The solution would be to promote more guided visits to visitors who regularly go to the cultural attraction, and not only the big scheduled, normally foreign or school groups. To create a bond with regular visitors seem to be relevant to promote a wider a stronger bond between visitor and museum.
- ✓ Visitors seem very satisfied with the exhibition but not so much with the experience itself. To improve sensorial stimuli and to widely stimulate the visitor would make the experience more of “unforgettable”. This could be

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considered a brand mark that would “stamp” the museum in the visitors’ memory.

- ✓ The moral values are other factor that seems to be lost in the mind of the visitor. These are scarcely known, and to promote them in an original way would bring them to bigger crowds rather than only to museum friends and patrons. Visitors do not know or feel connected with the values of these institutions; there is a weak association between moral values and the content of the institution.

In sum, these four points are suggestions based on the results of this dissertation and made with a belief of contribution to a better and common good. The objective is to contribute to a better and fuller experience, independently of the origin or motivation of the visitor.

6.3.Limitations and Further Research

The present dissertation offered some valuable conclusion, and one dares to say that interesting findings and contributions to the thematic of perceived authenticity were made. Withal, this work has its limitations that result in useful suggestions for further research. With all the information available presently, the sample mixes several nationalities existing an unbalance because of the high quantity of Portuguese respondents and a less random number of international visitors. Moreover, the cultural industry, specifically the museums, was chosen because of the poor quantity of studies that connect such concepts (mainly Authentic Pride) with cultural attractions. It would be interesting to choose a wider range of museums, not only on the heart of Lisbon, but in other well-known cultural cities which leads to the first main limitation:

- ✓ The study only included two museums (National Museum of Ancient Art and National Coach Museum), located in the Lisbon metropolitan area. A larger number of museums/cultural attractions located in more places would provide a wider range of information and more accurate results. By only considering museums in Lisbon, the study ignores a good amount of the most visited museums that are outside the capital city.
- ✓ The study was conducted during low visiting season, what restrained the possibility of choosing more nationalities and in a larger number, augmenting

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the sample. Summer months would be ideal for this type of investigation. The data was collected during winter months which are the space in time that less people visit cultural attractions.

- ✓ The finding of a considerable relevance that Authenticity has on Authentic Pride opens a gap that could lead to further and deeper research. Also, the relation between Iconic Cues and Authenticity seem to be poorly explored in a cultural context, which could open one more interesting gap.
- ✓ Notably, demographics had a poor role in this investigation, this situation arises questions of possible influences that nationality or age could have in the answers. A deeper connection between demographics and concepts could have been interesting leading to other relevant conclusions.

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8. Appendix

Appendix I – Constructs and Survey

Appendix I.A – Constructs Original and Adapted

Construct	Sub Construct	Item	Adapted from article
Brand Heritage		-The museum purpose is relevant for modern times. -The future existence of this museum is important to me. -I will be upset if the museum disappears.	Balmer, J. M. T., 2017
		-The items exposed are a part of the national treasure. -My familiarity with this museum is very high. -This museum has a strong cultural meaning. -This museum is highly known in Portugal. -If somebody praises this museum I consider it a personal compliment. -This museum is unique compared to others. -This museum is compared to others.	Wuestefeld, T., et al., 2012
Place Attachment Identity and Dependence		-I am attracted by this museum history. -This museum is successful in communicating its heritage.	Balmer, J. M. T., 2017
		-I enjoy visiting this museum more than any other. -This museum reflects who I am. -From what I enjoy doing when I am in Lisbon, I could not imagine better experience than the experience provided by this museum. -From the available cultural attractions in Lisbon, this museum is my preferred one. -Visiting Lisbon says a lot about who I am.	Ram, Y., 2016
Atmospheric Cues	Social Cues	-There were enough employees at the museum to help me. -The employees were all well dressed and appeared neat. -The employees were friendly. -The employees were helpful. -The employees were knowledgeable. -The employees greeted me courteously when I entered the museum. -The museum seemed very crowded to me. - The museum was a little to busy. -There wasn't much traffic in the museum during my visit. -There were a lot of visitors in the museum.	Kumar, A. 2010
	Design Cues	-The color scheme was pleasing. -The facilities were attractive. -The merchandise in the museum	

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		<p>appeared well organized and logically located.</p> <ul style="list-style-type: none"> - Navigating the museum was easy. -There was sufficient aisle space in the museum. -The museum permanent display was impressive. -There was adequate display of museum information. - The décor of the museum was pleasing to me. 	
	Ambient Cues	<ul style="list-style-type: none"> -The lighting accentuated the exhibition that was displayed at the museum. -The lighting was pleasant. 	
	Learning, Family Relation, People	<ul style="list-style-type: none"> -It was a very interesting experience. -I discovered something new- -The experience has made me more knowledgeable. -I enjoyed the permanent exhibition. -It brought my family/partner together. -I met new people. 	Huang, J., Hsu, C. H., 2009
Iconic Cues		<ul style="list-style-type: none"> -The museum is authentic, especially if you keep in mind the history behind the exhibition. -The materials are authentic because the characteristic fit their time/age. -The museum is authentic because it looks just like the pictures. -The museum is authentic because I know some public figure was there. -The items present on the exhibition are authentic because I saw them on books/newspaper. -The items present on the exhibition are authentic because they were used by past generations. 	Grayson, K., Martinec. R., 2004
		<ul style="list-style-type: none"> -I feel like this museum respects its heritage. -I feel like this museum has a tradition. -I know more about Portugal because of this museum. -The museum and its exhibition delivered the experience I was expecting. -After visiting this museum I feel like I know its values and objective. -I felt like the staff was working on making my experience pleasant. 	Morhart et al. 2015
Authenticity		-During the visit I felt connected to the museum's history.	Ram, Y. et al. 2016
	Continuity	-The museum and its exhibitions are timeless.	Morhart, F., et al. 2015
	Credibility	<ul style="list-style-type: none"> -The items I wanted to see were on the exhibition. -I did not feel disappointed by the end of the visit. 	
	Integrity	-I connect this museum to good moral principles.	

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	Symbolism	<ul style="list-style-type: none"> -The exhibition added meaning to my life. -The museum transmits value that I care about. -During the visit I felt connected to what is really important to me. 	
		<ul style="list-style-type: none"> -I think that the museum stays true to its concept. -The museum offers continuity of exhibitions. -The concept of the museum is clear to me. -This museum distinguishes itself from others. -I think this museum stands out from others. -The museum delivers the promised exhibitions and environment. -The museum's exhibitions are credible. -The museums and its items do not seem artificial. -The museum makes a genuine impression. 	Bruhn, M. 2012
Authentic Pride		<ul style="list-style-type: none"> -During the visit I felt accomplished. -While visiting the museum I felt successful. -While visiting the museum I felt that I achieved my goal. -While visiting the museum I felt fulfilled. -While visiting the museum I felt useful and worthy. -While visiting the museum I felt confident. -While visiting the museum I felt productive. 	Tracy, J., Robins, R. W. 2007
Self Expression and Word of Mouth		<ul style="list-style-type: none"> -Visiting the museum was a good experience for me. -I am pleased with my visit to this museum. 	Balmer, J. M. T. 2017
		<ul style="list-style-type: none"> -I will come back to visit the museum. -I will tell other about my visit to the museum in positive terms. -I like to talk about the museums I visit so that people can get to know me better. -I like the attention I get when I talk to people about the museums I go to. -I talk to people about museums I go to, to let them know more about me. -I like the idea of people wanting to learn more about me through my cultural habits. -I like the attention I get when I talk about my cultural habits. 	Saenger, C. et al. 2013

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Appendix I.B - Survey

Survey

This questionnaire is a part of an investigation within the framework of a Master Thesis in Marketing held on the University Institute of Lisbon (ISCTE-IUL). The obtained results will be exclusively used for academic purposes, bearing in mind that the answers are based on an individual opinion.

The survey is anonymous and for this reason, please do not write personal information on any of the pages. There are no right or wrong answers and that's why I ask you to answer all the questions spontaneous and sincerely.

Bearing in mind that you already visited the National Coach Museum (*Museu Nacional dos Coches*)/National Museum of Ancient Art (*Museu Nacional de Arte Antiga*)..., answer to the questions with a cross on the desired answers.

Regarding the National Coach Museum (<i>Museu Nacional dos Coches</i>)/National Museum of Ancient Art (<i>Museu Nacional de Arte Antiga</i>)...	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Completely Disagree
The museum purpose is relevant for modern times.					
The future existence of this museum is important to me.					
I will be upset if the museum disappears.					
The items exposed are a part of the national treasure.					
My familiarity with this museum is very high.					
This museum has a strong cultural meaning.					
This museum is highly known in Portugal.					
If somebody praises this museum I consider it a personal compliment.					
This museum is unique compared to others.					
I am attracted by this museum history.					
This museum is successful in communicating its heritage.					
I enjoy visiting this museum more than any other.					
This museum reflects who I am					
From what I enjoy doing when I am in Lisbon, I could not imagine better than the experience provided by this museum.					
From the available cultural attractions in Lisbon, this museum is my preferred one.					
Visiting Lisbon says a lot about who I am.					
There were enough employees at the museum to help me.					
The employees were all well dressed and appeared neat.					
The employees were friendly.					
The employees were helpful.					

Exploring Antecedents and Outcomes of Perceived Authenticity by tourists at Lisbon Museums

The employees were knowledgeable.					
The employees greeted me courteously when I entered the museum.					
The museum seemed very crowded to me.					
The museum was a little too busy.					
There wasn't much traffic in the museum during my visit.					
There were a lot of visitors in the museum.					
The color scheme was pleasing.					
The facilities were attractive.					
The merchandise in the museum appeared well organized.					
Navigating the museum was easy.					
There was sufficient aisle space in the museum.					
	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Completely Disagree
The museum displays were impressive.					
There was adequate display of museum information.					
The décor of the museum was pleasing to me.					
The lighting accentuated the exhibition that was displayed at the museum.					
The lighting was pleasant.					
It was a very interesting experience.					
I discovered something new.					
The experience has made me more knowledgeable.					
I enjoyed the permanent exhibition.					
It brought my family/partner and me closer together.					
I met new people.					
The museum is authentic, especially if you keep in mind the history behind the exhibition.					
The materials are authentic because the characteristics fit their time/age.					
The museum is authentic because it looks just like the pictures.					
The museum is authentic because I know some public figure was there.					

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The items present on the exhibition are authentic because I saw them on books/newspapers.					
The items present on the exhibition are authentic because they were used by past generations.					
I feel like this museum respects its heritage.					
I feel like this museum has a tradition.					
I know more about Portugal because of this museum.					
The museum and its exhibition delivered the experience I was expecting.					
After visiting this museum I feel like I know its values and objective.					
I felt that the staff was working on making my experience pleasant.					
During the visit I felt connected to the museum's history.					
The museum and its exhibitions are timeless.					
The items I wanted to see were on the exhibition.					
	Completely Agree	Agree	Neither Agree or Disagree	Disagree	Completely Disagree
I did not feel disappointed by the end of the visit.					
I connect this museum to good moral principles.					
The exhibition added meaning to my life.					
The museum transmits value that I care about.					
During the visit I felt connected to what is really important to me.					
I think that the museum stays true to its concept.					
The museum offers continuity of exhibitions.					
The concept of the museum is clear to me.					
This museum distinguishes itself from others.					
I think this museum stands out from others.					
The museum delivers the promised exhibitions and environment.					
The museum's exhibitions are credible.					

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The museums and its items do not seem artificial.					
The museum makes a genuine impression.					
During the visit I felt accomplished.					
While visiting the museum I felt successful.					
While visiting the museum I felt that I achieved my goal.					
While visiting the museum I felt fulfilled.					
While visiting the museum I felt useful and worthy.					
While visiting the museum I felt confident.					
While visiting the museum I felt productive.					
Visiting the museum was a good experience for me.					
I am pleased with my visit to this museum.					
I will come back to visit the museum.					
I will tell other about my visit to the museum in positive terms.					
I like to talk about the museum I visit so that people can get to know me better.					
I like the attention I get when I talk to people about the museums I go to.					
I talk to people about museums I go to, to let them know more about me.					
I like the idea of people wanting to learn more about me through my cultural habits.					
I like the attention I get when I talk about my cultural habits.					

Demographics

Gender Female ___ Male ___

Age

15-19	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	65-70	>70

Nationality _____

Highest Level of Education

Compulsory Education	Degree	Postgraduate	Master or higher

Exploring Antecedents and Outcomes of Perceived Authenticity by tourists at Lisbon Museums

Profession _____

Marital Status

Single	Nonmarital Partnership	Married	Divorced	Windowed

THANK YOU

Appendix II - National Museum of Ancient Art

Appendix II.A - Demographics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	100	51,8	51,8	51,8
	Male	93	48,2	48,2	100,0
	Total	193	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-19	16	8,3	8,3	8,3
	20-25	22	11,4	11,4	19,7
	26-30	21	10,9	10,9	30,6
	31-35	16	8,3	8,3	38,9
	36-40	16	8,3	8,3	47,2
	41-45	12	6,2	6,2	53,4
	46-50	18	9,3	9,3	62,7
	51-55	25	13,0	13,0	75,6
	56-60	13	6,7	6,7	82,4
	61-65	18	9,3	9,3	91,7
	66-70	9	4,7	4,7	96,4
	>70	7	3,6	3,6	100,0
	Total		193	100,0	100,0

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belgic	2	1,0	1,0	1,0
	Brasilian	23	11,9	11,9	13,0
	Canada	6	3,1	3,1	16,1
	Chile	2	1,0	1,0	17,1
	China	1	,5	,5	17,6
	Costa Rica	1	,5	,5	18,1
	Ecuador	2	1,0	1,0	19,2
	England	9	4,7	4,7	23,8
	Finland	1	,5	,5	24,4
	France	11	5,7	5,7	30,1
	Germany	13	6,7	6,7	36,8
	Greece	1	,5	,5	37,3
	Italy	7	3,6	3,6	40,9

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Luxemburg	1	,5	,5	41,5
Mozambic	1	,5	,5	42,0
Netherlands	9	4,7	4,7	46,6
New Zealand	1	,5	,5	47,2
Poland	1	,5	,5	47,7
Portuguese	71	36,8	36,8	84,5
Russia	4	2,1	2,1	86,5
Scotland	1	,5	,5	87,0
Slovenia	1	,5	,5	87,6
Thailand	1	,5	,5	88,1
United States	22	11,4	11,4	99,5
Venezuela	1	,5	,5	100,0
Total	193	100,0	100,0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Compulsory Education	30	15,5	15,5	15,5
Degree	58	30,1	30,1	45,6
Postgraduate	22	11,4	11,4	57,0
Master or higher	83	43,0	43,0	100,0
Total	193	100,0	100,0	

Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	59	30,6	30,6	30,6
Nonmarital Relationship	40	20,7	20,7	51,3
Married	77	39,9	39,9	91,2
Divorced	17	8,8	8,8	100,0
Total	193	100,0	100,0	

Profession

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Administrator	3	1,6	1,6	1,6
Architecture	2	1,0	1,0	2,6
Art Historian	2	1,0	1,0	3,6
Auditor	1	,5	,5	4,1
Banking	2	1,0	1,0	5,2
Biology	2	1,0	1,0	6,2
Businessman	1	,5	,5	6,7
Commercial	1	,5	,5	7,3
Communications	2	1,0	1,0	8,3
Computing	2	1,0	1,0	9,3
Corporation	3	1,6	1,6	10,9
Corporation Aventure	1	,5	,5	11,4
Dentist	1	,5	,5	11,9
Design Engineer	1	,5	,5	12,4
Designer	2	1,0	1,0	13,5
Diplomacy	1	,5	,5	14,0
Doctor	7	3,6	3,6	17,6
Doctoral Student	1	,5	,5	18,1
Doctorate	1	,5	,5	18,7

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Domestic	4	2,1	2,1	20,7
Engineer	9	4,7	4,7	25,4
Executive Assistant	1	,5	,5	25,9
Facilitator	1	,5	,5	26,4
Factory	1	,5	,5	26,9
Farmer	1	,5	,5	27,5
Film Maker	2	1,0	1,0	28,5
Fisiotherapist	1	,5	,5	29,0
Fund Management	1	,5	,5	29,5
Healthcare	1	,5	,5	30,1
Hospitality	1	,5	,5	30,6
Human Resources	1	,5	,5	31,1
Interpreter	1	,5	,5	31,6
Journalist	2	1,0	1,0	32,6
Jurist	1	,5	,5	33,2
Kindergarden	1	,5	,5	33,7
Lawyer	5	2,6	2,6	36,3
Logistics Director	1	,5	,5	36,8
Magistrate	1	,5	,5	37,3
Manager	2	1,0	1,0	38,3
Media	1	,5	,5	38,9
Medical Researcher	1	,5	,5	39,4
Ministry of Education	1	,5	,5	39,9
Music Professor	1	,5	,5	40,4
Musician	2	1,0	1,0	41,5
Nocational Advisor	1	,5	,5	42,0
Nurse	3	1,6	1,6	43,5
Osteopath	2	1,0	1,0	44,6
Pharmacy	1	,5	,5	45,1
Physician	2	1,0	1,0	46,1
Physiotherapist	1	,5	,5	46,6
Policy Analyst	1	,5	,5	47,2
Professor	11	5,7	5,7	52,8
Public Health	1	,5	,5	53,4
Public Relations	1	,5	,5	53,9
Receptionist	1	,5	,5	54,4
Retail	1	,5	,5	54,9
Retired	15	7,8	7,8	62,7
Sales Manager	1	,5	,5	63,2
School Counselor	1	,5	,5	63,7
Social Assistant	1	,5	,5	64,2
Sociology	2	1,0	1,0	65,3
Software Developer	1	,5	,5	65,8
Sound Tecnitian	1	,5	,5	66,3
Student	31	16,1	16,1	82,4
Tax Lawyer	1	,5	,5	82,9
Tax Manager	1	,5	,5	83,4
Teacher	19	9,8	9,8	93,3
Technician	1	,5	,5	93,8
Trade	1	,5	,5	94,3
Unemployed	10	5,2	5,2	99,5
Writer	1	,5	,5	100,0
Total	193	100,0	100,0	

Exploring Antecedents and Outcomes of Perceived Authenticity by tourists at Lisbon Museums

Source: SPSS output

Appendix II.B – Construct descriptive statistics and reliability statistics

Brand Heritage

	BH1	BH2	BH3	BH4	BH5	BH6	BH7	BH8	BH9
N Valid	193	193	193	193	193	193	193	193	193
Missing	0	0	0	0	0	0	0	0	0
Mean	4,3782	4,3990	4,4974	4,5907	3,0933	4,4404	3,6166	2,9741	3,4870
Median	5,0000	5,0000	5,0000	5,0000	3,0000	5,0000	3,0000	3,0000	3,0000
Std. Deviation	,84591	,78488	,72258	,64008	1,14182	,72012	,85886	1,01773	,95257

Brand Heritage Reliability Statistics

Cronbach's Alpha	N of Items
,782	9

Source: SPSS output

Place Attachment Identity and Dependence

	PA1	PA2	PA3	PA4	PA5	PA6	PA7
N Valid	193	193	193	193	193	193	193
Missing	0	0	0	0	0	0	0
Mean	3,9689	3,9275	3,0000	2,7461	2,9016	2,9793	3,2591
Median	4,0000	4,0000	3,0000	3,0000	3,0000	3,0000	3,0000
Std. Deviation	,87146	,88089	,93541	,97511	,93299	,96802	1,03844

Place Attachment Identity and Dependence Reliability Statistics

Cronbach's Alpha	N of Items
,815	7

Source: SPSS output

Social Cues

	AC1.1	AC1.2	AC1.3	AC1.4	AC1.5	AC1.6	AC1.7	AC1.8	AC1.9	AC1.10
N Valid	193	193	193	193	193	193	193	193	193	193
Missing	0	0	0	0	0	0	0	0	0	0
Mean	3,8031	4,2124	4,1451	4,1813	3,7150	4,1140	1,9326	1,8497	3,7098	2,2642
Median	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	2,0000	2,0000	4,0000	2,0000
Std. Deviation	1,01683	,75101	,82896	,81858	,91095	,93956	,82324	,77943	1,04521	,98299

Reliability Statistics

Cronbach's Alpha	N of Items
,720	10

Source: SPSS output

Design Cues

	AC2.1	AC2.2	AC2.3	AC2.4	AC2.5	AC2.6	AC2.7	AC2.8
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Exploring Antecedents and Outcomes of Perceived Authenticity by tourists at Lisbon Museums

N	Valid	193	193	193	193	193	193	193	193
	Missing	0	0	0	0	0	0	0	0
Mean		4,0674	4,1606	3,8756	3,8912	4,3834	4,1347	3,9119	4,2124
Median		4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000
Std. Deviation		,82324	,66152	,83857	,95937	,61078	,84316	,91145	,70078

Reliability Statistics

Cronbach's Alpha	N of Items
,804	8

Source: SPSS output

Ambient Cues

		AC3.1	AC3.2
N	Valid	193	193
	Missing	0	0
Mean		4,0570	4,1606
Median		4,0000	4,0000
Std. Deviation		,85505	,80370

Learning, Family Relation, People

		AC4.1	AC4.2	AC4.3	AC4.4	AC5	AC6
N	Valid	193	193	193	193	193	193
	Missing	0	0	0	0	0	0
Mean		4,3679	4,2591	4,2176	4,2591	3,5596	2,4508
Median		4,0000	4,0000	4,0000	4,0000	4,0000	2,0000
Std. Deviation		,68800	,82616	,73902	,71824	1,10766	1,04528

Reliability Statistics

Cronbach's Alpha	N of Items
,734	6

Atmospheric Cues Reliability Statistics

Cronbach's Alpha	N of Items
,858	26

Source: SPSS output

Iconic Cues Grayson and Martinec 2004

		IC1.1	IC1.2	IC1.3	IC1.4	IC1.5	IC1.6
N	Valid	193	193	193	193	193	193
	Missing	0	0	0	0	0	0
Mean		4,0000	4,0259	3,5130	2,5699	2,8653	3,6321
Median		4,0000	4,0000	3,0000	3,0000	3,0000	4,0000
Std. Deviation		,79713	,76672	,90202	1,14406	1,09568	,94891

Reliability Statistics

Cronbach's Alpha	N of Items
,741	6

Source: SPSS output

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Iconic Cues Morhart et al. 2015

		IC2.1	IC2.2	IC2.3	IC2.4	IC2.5	IC2.6
N	Valid	193	193	193	193	193	193
	Missing	0	0	0	0	0	0
Mean		4,2591	4,1865	3,8446	4,1192	3,9378	3,7668
Median		4,0000	4,0000	4,0000	4,0000	4,0000	4,0000
Std. Deviation		,61681	,69704	,92234	,82367	,84550	,95336

Reliability Statistics

Cronbach's Alpha	N of Items
,827	6

Iconic Cues Reliability Statistics

Cronbach's Alpha	N of Items
,840	12

Source: SPSS output

Authenticity Part I

		A1	A2	A3.1	A3.2	A4	A5.1	A5.2	A5.3
N	Valid	193	193	193	193	193	193	193	193
	Missing	0	0	0	0	0	0	0	0
Mean		3,6425	4,0311	3,8446	4,1865	3,5285	3,3575	3,8187	3,4767
Median		4,0000	4,0000	4,0000	4,0000	3,0000	3,0000	4,0000	3,0000
Std. Deviation		,97983	,95692	,92234	,84559	,87825	1,01122	,91473	,99516

Authenticity Part II

		A6.1	A6.2	A6.3	A6.4	A6.5	A6.6	A6.7	A6.8	A6.9
N	Valid	193	193	193	193	193	193	193	193	193
	Missing	0	0	0	0	0	0	0	0	0
Mean		4,1140	4,0466	4,0622	3,3990	3,3990	3,9119	4,1606	4,1451	4,2124
Median		4,0000	4,0000	4,0000	3,0000	3,0000	4,0000	4,0000	4,0000	4,0000
Std. Deviation		,71258	,72378	,79469	,91367	,91367	,76206	,72176	,76355	,68576

Authenticity Reliability Statistics

Cronbach's Alpha	N of Items
,921	17

Source: SPSS output

Authentic Pride

		AP1	AP2	AP3	AP4	AP5	AP6	AP7
N	Valid	193	193	193	193	193	193	193
	Missing	0	0	0	0	0	0	0
Mean		3,5699	3,3834	3,6891	3,6062	3,3161	3,3264	3,5026

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Median	4,0000	3,0000	4,0000	4,0000	3,0000	3,0000	3,0000
Std. Deviation	,96097	,97795	,98252	,97914	1,05505	1,00113	,99018

Authentic Pride Reliability Statistics

Cronbach's Alpha	N of Items
,931	7

Source: SPSS output
Self Expression and WOM Balmer 2017

		W1.1	W1.2
N	Valid	193	193
	Missing	0	0
Mean		4,2383	4,2798
Median		4,0000	4,0000
Std. Deviation		,76047	,80652

Self Expression and WOM Saenger et al. 2013

		W2.1	W2.2	W2.3	W2.4	W2.5	W2.6	W2.7
N	Valid	193	193	193	193	193	193	193
	Missing	0	0	0	0	0	0	0
Mean		3,6736	4,1917	3,2591	3,0052	2,9223	3,1762	3,0155
Median		4,0000	4,0000	3,0000	3,0000	3,0000	3,0000	3,0000
Std. Deviation		1,16466	,84750	1,14802	1,19677	1,07972	1,15923	1,12025

Reliability Statistics

Cronbach's Alpha	N of Items
,892	7

Self Expression and WOM Reliability Statistics

Cronbach's Alpha	N of Items
,887	9

Source: SPSS outputs

Appendix III – National Coach Museum

Appendix III.A - Demographics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	111	57,2	57,2	57,2
	Male	83	42,8	42,8	100,0
	Total	194	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-19	16	8,2	8,2	8,2
	20-25	33	17,0	17,0	25,3
	26-30	34	17,5	17,5	42,8
	31-35	23	11,9	11,9	54,6
	36-40	15	7,7	7,7	62,4
	41-45	14	7,2	7,2	69,6
	46-50	13	6,7	6,7	76,3

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51-55	19	9,8	9,8	86,1
56-60	11	5,7	5,7	91,8
61-65	7	3,6	3,6	95,4
66-70	6	3,1	3,1	98,5
>70	3	1,5	1,5	100,0
Total	194	100,0	100,0	

		Nationality			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Australia	3	1,5	1,5	1,5
	Austria	1	,5	,5	2,1
	Belarus	1	,5	,5	2,6
	Belgic	8	4,1	4,1	6,7
	Brasilian	34	17,5	17,5	24,2
	Canada	4	2,1	2,1	26,3
	Chile	1	,5	,5	26,8
	China	4	2,1	2,1	28,9
	England	9	4,6	4,6	33,5
	France	15	7,7	7,7	41,2
	Hungarian	1	,5	,5	41,8
	India	1	,5	,5	42,3
	Italy	3	1,5	1,5	43,8
	Mozambic	1	,5	,5	44,3
	Netherlands	1	,5	,5	44,8
	Norway	1	,5	,5	45,4
	Poland	19	9,8	9,8	55,2
	Portuguese	59	30,4	30,4	85,6
	Romania	6	3,1	3,1	88,7
	Russia	2	1,0	1,0	89,7
	Spain	3	1,5	1,5	91,2
	Swedish	2	1,0	1,0	92,3
	Swiss	3	1,5	1,5	93,8
	Ukranian	5	2,6	2,6	96,4
	United States	7	3,6	3,6	100,0
	Total	194	100,0	100,0	

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Compulsory Education	44	22,7	22,7	22,7
	Degree	56	28,9	28,9	51,5
	Postgraduate	30	15,5	15,5	67,0
	Master or higher	64	33,0	33,0	100,0
	Total	194	100,0	100,0	

		MaritalStatus			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	78	40,2	40,2	40,2
	Nonmarital Partnership	35	18,0	18,0	58,2
	Married	66	34,0	34,0	92,3
	Divorced	14	7,2	7,2	99,5
	Widowed	1	,5	,5	100,0

Exploring Antecedents and Outcomes of Perceived Authenticity by tourists at Lisbon Museums

Total	194	100,0	100,0
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		Profession			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Accountant	2	1,0	1,0	1,0
	Administrator	4	2,1	2,1	3,1
	Analyst	2	1,0	1,0	4,1
	Architecture	9	4,6	4,6	8,8
	Auditor	1	,5	,5	9,3
	Biology	2	1,0	1,0	10,3
	Biotechnology	1	,5	,5	10,8
	Blogger	1	,5	,5	11,3
	Businessman	3	1,5	1,5	12,9
	Buyer	1	,5	,5	13,4
	Chef	1	,5	,5	13,9
	Civil Servant	1	,5	,5	14,4
	Clerk	1	,5	,5	14,9
	Communications	1	,5	,5	15,5
	Consultant	1	,5	,5	16,0
	Contractor	1	,5	,5	16,5
	Controller	1	,5	,5	17,0
	Culture	1	,5	,5	17,5
	Customer Service	1	,5	,5	18,0
	Defense	1	,5	,5	18,6
	Dentist	1	,5	,5	19,1
	Designer	4	2,1	2,1	21,1
	Developer	1	,5	,5	21,6
	Doctor	4	2,1	2,1	23,7
	Domestic	6	3,1	3,1	26,8
	Driver	1	,5	,5	27,3
	Engineer	12	6,2	6,2	33,5
	Entrepreneur	2	1,0	1,0	34,5
	Factory	2	1,0	1,0	35,6
	Finance Analyst	2	1,0	1,0	36,6
	Finances	1	,5	,5	37,1
	Flight Assistant	1	,5	,5	37,6
	HR	1	,5	,5	38,1
	Human Resources	2	1,0	1,0	39,2
	Industry	1	,5	,5	39,7
	IT	6	3,1	3,1	42,8
	Journalist	1	,5	,5	43,3
	Kindergarden	1	,5	,5	43,8
	Lawyer	6	3,1	3,1	46,9
	Maintenance	1	,5	,5	47,4
	Management	1	,5	,5	47,9
	Manager	5	2,6	2,6	50,5
	Marketing	1	,5	,5	51,0
	Mediator	1	,5	,5	51,5
	Merchant	2	1,0	1,0	52,6
	Musician	1	,5	,5	53,1
	Naval Engineer	1	,5	,5	53,6
	Nurse	4	2,1	2,1	55,7

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Operational Assistant	1	,5	,5	56,2
Osteopath	1	,5	,5	56,7
Painter	1	,5	,5	57,2
Pilot	1	,5	,5	57,7
Priest	1	,5	,5	58,2
Producer	1	,5	,5	58,8
Professor	2	1,0	1,0	59,8
Psychologist	1	,5	,5	60,3
Public Service	1	,5	,5	60,8
Purchaser	1	,5	,5	61,3
Radiology	1	,5	,5	61,9
Redactor	1	,5	,5	62,4
Retired	10	5,2	5,2	67,5
Sales Assistant	2	1,0	1,0	68,6
Scientist	2	1,0	1,0	69,6
Scretary	1	,5	,5	70,1
Secretary	2	1,0	1,0	71,1
Security	2	1,0	1,0	72,2
Social Cultural Assita	1	,5	,5	72,7
Social Worker	1	,5	,5	73,2
Student	26	13,4	13,4	86,6
Teacher	9	4,6	4,6	91,2
Tourism	2	1,0	1,0	92,3
Translation	2	1,0	1,0	93,3
Unemployed	12	6,2	6,2	99,5
Veterinarian	1	,5	,5	100,0
Total	194	100,0	100,0	

Source: SPSS Output

Appendix III.B - Construct descriptive statistics and reliability statistics

Brand Heritage

	BH1	BH2	BH3	BH4	BH5	BH6	BH7	BH8	BH9
N Valid	194	194	194	194	194	194	194	194	194
Missin g	0	0	0	0	0	0	0	0	0
Mean	4,2990	4,2216	4,2680	4,6907	3,2577	4,4536	3,7629	3,1495	4,0825
Median	4,0000	4,0000	4,0000	5,0000	3,0000	5,0000	4,0000	3,0000	4,0000
Std. Deviation	,81647	,81269	,88763	,58231	,91932	,66785	,88480	1,03480	,81654

Brand Heritage Reliability Statistics

Cronbach's Alpha	N of Items
,673	9

Brand Heritage Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BH1	31,8866	12,702	,384	,639
BH2	31,9639	12,097	,503	,613
BH3	31,9175	12,522	,365	,643
BH4	31,4948	13,443	,426	,639

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BH5	32,9278	11,933	,445	,624
BH6	31,7320	12,715	,513	,620
BH7	32,4227	13,800	,155	,689
BH8	33,0361	12,014	,351	,649
H9	32,1031	14,259	,110	,694

Source: SPSS Output

Place Attachment Identity and Dependence

		PA1	PA2	PA3	PA4	PA5	PA6	PA7
N	Valid	194	194	194	194	194	194	194
	Missing	0	0	0	0	0	0	0
Mean		4,0670	4,1237	3,1649	2,7268	3,1392	3,0103	3,2835
Median		4,0000	4,0000	3,0000	3,0000	3,0000	3,0000	3,0000
Std. Deviation		,81479	,83023	,87783	,89478	,96906	,97103	,95875

Place Attachment and Dependence Reliability Statistics

Cronbach's Alpha	N of Items
,797	7

Source: SPSS Output

Social Cues

		AC1.1	AC1.2	AC1.3	AC1.4	AC1.5	AC1.6	AC1.7	AC1.8	AC1.9	AC1.10
N	Valid	194	194	194	194	194	194	194	194	194	194
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		3,8608	4,0309	4,1701	4,1289	3,8041	4,2577	2,0464	2,0155	3,6392	2,3144
Median		4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	2,0000	2,0000	4,0000	2,0000
Std. Deviation		,87345	,81379	,76648	,79434	,88323	,81791	,84124	,81741	1,10754	,92691

Reliability Statistics

Cronbach's Alpha	N of Items
,695	10

Source: SPSS Output

Design Cues

		AC2.1	AC2.2	AC2.3	AC2.4	AC2.5	AC2.6	AC2.7	AC2.8
N	Valid	194	194	194	194	194	194	194	194
	Missing	0	0	0	0	0	0	0	0
Mean		3,8557	4,0258	3,9381	4,3351	4,4588	4,2113	4,0464	3,9897
Median		4,0000	4,0000	4,0000	4,0000	5,0000	4,0000	4,0000	4,0000
Std. Deviation		,76841	,77817	,74548	,69499	,59432	,74227	,94563	,89899

Reliability Statistics

Cronbach's Alpha	N of Items
,809	8

Source: SPSS Output

Ambient Cues

		AC3.1	AC3.2
N	Valid	194	194

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Missing	0	0
Mean	4,0773	4,1340
Median	4,0000	4,0000
Std. Deviation	,86330	,78363

Learning, Family Relation, People

		AC4.1	AC4.2	AC4.3	AC4.4	AC5	AC6
N	Valid	194	194	194	194	194	194
	Missing	0	0	0	0	0	0
Mean		4,3557	4,3093	4,1856	4,4433	3,8093	2,5155
Median		4,0000	4,0000	4,0000	5,0000	4,0000	3,0000
Std. Deviation		,69214	,80620	,73167	,68996	1,02291	1,00376

Reliability Statistics

Cronbach's Alpha	N of Items
,706	6

Atmospheric Cues Reliability Statistics

Cronbach's Alpha	N of Items
,838	26

Source: SPSS Output

Iconic Cues Grayson and Martinec 2004

		IC1.1	IC1.2	IC1.3	IC1.4	IC1.5	IC1.6
N	Valid	194	194	194	194	194	194
	Missing	0	0	0	0	0	0
Mean		4,1031	4,2629	3,9175	2,8351	3,1701	4,0412
Median		4,0000	4,0000	4,0000	3,0000	3,0000	4,0000
Std. Deviation		,75474	,68889	,89524	1,12144	1,02656	,88062

Reliability Statistics

Cronbach's Alpha	N of Items
,701	6

Source: SPSS Output

Iconic Cues Morhart et al. 2015

		IC2.1	IC2.2	IC2.3	IC2.4	IC2.5	IC2.6
N	Valid	194	194	194	194	194	194
	Missing	0	0	0	0	0	0
Mean		4,1649	4,0206	3,8660	3,9742	3,9742	3,5670
Median		4,0000	4,0000	4,0000	4,0000	4,0000	3,5000
Std. Deviation		,72955	,80773	,84717	,82346	,73714	,89798

Reliability Statistics

Cronbach's Alpha	N of Items
,813	6

Iconic Cues Reliability Statistics

Cronbach's Alpha	N of Items
,841	12

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Source: SPSS Output

Authenticity Part I

		A1	A2	A3.1	A3.2	A4	A5.1	A5.2	A5.3
N	Valid	194	194	194	194	194	194	194	194
	Missing	0	0	0	0	0	0	0	0
Mean		3,7062	3,9330	3,2474	3,8763	3,4175	4,0309	3,5412	3,2835
Median		4,0000	4,0000	3,0000	4,0000	3,0000	4,0000	3,0000	3,0000
Std. Deviation		,85247	,84599	1,05330	,81129	,93626	,89273	,93899	1,03164

Authenticity Part II

		A6.1	A6.2	A6.3	A6.4	A6.5	A6.6	A6.7	A6.8	A6.9
N	Valid	194	194	194	194	194	194	194	194	194
	Missing	0	0	0	0	0	0	0	0	0
Mean		4,0052	3,7938	4,1031	3,8557	3,7216	3,8866	4,1031	4,1701	4,1907
Median		4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000	4,0000
Std. Deviation		,77190	,82623	,75474	,88147	,93012	,85019	,73385	,79306	,71238

Authenticity Reliability Statistics

Cronbach's Alpha	N of Items
,910	17

Source: SPSS Output

Authentic Pride

		AP1	AP2	AP3	AP4	AP5	AP6	AP7
N	Valid	194	194	194	194	194	194	194
	Missing	0	0	0	0	0	0	0
Mean		3,6856	3,4897	3,6134	3,4948	3,3402	3,4072	3,4485
Median		4,0000	3,0000	4,0000	3,0000	3,0000	3,0000	3,0000
Std. Deviation		,86324	,89466	,92183	,90047	,88612	,86626	,86971

Authentic Pride Reliability Statistics

Cronbach's Alpha	N of Items
,924	7

Source: SPSS Output

Self Expression and WOM Balmer 2017

		W1.1	W1.2
N	Valid	194	194
	Missing	0	0
Mean		4,2371	4,2216
Median		4,0000	4,0000
Std. Deviation		,67943	,70332

Self Expression and WOM Saenger et al. 2013

		W2.1	W2.2	W2.3	W2.4	W2.5	W2.6	W2.7
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N	Valid	194	194	194	194	194	194	194
	Missing	0	0	0	0	0	0	0
Mean		3,3866	4,1753	3,5361	3,4330	3,3505	3,5309	3,3608
Median		3,0000	4,0000	3,0000	3,0000	3,0000	3,5000	3,0000
Std. Deviation		1,04312	,80169	,98235	1,04219	1,01329	,97192	1,05972

Reliability Statistics

Cronbach's Alpha	N of Items
,863	7

Self Expression and WOM

Reliability Statistics

Cronbach's Alpha	N of Items
,870	9

Source: SPSS Output

Appendix IV – Linear Regression Analysis

Appendix IV.A – Linear Regression Analysis – Dependent Variable: Authenticity

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79,139	4	19,785	178,128	,000 ^b
	Residual	42,429	382	,111		
	Total	121,568	386			

a. Dependent Variable: Authenticity

b. Predictors: (Constant), IconicCues, BrandHeritage, AtmosphericCues, PlaceAttachment

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,807 ^a	,651	,647	,33327	1,779

a. Predictors: (Constant), IconicCues, BrandHeritage, AtmosphericCues, PlaceAttachment

b. Dependent Variable: Authenticity

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,0180	5,0364	3,8295	,45279	387
Residual	-1,35746	,94806	,00000	,33154	387
Std. Predicted Value	-4,001	2,666	,000	1,000	387
Std. Residual	-4,073	2,845	,000	,995	387

a. Dependent Variable: Authenticity

Appendix IV.B – Linear Regression Analysis – Dependent Variable: Authentic Pride

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111,201	1	111,201	337,898	,000 ^b
	Residual	126,701	385	,329		
	Total	237,902	386			

a. Dependent Variable: AuthenticPride

b. Predictors: (Constant), Authenticity

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Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,684 ^a	,467	,466	,57367	1,855

a. Predictors: (Constant), Authenticity

b. Dependent Variable: AuthenticPride

Appendix IV.C – Linear Regression Analysis – Dependent Variable: Word of Mouth

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78,765	1	78,765	261,396	,000 ^b
	Residual	116,010	385	,301		
	Total	194,775	386			

a. Dependent Variable: WOM

b. Predictors: (Constant), Authenticity

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,636 ^a	,404	,403	,54893	1,802

a. Predictors: (Constant), Authenticity

b. Dependent Variable: WOM

Appendix V – Linear Regression Sub Construct Analysis – Dependent Variable: Authenticity

Appendix V.A – Atmospheric Cues Sub Constructs

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63,069	4	15,767	102,962	,000 ^b
	Residual	58,499	382	,153		
	Total	121,568	386			

a. Dependent Variable: Authenticity

b. Predictors: (Constant), LearningFamilyRelationPeople, SocialCues, AmbientCues, DesignCues

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,720 ^a	,519	,514	,39133	1,845

a. Predictors: (Constant), LearningFamilyRelationPeople, SocialCues, AmbientCues, DesignCues

b. Dependent Variable: Authenticity

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,1054	4,7203	3,8295	,40422	387
Residual	-1,31693	1,11734	,00000	,38930	387
Std. Predicted Value	-4,265	2,204	,000	1,000	387
Std. Residual	-3,365	2,855	,000	,995	387

a. Dependent Variable: Authenticity

Appendix V.B – Iconic Cues Subconstructs

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77,031	2	38,515	332,083	,000 ^b
	Residual	44,537	384	,116		
	Total	121,568	386			

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- a. Dependent Variable: Authenticity
 b. Predictors: (Constant), IconicCuesLoureiro, IconicCuesGrayson

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,796 ^a	,634	,632	,34056	1,834

- a. Predictors: (Constant), IconicCuesLoureiro, IconicCuesGrayson
 b. Dependent Variable: Authenticity

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,9979	4,7068	3,8295	,44672	387
Residual	-1,07927	,92507	,00000	,33968	387
Std. Predicted Value	-4,100	1,964	,000	1,000	387
Std. Residual	-3,169	2,716	,000	,997	387

- a. Dependent Variable: Authenticity

Appendix VI – Linear Regression Sub Construct Analysis: Authenticity Sub Constructs

Appendix VI.A – Dependent Variable: Authentic Pride

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	126,807	6	21,134	72,290	,000 ^b
	Residual	111,095	380	,292		
	Total	237,902	386			

- a. Dependent Variable: AuthenticPride
 b. Predictors: (Constant), AuthenticityBruhnetal2012, A4, A2, A1, Credibility, Symbolism

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,730 ^a	,533	,526	,54070	1,800

- a. Predictors: (Constant), AuthenticityBruhnetal2012, A4, A2, A1, Credibility, Symbolism
 b. Dependent Variable: AuthenticPride

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,1756	4,7372	3,4910	,57316	387
Residual	-2,32286	1,77609	,00000	,53648	387
Std. Predicted Value	-4,040	2,174	,000	1,000	387
Std. Residual	-4,296	3,285	,000	,992	387

- a. Dependent Variable: AuthenticPride

Appendix VI.B – Dependent Variable: Self Expression and Word of Mouth

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86,947	6	14,491	51,068	,000 ^b
	Residual	107,828	380	,284		
	Total	194,775	386			

- a. Dependent Variable: WOM
 b. Predictors: (Constant), AuthenticityBruhnetal2012, A4, A2, A1, Credibility, Symbolism

Model Summary^b

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Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,668 ^a	,446	,438	,53269	1,809

a. Predictors: (Constant), AuthenticityBruhnetal2012, A4, A2, A1, Credibility, Symbolism

b. Dependent Variable: WOM

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,7121	4,8591	3,6110	,47461	387
Residual	-1,84462	1,78295	,00000	,52853	387
Std. Predicted Value	-4,001	2,630	,000	1,000	387
Std. Residual	-3,463	3,347	,000	,992	387

a. Dependent Variable: WOM

Appendix VII – Authenticity as Mediator

Appendix VII.A – Brand Heritage as Predictor and Authentic Pride as Outcome

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64,468	1	64,468	143,110	,000 ^b
	Residual	173,434	385	,450		
	Total	237,902	386			

a. Dependent Variable: AuthenticPride

b. Predictors: (Constant), BrandHeritage

Appendix VII.B – Brand Heritage as Predictor and Self Expression and Word of Mouth as Outcome

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41,304	1	41,304	103,616	,000 ^b
	Residual	153,471	385	,399		
	Total	194,775	386			

a. Dependent Variable: WOM

b. Predictors: (Constant), BrandHeritage

Appendix VII.C – Place Attachment Identity and Dependence as Predictor and Authentic Pride as Outcome

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86,853	1	86,853	221,376	,000 ^b
	Residual	151,049	385	,392		
	Total	237,902	386			

a. Dependent Variable: AuthenticPride

b. Predictors: (Constant), PlaceAttachment

Appendix VII.D – Place Attachment Identity and Dependence as Predictor and WOM as Outcome

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58,739	1	58,739	166,239	,000 ^b
	Residual	136,036	385	,353		
	Total	194,775	386			

a. Dependent Variable: WOM

b. Predictors: (Constant), PlaceAttachment

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Appendix VII.E – Atmospheric Cues as Predictor and Authentic Pride as Outcome

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63,332	1	63,332	139,672	,000 ^b
	Residual	174,571	385	,453		
	Total	237,902	386			

a. Dependent Variable: AuthenticPride

b. Predictors: (Constant), AtmosphericCues

Appendix VII.F – Atmospheric Cues as Predictor and WOM as Outcome

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64,566	1	64,566	190,908	,000 ^b
	Residual	130,209	385	,338		
	Total	194,775	386			

a. Dependent Variable: WOM

b. Predictors: (Constant), AtmosphericCues

Appendix VII.G – Iconic Cues as Predictor and Authentic Pride as Outcome

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95,175	1	95,175	256,731	,000 ^b
	Residual	142,727	385	,371		
	Total	237,902	386			

a. Dependent Variable: AuthenticPride

b. Predictors: (Constant), IconicCues

Appendix VII.H – Iconic Cues as Predictor and WOM as Outcome

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78,998	1	78,998	262,700	,000 ^b
	Residual	115,776	385	,301		
	Total	194,775	386			

a. Dependent Variable: WOM

b. Predictors: (Constant), IconicCues