

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter, the review of scholars on overall destination image (i.e. cognitive image, affective image and destination personality), evaluation factors (i.e. perceived trip quality and perceived value), tourist's satisfaction, and tourist's behavior intention is discussed.

2.2 Component in Overall Destination Image

Destination marketers must know the image that they project in order to have elements allowing them to make strategic and marketing decision. The concept of image has been studied in numerous fields since the 1950s, notably in consumer behavior research in relation to retail spaces (Martineau, 1958) and brand image (Dobni & Zinkham, 1990).

According to Baloglu and McCleary (1999), an image is formed by two forces, personal (i.e. social and psychological characteristics of the individual) and stimulus factors (i.e. external stimuli such as media exposure and previous experience with the object or place). That is also mean image is subjective

matter as it is related to individual tourist's mental picture of a place based on their knowledge and other global impressions.

In tourism studies, although it is widely accepted that destination image is a key and influential aspect of the traveler's decision-making process (Choi et al., 2007) however, there appears to be no general consensus over its precise definition (Tasci, 2007b). Studies of destination image began in the early 1970s, when Hunt's (1975) influential work examined the role of image in tourism development. The most pervasive definition of destination (place) image was then proffered by Crompton (1979) as "an attitudinal concept consisting of the sum of beliefs, ideas, impressions and feeling that a person has of a destination" (p. 18).

Researchers in several disciplines and fields agree that the image construct has both cognitive and affective evaluations. The cognitive evaluations refer to the beliefs or knowledge about a destination's attributes whereas affective evaluation refers to feelings toward, or attachment to it. The result from both cognitive and affective evaluations on that place will form an overall image of that particular place (Baloglu And McCleary, 1999).

However, Ekinci (2003) further argues that an overall destination image not only is made up of cognitive and affective image but brand personality is also linked directly to both the overall destination image and to the affective image's component.

Cognitive and Affective Components

Cognitive evaluation refers to beliefs and knowledge about an object whereas affective refers to feelings about it (Baloglu and Brinberg 1997; Burgess 1978; Gartner 1993; Holbrook 1978; Walmsley and Jenkins 1993; Ward and Russel 1981; Zimmer and Golden 1988).

Many studies have been conducted on attributes of destination image. However, most of the contribution in literature of destination image is focus on cognitive image rather than affective images. This could be clearly seen from Table 1.

Table 1 categorizes a selection of 31 empirical studies on tourism destination image from last three decades. The 31 studies were selected among all empirical tourism destination image research that measure attributed-based image. Two rules were followed from selecting attributes and considering them in the table. First, only the more universal attributes have been considered and secondly when the study listed various similar attributes (fishing, rafting), these were regrouped into one category (sport activities).

Table 1 The Most Common Attributes Used In Tourism Destination Image

No.	Authors	Attributes Studies																			
		Various activities Functional	Landscapes, surrounding Nature	Cultural attraction	Nightlife and entertainment	Shopping facilities	Information available	Sport facilities	Transportation	Accommodation	Gastronomy	Cost,value,price	Climate	Relaxation Vs Massific	Accessibility	Safety	Social interaction	Resident Receptiveness	Originality	Service quality	
1	Goodrich (1978)	x		x		x		x		x	x		x					x			
2	Crompton (1979)								x			x	x	x		x			x		
3	Sternquist (1985)	x		x	x	x		x		x	x			x				x			
4	Haahti (1986)	x	x	x	x			x				x		x	x			x	x		
5	Gartner and Hunt (1987)		x	x				x		x			x					x			
6	Calantone and al. (1989)	x	x	x	x	x		x	x			x		x		x		x			
7	Gartner (1989)	x	x	x	x			x										x			
8	Embacher and Buttler (1989)	x	x		x						x	x	x		x		x				
9	Guthrie and Gale (1991)	x			x		x	x		x	x	x		x	x		x	x	x		
10	Ahmed (1991)	x	x	x	x	x		x				x						x			
11	Chon (1991)	x	x	x		x			x	x	x	x			x	x		x	x		
12	Falsey and Crompton (1991)	x	x	x	x	x	x	x	x	x	x	x	x	x	x			x			
13	Crompton et al. (1992)	x		x								x	x		x		x	x	x		
14	Camichael (1992)	x										x			x			x			
15	Chon (1992)	x	x		x		x		x	x				x	x	x		x	x		
16	Echtner and Ritchie (1993)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
17	Driscoll and al. (1994)	x	x		x	x	x					x	x		x		x	x	x		
18	Dadgostar and Isotalo (1995)			x	x	x	x		x		x			x		x	x				
19	Muller (1995)	x		x	x	x				x	x	x	x	x	x		x		x		
20	Eizaguirre and Laka (1996)					x		x	x	x			x		x			x			
21	Schroeder (1996)	x	x	x	x	x		x		x	x	x		x			x		x		
22	Ahmed (1996)	x	x	x	x	x		x										x			
23	Oppermann (1996a, 1996b)	x		x	x				x	x	x	x				x			x		
24	Bologlu (1997)	x	x	x	x	x		x	x	x	x	x				x		x	x		
25	Bologlu and McCleary (1999)	x		x	x			x		x	x	x	x			x		x			
26	S. Baloglu, M. Mangaloglu (2001)	x	x	x	x	x		x	x	x	x	x			x	x	x	x			
27	Robert Govers & Frank M.Go (2003)	x			x		x	x	x			x							x		
28	Pikkemaat & Peter (2004)	x		x	x	x		x		x	x	x	x					x	x		
29	Uysal, Hosany and Ekinci (2007)	x			x				x												
30	C.G.-Q. Chi, H. Qu (2008)	x	x	x	x	x	x		x	x	x	x		x	x			x			
31	H Qu, LH Kim (2011)	x	x	x	x								x		x			x	x		
Total		9	25	15	23	23	18	4	19	12	19	18	20	14	13	15	11	8	25	7	6

Linking Destination Image to Branding

According to Ekinci (2003), the words: “brand”, “branding” and “destination image” have no apparent distinguish in their definition. As a result, he proposes a conceptual model (Figure 1), which states that the process of destination branding begin when the evaluation of destination image include a strong emotional attachment. Ekinci (2003) further elaborate that in establishing this link between destinations branding and tourists’ self-image, brand personality, which emphasizes the human side of brand image play an important role. Thus, in this model (Figure 1), the key constructs are brand personality and its relationship with tourist self-image.

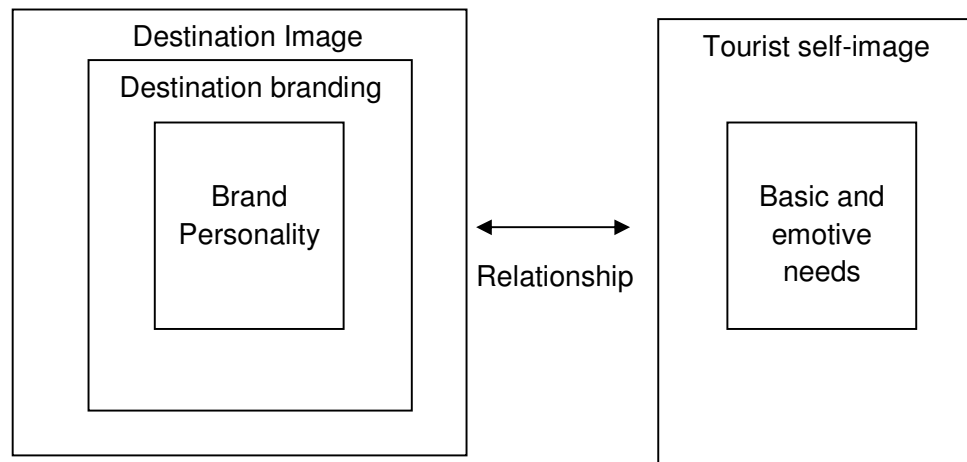


Figure 1. Destination image and destination branding. Source: Ekinci (2003)

A successful destination branding involves establishing mutual relationship between destination and tourists satisfying tourists’ emotional (relaxing, pretty) and basic need (eating) and will result in generating a positive tourism experience and bringing the destination image into alive.

Linking Branding to Overall Destination Image

Hosany and Ekinci (2003) further develop and link the above model (Figure 1) to destination choice. The study stated that an overall destination image is made up of personal characteristics and affective and cognitive images. Brand personality is linked directly to both the overall destination image and affective component.

(Figure 2)

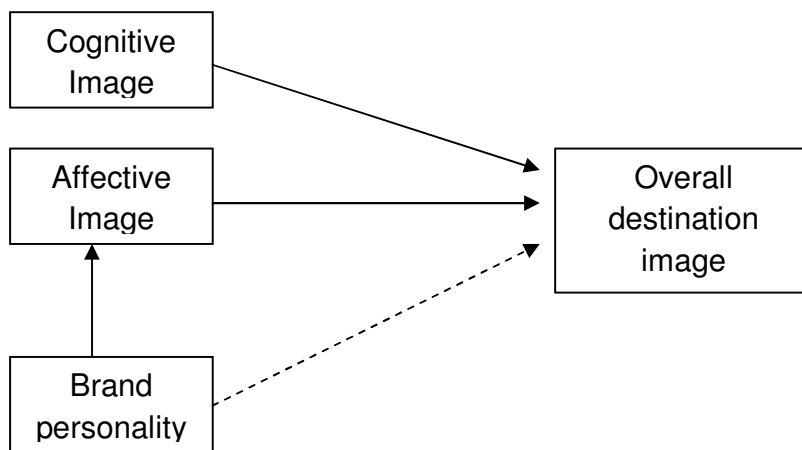


Figure 2. Framework for destination branding. Source: Ekinci (2003)

Brand Personality

Brand image and brand personality are key aspects of branding (Keller, 2003). Aaker (1997, p. 347) defined brand personality as “the set of human characteristics associated to a brand.” Brand personality is thought to provide a connection between a brand’s emotional and self-expressive benefits (Aaker, 1996; Upshaw, 1995). Thus, brands can be characterized by personality descriptors, such as being youthful, energetic, extrovert or sophisticated (Keller, 2003). However, J. Aaker develops Brand Personality Scale to conceptualize brand personality. There are five broad dimensions: sincerity, excitement, competence, sophistication, ruggedness (Figure 3).

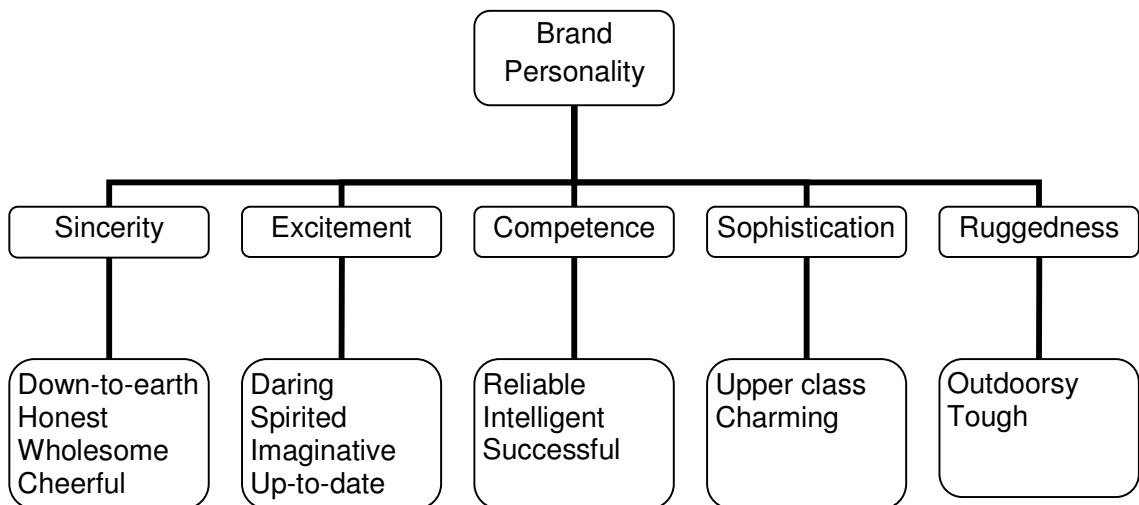


Figure 3. Brand Personality Framework. Adapted from "Dimensions of Brand Personality" by Jennifer L. Aaker, 1997, *Journal of Marketing Research*, 34, p. 352.

Destination Personality

The studies on destination personality are a relatively new concept (Hosany, Ekinci and Uysal, 2006). But following from brand personality literature, destination personality can be defined as “perceptions about a place as reflected by the associations held in tourist memory” (Cai, 2002, p. 273).

Number of researchers on recent studies (d’Astous and Boujbel, 2007; Ekinci and Hosany, 2006; Murphy, Benckendorff and Moscardo, 2007; Murphy, Moscardo and Benckendorff, 2007; Pike, 2009) have undertaken the arduous task of developing their own scales (d’Astous and Boujbel, 2007) or using an existing scale, such as Aaker’s (1997) brand personality scale (Ekinci and Hosany, 2006) to examined the applicability of the five dimensions: *sincerity*, *excitement*, *competence*, *sophistication* and *ruggedness* in various settings and across cultures. For example, Aaker, Benet-Martinez and Garolera (2001) investigated the brand personality structures of commercial brands in Japan and Spain. For both countries, a five-dimensional structure was found, but some dimensions differed from those in Aaker’s (1997) study in the USA. The dimension *Peacefulness* emerged in both cultures and *Passion* was specific to Spanish culture. Even though some of the dimensions were common to all three cultures namely, excitement, sincerity, and sophistication, the individual personality traits comprising these dimensions differed. (Table 2)

But in the context of tourism industry, the study of Hosany and Ekinci (2003) have researched only three dimensions of the perception of destination personality which is sincerity, excitement and conviviality dimensions were found to be reliable and valid. In his study, destination personality has positive impact on destination image and intention to recommend.

Table 2 Resemblance of brand personality dimensions to the Big Five dimensions.

Author (date)	Country	Big Five-like dimensions	Other dimensions
Aaker (1997)	US (brands)	Sincerity (A–C), Excitement (E), Competence (C–E)	Sophistication, Ruggedness
Aaker (2000)	Japan (brands)	Sincerity (A–C), Excitement (E), Competence (C–E), Peacefulness (E–A)	Sophistication
Aaker, Benet-Martinez, and Garolera (2001)	Japan (brands)	Sincerity (A–C), Excitement (E), Competence (C–E), Peacefulness (E–A)	Sophistication
	Spain (brands)	Sincerity (A–C), Excitement (E), Peacefulness (E–A), Passion (ES–O)	Sophistication
Bosnjak, Bochmann, and Hufschmidt (2007)	Germany (brands)	Drive (E), Conscientiousness (C), Emotion (ES), Superficiality (A)	
d'Astous and Lévesque (2003)	Canada (stores)	Enthusiasm (E), Unpleasantness (A), Genuineness (C), Solidity (C)	Sophistication
Davies, Chun, Vinhas da Silva, and Roper (2004)	US (brands)	Agreeableness (A), Enterprise (E), Competence (C), Ruthlessness (A)	Chic
Ferrandi, Valette-Florence, and Fine-Falcy (2000)	France (brands)	Sincerity (A–C), Dynamism (E), Robustness (C), Conviviality (A)	Femininity
Helgeson and Supphellen (2004)	Sweden (retailers)	Modern (O) Classic	
Hosany, Ekinci, and Uysal (2006)		Sincerity (C–O), Excitement (E–O), Conviviality (A)	
Kim, Han, and Park (2001)	Korea (brands)	Sincerity (A–C), Excitement (E), Competence (C–E)	Sophistication, Ruggedness
Milas and Mlačić (2007)	Croatia (brands)	Conscientiousness (C), Extraversion (E), Agreeableness (A), Intellect (O), Emotional Stability (ES)	
Smit, van den Berge, and Franzen (2002)	Netherlands (brands)	Competence (C), Excitement (E), Gentle (A), Distinction (O), Annoyance (A)	Ruggedness
Sung and Tinkham (2005)	US (brands)	Likeableness (A), Trendiness (O), Competence (C), Traditionalism (O)	Sophistication, Ruggedness, White collar, Androgyny
	Korea (brands)	Likeableness (A), Trendiness (O), Competence (C), Traditionalism (O)	Sophistication, Ruggedness, Western, Ascendancy
Venable, Rose, Bush, and Gilbert (2005)	US (nonprofit)	Integrity (C), Nurturance (A–ES)	Sophistication, Ruggedness

Note. Letters between parentheses in the third column refer to the Big Five dimensions: E=Extraversion, A=Agreeableness, C=Conscientiousness, ES=Emotional Stability, and O=Openness.

Overall Destination Image

According to Hosany and Ekinci (2003), an overall image is made up of destination personality, affective components and what is referred to as the cognitive image. Bologlu and McCleary (1999) in his study concluded that overall impression is dependent upon individual attributes. The beliefs and feelings dimensions together influence overall attitude or image. The environmental factors perceived by the tourist will help him/her to form an overall image of tourist destination. In addition, there is also a wide agreement among scholars that overall destination image plays crucial role in an individual's travel purchase related decision making and condition the after-decision making behaviors which including participation (on-site experience), evaluation (satisfaction) and future behavior intentions (intentions to revisit and willingness to recommend) (Ashworth & Goodall, 1988; Bigne et al., 2001; Chen & Gursoy, 2001; Mansfeld, 1992).

With this, study of overall destination image of Kuala Lumpur is part of the focus in this research. From the appendix 1, summary of destination image studies from 1973-2000, out of 142 papers in the destination image, most of the contribution in literature of destination image is focusing on the region of North America and followed by UK/Europe, Asia and Australasia (Steve Pike, 2002) and relatively only few papers attempted to study the destination image of Asia country.

2.3 Perceived trip quality

According to Parasuraman, Zeithaml, & Berry, 1998, services quality can be defined in terms of a comparison between a customer's initial expectation and that customer's perception of the actual result of the service (e.g. friendliness, efficiency, reliability, courtesy, staff competence).

A customer's overall dissatisfaction and satisfaction is largely depending on service render and the whole service experience (Bitner and Hubbert, 1994). Tourists are satisfied with what they experienced as well as with how were they been treated and served at a destination. According to Bigne et al. (2001) and Lee et al. (2205), as in general, the higher satisfaction on the quality of destination attributes (e.g. natural environment, accommodation, restaurants, shops, physical attractions) will significantly influence tourist's future evaluations to revisit and willingness to recommend.

2.4 Perceived value

Zeithaml, 1998 define perceive value as visitor's overall appraisal of the net worth of the trip, based on what is received (benefit) and what is given (costs). From the empirical studies, perceived value have been recognized as part the antecedents of behavioral intentions (Kashyap & Bojanic,2000; Petrick, 2004; Tam, 2000; Tian-Cole, Crompton, & Willson, 2002). In this study, the aspects of perceived value on the money paid on goods and services during their trip in Kuala Lumpur is captured as antecedent to satisfaction.

2.5 Satisfaction

Customer satisfaction is defined as a psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service (World Trade Organization, 1985).

Consumer satisfaction is a post-consumption evaluation (Tse and Wilton, 1988) of the product or service received and dissatisfaction arise when there is perceived discrepancy between prior expectation and perceived performance after consumption.

The tourists are satisfied with what they experience as well as with how they were treated and served at a destination. Empirical studies revealed that customer satisfaction is likely to produce positive behavioral intentions from customers such as positive word-of-mouth and repeat purchases (Saleh and Ryan, 1991; Barsky, 1992; Bojonc and Rosen, 1994; Yuksel, 2001; Kozak and Rimmington, 2000; Gursoy, McCleary and Lepsito, 2003; Karatepe, 2006; Andaleeb and Conway, 2006; Neal and Gursoy, 2008). A dissatisfied customer will not repeat his or her purchases and give impact directly to the business finance where the cost of obtaining a new customer costs is more than keeping an existing one (Dube, Renaghan and Miller, 1994; Stevens, Knutson, and Patton, 1995; Oh and Mount, 1998).

2.6 Tourist behavior intention

If the destination marketer able to understand and establish the repetitive patterns of behavior, then it will help to ensure future sources of income and also create informal channels of relationship whereby potential tourists can be attracted specific destination (Petrick, 2004; Reid & Reid, 1993).

There are plenty of studies support the relationship between loyalty and satisfaction (Rust & Oliver, 1994; Tam, 2004). Anderson & Mittal, 2000; Storbacka, Strandvik & Groenroos, 1994 identifying the antecedents of tourists' loyalty is perceived service quality, satisfaction, value and Bitner & Hubbert, 1994;

Caruana,2002; Cronin & Taylor, 1992 identifying the antecedents of tourists' satisfaction is service quality.

Woodside and Dubelaar (2002) link these evaluation factors with the future behavior of tourist in revisit the destination and willingness to recommend. So in this study, aspect of perceived trip quality, perceived value and satisfaction are determined to be antecedents of tourists' intention behavior.

2.7 Social-demographic characteristics

Empirical studies show that the individuals' personal characteristics, such as gender, age, occupation, education and social class, are internal inputs that might influence the perceptions of places in tourists' choice of destination decision process. (Woodside & Lysonski, 1989; Um & Crompton, 1990; Stabler, 1995).

It is believe that in the process of individual selects, organized and interprets incoming information to create an image on a destination, more often it is stimulate by the environment and the individual's own characteristics and circumstances (Kotler, Camara, Grande, & Cruz, 2000).

So in this study, we applied Baloglu and McCleary (1999a) finding which stated that an individual's age influenced the overall destination image in our study of Kuala Lumpur to examine its implication.

2.8 Hypothesis Development

Following the literature review, an exploration of the dimensions of cognitive and affective destination image are jointly captured in studies on overall destination image (Baloglu, 1999; Baloglu & McCleary, 1999a; Stern & Krakover, 1993). Stern and Krakover (1993), in their model of the formation of a composite urban (city) image, depicted that cognitive and affective images together form a composite or overall image of a city. Their results provided support for the intervening role of affect between cognitive evaluation and overall image, as well as the affective effects in forming overall image.

The conceptual and empirical perspectives from the literature led to following two hypotheses:

- H1: There is a significant relationship between cognitive image and overall destination image.
- H2: There is a significant relationship between affective image and overall destination image.

In recognition of cognitive and affective image component on overall destination image, it is proposed by Hosany and Ekinici (2003) that there is an additional component to be considered into overall destination image: destination personality. Destination personality is described as the perceptions about a place as reflected by the associations held in tourist memory” (Cai, 2002, p. 273). A distinctive destination personality can create a set of unique and favourable associations in consumer memory and thus enhance destination equity (Keller, 1993) and with a strong destination personality, it would increase the favorability of the overall image toward destination. Therefore it is hypothesized that:

H3: There is a significant relationship between destination personality and overall destination image.

On-site experience can be mainly represented as the perceived trip quality. From the marketing perspective, Lee et. al.(2005) argued that tourist having a favorable overall destination image would perceived their on-site experiences (i.e. trip quality) positively. And it moulds the expectations that the favorable perceived quality will in turn determine the satisfaction of tourist. Therefore, the fourth and fifth hypothesis would be enunciated as:

H4: There is a significant relationship between overall destination image and perceived trip quality.

H5: There is a significant relationship between perceived trip quality and satisfaction.

Zeithaml, 1998 stated that visitors' overall appraisal of the net worth of the trip based on what is received (benefit) and what is given (cost). In this way, perceived value will be considered as a part of important element that determine the satisfaction of tourists. Consequently, the sixth and seventh hypothesis can be enunciated as:

H6: There is a significant relationship between overall destination image and perceived value.

H7: There is a significant relationship between perceived value and satisfaction.

There are empirical evidences that tourists' satisfaction has a positive influence on post-purchase behavior (Beeho & Prentice, 1997; Bramwell, 1998; Juaneda, 1996). Satisfied tourists are more likely to re-visit to the same destination, and are more willing to share their positive travelling experiences with their relatives and friends. Therefore, eighth hypothesis was proposed as:

H8: There is a significant relationship between satisfaction and tourists' behavioral intention.

According to Hosany and Ekinici (2003), destination personality has positive impact on intention to recommend. The three dimensions of the perception of destination personality (i.e. sincerity, excitement and conviviality) were used in this study; therefore the following hypothesis was drawn:

H9: There is a significant relationship between destination personality and tourists' behavioral intention.

From the segment of social-demographic factor, it is proposed by Baloglu and McCleary (1999a) that an individual's age has influenced the image of a destination. Therefore, we proposed the tenth hypothesis as:

H10: There is a significant relationship between age of the tourists and overall destination image of Kuala Lumpur.

2.9 Theoretical Framework

Based on the literature review above, this research has sought the relationship among overall destination image, perceived trip quality, perceived value, satisfaction and tourists' behavioral intention in a structure below. To sum up the nine hypotheses, the following theoretical framework could be established:

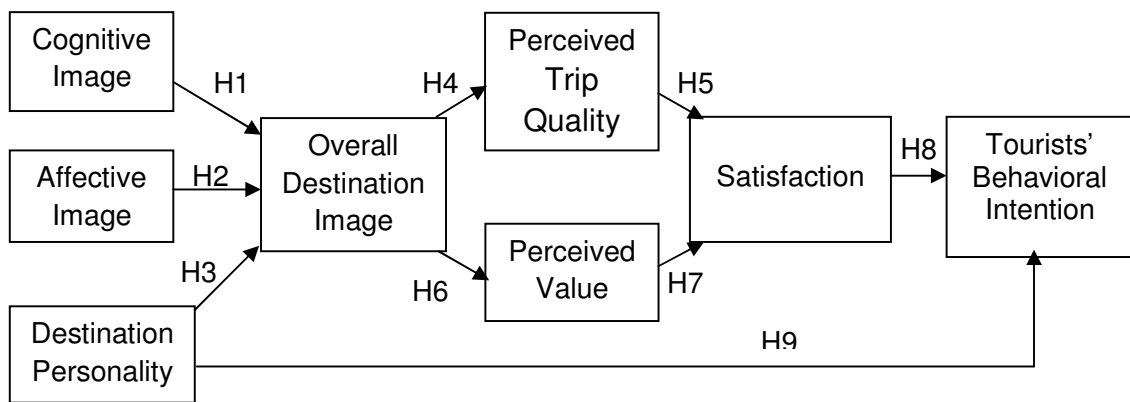


Figure 4. Theoretical Framework