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# Trust transfer effects on values and attitudes toward China and the Shanghai Expo 2010

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## **Trust transfer effects on values and attitudes toward China and the Shanghai Expo 2010**

### ***Abstract***

Despite the increasing popularity of events, the application of trust transfer concepts has yet to be investigated. Linking trust transfer, values, attitude, and behavioral intentions in a theoretical model, this study employs an on-site survey of visitors attending 2010 Shanghai World Expo to test the theory. The results suggest that positive emotional values attributed to the Expo were associated with positive emotions toward China. In addition, positive perceptions of functional values of the Expo carried over to improved perceived functional and emotional perceptions of China and positive attitudes towards the Expo.

***Keywords:*** *trust transfer; Shanghai Expo; attitude; emotional value; functional value*

## **Introduction**

Rapidly changing competitive environments are inducing tourist destination managers to seek more creative and flexible options. Many destinations have responded to competitive challenges by hosting special events. Sponsoring events has accomplished various goals including enhancing domestic pride in culture, increasing international visitors' awareness of history and customs and boosting local economies (Long and Perdue, 1990). Getz (1991) recognized events as a new form of alternative tourism which improved relationships between hosts and guests. Such mutual relationships count on relational forms of exchange characterized by high levels of trust (Morgan and Hunt, 1994). High levels of trust characteristic of relational exchange (i.e., trust transfer) enable parties to focus on long-term benefits of the relationship (Ganesan, 1994), ultimately enhancing the destination's competitiveness and reducing transaction costs (Noordewier, John, and Nevin, 1990).

Trust transfer from one entity to another relies on the unknown target being perceived as related to the source of the transferred trust (Stewart, 2003). Campell (1958) argued that such perceptions are based on the similarity, proximity, and common fate of the entities. It has been argued that a target may be perceptually grouped with others to which it displays a tie, increasing perceptions of interaction and similarity. Special events create a setting and situation where trust relationships can be tested, and either established or eroded.

Despite the increasing popularity of events, the application of trust transfer concepts has yet to be investigated. To date, no studies have examined the relationships among personal values, event attendees' attitudes, and behavioral intentions through trust transfer theory. Therefore, the purpose of this study is to provide insights into how trust transfer theory applies to the hierarchical value-attitude-behavior model as applied to two foci: Expo 2010 and China as a destination, using a structural equation model.

## **Literature Review**

### *2.1. Trust*

Trust has been widely discussed in social psychology, sociology, economics and marketing literatures (Doney and Cannon, 1997). According to Dirks and Ferrin (2001), trust theory has been studied in

a diversity of disciplines with empirical studies spanning 50 years. Bhattacharya et al. (1998) categorized trust based on how it is viewed. Personality psychologists tend to view trust as an individual characteristic while social psychologists tend to view trust from the standpoint of behavioral expectations of others involved in transactions. Economists and sociologists tend to focus on how institutions are established and incentives are used to reduce uncertainty associated with transactions among relative strangers. A frequently cited definition of trust is that of Moorman, Deshpandé, and Zaltman (1993). Based on an exploratory study with 779 users, Moorman et al. (1993) defined trust as “a willingness to rely on an exchange partner in whom one has confidence.” In keeping with this definition, they determined users’ trust level with individual, interpersonal, organizational, interorganizational/interdepartmental, and project factors. The study reported that interpersonal factors were the most predictive of trust.

## 2.2. *Trust transfer*

Trust is an important factor in the decision to select others with whom to interact (McKnight et al., 1998); an organization must be trusted for it to enter the consideration set of potential exchange partners (Doney and Cannon, 1997). Considering trust transfer as a cognitive process, trust transfer occurs when a person bases her initial trust in an entity (a person, group, or organization referred to as the target) on her trust in some other entity, or on a context other than the one in which the target was encountered (Stewart, 2003). Strub and Priest (1976, p 408) found that a marijuana user would decide to trust an unknown person if a third person, trusted by the marijuana user, vouched for the unknown party. This suggests that trust can be transferred from one trusted “proof source” to another person or group with which the trustor has little or no direct experience.

In addition to showing that trust transfer works through different processes, previous work suggests that trust transfer may originate from different kinds of sources. It may stem from a place (Henslin, 1968) or an industry association (Milliman and Fugate, 1988) to an individual. Although there is no clear and widely accepted agreement about whether organizations can be targets of trust, abundant literature emphasizes that people can develop trust in public institutions or organizations as well as individuals (Lewis and Weigert, 1985; Morgan and Hunt, 1994). In other words, the trust literature suggests that customers can and do trust

public institutions or organizations (Doney and Cannon, 1997). However, no research to date has examined whether trust transfer operates in an event and/or organization/country in a tourism context. The research reported here centers on the cognitive process of trust transfer and considers both the possibility of transfer from one individual entity to another, and from a context to an individual entity. Here, context may be represented by both the World Expo 2010 event and a destination such as the country of China.

### 2.3. Relationship among perceived values, attitudes and behavioral intentions

Substantial research has been devoted to testing relationships among values, attitudes, and behavioral intentions (Donthu and Cherian, 1994; Friedkin, 2010; Homer and Kahle, 1988). A series of multivariate and structural equation analyses supported the hypotheses that values have multi-dimensions that influence attitudes. In turn, attitudes were found to influence behaviors (Homer and Kahle, 1988). Rokeach (1973) referred to value as an enduring belief that a specific mode of conduct or end-state is personally preferable to its opposite. Kahle (1983) argues that values are similar to attitudes in that both are adaptation abstractions that emerge continuously from the assimilation, accommodation, organization, and integration of environmental information in order to promote interchanges with the environment favorable to the preservation of an optimum function. The influence should theoretically flow from values to attitudes to behavioral intentions. This sequence can be called the *value-attitude-behavior* hierarchy. Lickel et al. (2000) found a positive correlation among perceived values, perceived attitudes and behaviors. Also, Jayawardhena (2004) explored a value-attitude-behavior model to investigate the role of values in e-shopping consumer behavior. He found that value dimensions are directly related to attitudes toward e-shopping.

### 2.4. Hypotheses

In an earlier section it was stated that the theoretical model for value-attitude-behavior hierarchy was suggested by a number of researchers and later experimentally tested by others. Thus:

H1<sub>1,4</sub>. The perceived emotional value of the Expo has a positive effect on perceived emotional (H1<sub>1</sub>) and functional values (H1<sub>2</sub>) of the Expo on China and attitudes towards the Expo (H1<sub>3</sub>) and China (H1<sub>4</sub>).

H2<sub>1,4</sub>. The perceived functional value of the Expo has a positive effect on perceived emotional (H2<sub>1</sub>) and functional values (H2<sub>2</sub>) of the Expo on China and attitudes towards the Expo (H2<sub>3</sub>) and China (H2<sub>4</sub>).

H3<sub>1-3</sub>. The perceived emotional value of China has a positive effect on attitudes towards the Expo (H3<sub>1</sub>) and China (H3<sub>2</sub>), and behavioral intentions (H3<sub>3</sub>).

H4<sub>1-3</sub>. The perceived functional value of the Expo on China has a positive effect on attitudes towards the Expo (H4<sub>1</sub>) and China (H4<sub>2</sub>), and behavioral intentions (H4<sub>3</sub>).

H5. Attitudes towards the Expo have a positive effect on attitudes towards China.

H6. Attitudes towards the Expo have a positive effect on behavioral intentions.

H7. Attitudes towards China have a positive effect on behavioral intentions.

## Methodology

### 3.1 Shanghai Expo

The 2010 World Expo was the first to be held in a developing country in the event's 159-year history and by far the biggest event of its type to take place outside Europe and North America. Being the first World Expo with a city theme, World Expo 2010 attracted a record-breaking number of visitors (73.08 million) from across the world, focusing on the theme "Better City, Better Life". For its 184 (May 1 to October 31, 2010) days, Expo 2010 Shanghai China centered on innovation and interaction. The variety of cultures and technologies on display were themed around illustrating different ideas for urban sustainability.

### 3.2. Measurements

This study employed a causal research design using a cross-sectional sample survey. Following Churchill's (1979) recommendations, multi-item measures (see Table 1) for each construct (emotional and functional values, attitudes, and behavioral intentions) were employed using 5-point Likert-type scales ranging from *strongly disagree* (1) to *strongly agree* (5). The measure for emotional and functional value was adopted from Lee et al. (2007). Attitudes towards the Shanghai Expo and China scales were measured by four items based on Fiore et al. (2005) respectively. Also, the behavioral intentions scale was measured by three items based on Zeithaml, Berry, and Parasuraman (1996).

### 3.3. Data Collection

The survey was conducted on site with Korean tourists who visited the Shanghai Expo between June 20<sup>th</sup> and August 30<sup>th</sup>, 2010. Questionnaires were administered at the main exit of the Expo, hotel

lobbies, and at the Shanghai Pudong international airport. Field surveyors approached Korean visitors, outlined the purpose of the research project, and invited them to participate in the survey. Respondents were given a gift with the Shanghai Expo symbol, which promoted participation and expressed thanks for their time. After consenting, a self-administered questionnaire was presented to each respondent to complete in the presence of the surveyor, allowing for monitoring of survey completion. A total of 350 questionnaires were collected, but after a thorough inspection, 12 questionnaires were eliminated from the analysis because important questions were left blank or checked twice. Ultimately, 338 questionnaires were coded and used for analysis.

## **Results**

### *4.1. Profile of respondents.*

Respondents' ( $n=338$ ) demographic characteristics are as follows. A slight majority of the respondents (57%) reported that the purpose of their visit was one part of a travel trip to China that included a visit to the Shanghai Expo (33%). In terms of travel companions, 40% were with a group, followed by 36% with families and 17% with friends and/or relatives. The more frequent durations of stay in China were 3 nights (53%), followed by 2 nights (16%), 4 nights (15%), and 1 night (10%). More than half of the respondents (56%) got Expo information from a travel agency or internet, followed by friends/relatives (13%) and TV/radio (11%).

### *4.2 Measurement model*

Overall measurement quality was assessed using confirmatory factor analysis (Anderson and Gerbing, 1992) with LISREL 8.7W. Although the overall measurement quality is sometimes assessed factor by factor, in this case, each multiple-item indicator was considered simultaneously to provide for the fullest test of both convergent and discriminant validity.

**<Insert Table 1 here>**

All loadings exceeded 0.5 and each indicator t-value exceeded 15.00 ( $p < .01$ ). The  $\chi^2$  fit statistics were 380.39 with 149 degrees of freedom ( $\chi^2/d.f = 2.55$ ) ( $p < .01$ ). The root mean square error of approximation (RMSEA) is 0.068, the comparative fit index (CFI) is 0.99, goodness-of-fit index (GFI) is 0.90, the adjusted

goodness-of-fit index (AGFI) is 0.86, and the normed fit index (NFI) is 0.98. All statistics support the overall measurement quality given the number of indicators (Anderson and Gerbing, 1992). Furthermore, evidence of discriminant validity exists when the proportion of variance extracted in each construct exceeds the square of the  $\Phi$  coefficients representing its correlation with other factors (Fornell and Lacker, 1981).

One pair of scales with a high correlation between them was the emotional value of China, functional value of the Expo on China, and attitudes towards the Shanghai Expo ( $\Phi = 0.80$ ,  $\Phi^2 = 0.64$ , respectively) (Table 2). The variance extracted estimates for these scales are 0.76, 0.77, and 0.70, respectively, indicating adequate discriminant validity. Despite these results, one may also be concerned about the discriminant validity of emotional value of Expo and emotional value of China constructs, the correlation between them being 0.82 ( $\Phi^2 = 0.67$ ). The variance extracted estimates for these scales are 0.69 and 0.70, respectively. Thus, the measures appear to have acceptable levels and validity.

<Insert Table 2 here>

#### 4.3 Structural model

*Overall model results.* The data were analyzed using LISREL 8.7 W. The structural error terms (zetas) for the emotional and functional value of China was allowed to correlate with each other but not with any other structural error term. Maximum-likelihood estimates for the various parameters of the overall fit of the model are given in Table 3. The  $\chi^2$  statistics suggest that the data did not fit the model ( $\chi^2 = 358.63$ ;  $df = 151$ ;  $p < .01$ ), because the sensitivity of the  $\chi^2$  statistic is not an appropriate measure of the goodness-of-fit of the model.

Therefore, the overall evaluation of the fit was based on multiple indicators (Bagozzi & Yi, 1988; Bollen, 1989; Hair et al., 2006). These multiple indicators suggested that the model had good fit, justifying for further interpretation. The goodness-of-fit index (GFI), normed fit index (NFI), comparative fit index (CFI), RMSEA, and PNFI were 0.90, 0.99, 0.99, 0.06, and 0.07, respectively. Thus, the model fit is adequate for further analysis. Maximum likelihood estimates for the various parameters of the model are given in Table 3.

The squared multiple correlation (SMC;  $R^2$ ) for the structural equations for emotional and functional



value with China, attitudes towards Expo and China, and behavioral intentions were high (see Table 3). For example, over half of the variance ( $SMC = 0.79$ ) in emotional and functional values of the Expo on China was explained by the direct effects of emotional and functional values of the Expo, respectively.

**<Insert Figure 2 here>**

**<Insert Table 3 here>**

#### 4.4 Hypothesis testing

*Relationships of Perceived Emotional value of the Expo to Emotional and Functional Values of the Expo on China and Attitude towards the Expo and China.* Hypotheses H1<sub>1</sub> and H1<sub>4</sub> posited that perceived emotional values of the Expo affected emotional and functional values of the Expo on China and attitudes towards the Expo and China. As shown in Table 3, the level of emotional value of the Expo had a significant positive effect on the level of emotional value of China (coefficient=0.77, t-value=9.48,  $p < 0.01$ ), functional value of China (coefficient=0.22, t-value=2.70,  $p < 0.01$ ), attitudes towards the Expo (coefficient=0.45, t-value=3.88,  $p < 0.01$ ), so H1<sub>1</sub>, H1<sub>2</sub>, and H1<sub>3</sub> were supported. However, emotional value of the Expo did not significantly affect attitudes towards China (coefficient=0.01, t-value=0.04, n.s.), thus H1<sub>4</sub> was not supported.

*Relationships of Perceived Functional Value of the Expo to Emotional and Functional values of the Expo on China and Attitudes towards Expo and China.* Hypotheses H2<sub>1</sub> and H2<sub>4</sub> stated that the perceived functional value of the Expo affected emotional and functional values of the Expo on China and attitudes towards the Expo and China. As shown in Table 3, perceived functional value of the Expo had a significant positive effect on functional value of the Expo on China (coefficient=0.70, t-value=7.83,  $p < 0.01$ ), emotional value of the Expo on China (coefficient=0.14, t-value=1.80,  $p < 0.10$ ), and attitudes towards the Expo (coefficient=0.22, t-value=1.85,  $p < 0.10$ ), thus supporting H2<sub>1</sub>, H2<sub>2</sub>, and H2<sub>3</sub>. In contrast, the perceived functional value of the Expo did not have a significant effect on attitudes towards China (coefficient=0.20, t-value=1.40, n.s.). Thus, H2<sub>4</sub> was not supported.

*Relationships of Perceived Emotional Value of China to Attitudes towards the Expo and China, and Behavioral Intentions.* Hypotheses H3<sub>1</sub> and H3<sub>3</sub> posited that the perceived emotional value of the Expo on China affected attitudes towards the Expo and China, and behavioral intentions. As hypothesized, the emotional value of the Expo on China had a significant positive effect on attitudes towards the Expo

(coefficient=0.41, t-value=3.27,  $p<0.01$ ), attitudes towards China (coefficient=0.49, t-value=3.65,  $p<0.01$ ), and behavioral intentions (coefficient=0.39, t-value=3.49,  $p<0.01$ ). Hence, H3<sub>1</sub>, H3<sub>2</sub>, and H3<sub>3</sub> were supported.

*Relationship of Perceived Functional Value of the Expo on China to Attitudes towards the Expo and China, and Behavioral Intentions.* Hypotheses H4<sub>1</sub> and H4<sub>3</sub> addressed propositions that the perceived functional value of the Expo on China was associated with attitudes towards the Expo and China, and behavioral intentions. There was insufficient evidence to prove that the functional value of the Expo on China had a significant effect on attitudes towards the Expo (coefficient=-0.13, t-value=-0.98, n.s.), attitudes towards China (coefficient=0.16, t-value=1.00, n.s.), or behavioral intentions (coefficient=0.07, t-value=0.78, n.s). Therefore, H4<sub>1</sub>, H4<sub>2</sub>, and H4<sub>3</sub> were not supported.

*Relationships of Attitude towards the Expo to Attitude towards China and Behavioral Intentions.* Hypotheses H5 and H6 stated that attitudes towards the Expo was positively associated with attitudes towards China and behavioral intentions. Attitudes towards the Expo had a slightly positive but statistically insignificant effect on attitudes towards China (coefficient=0.09, t-value=0.77, n.s), so H5 was not supported. However, attitude towards the Expo had a positive effect on behavioral intentions (coefficient=0.39, t-value=4.83,  $p<0.01$ ), thus supporting H6.

*Relationships of Attitude towards China and Behavioral Intentions.* Hypothesis H7 posited that attitudes towards China were positively associated with behavioral intentions. There was insufficient evidence to show that attitudes towards China had an effect on behavioral intentions (coefficient=0.10, t-value=1.05, n.s), so H7 was not supported.

## **Discussion and Conclusions**

The results generally supported assertions that the successful Shanghai Expo had positive implications for visitors' perceptions of Shanghai and China. Positive emotional values attributed to the Expo (pleasurable, interesting, wonderful, enjoyable tourist attraction) were associated with positive emotions toward China (pleasurable, interesting, wonderful enjoyable tourist attraction). The positive Expo feelings also aided perceptions of functional values received while in China and contributed to a sense that the cost of the Expo was reasonable and that the Expo experience exceeded expectations. There was

insufficient evidence, however, to show that the positive feelings generated by the Expo carried over to generating positive overall attitudes toward China.

As for the effects of positive perceptions of functional (reasonably priced, better monetary value, quality exceeding expectations) values of the Expo, these perceptions carried over to improved perceived functional and emotional perceptions of China and positive attitudes (liking the Expo and perceiving it positively) towards the Expo, but similar to the positive emotional feelings, did not have a substantial effect on overall attitudes toward China. When a reciprocal view was explored, that of perceived emotional values (pleasurable, interesting, wonderful, enjoyable tourist attraction) of the Expo on China affecting attitudes toward the Expo (liking the Expo and perceiving it positively) and separately for China (favorable evaluation of China and perceptions of it being a good country), the values did affect both of those attitudes. The favorable perceptions of the Expo on China values also had a significantly positive effect on intentions to recommend and make positive comments about the Expo and to visit future Expos.

Contrary to expectations, perceived functional values of the Expo on China (reasonable Expo costs increasing perceptions of the entire China trip being worthwhile) did not have a significant effect on attitudes towards the Expo, attitudes towards China, or behavioral intentions to revisit or recommend the Expo to others. Likewise, there was no evidence that attitudes towards the Expo had an effect on attitudes towards China.

Attitudes towards the Expo did have a positive effect on behavioral intentions to recommend and make positive comments about the Expo and to visit future Expos but attitudes towards China did not have an effect on intentions to recommend and make positive comments about the Expo and to visit future Expos.

There is little question that the travel investigated in this study involved a level of trust on the part of international travelers toward an event in another country that has at times behaved unpredictably towards tourists (Lew, 2001; Oakes, 1998) and that has a different culture. The travelers did rely on the host in a potentially vulnerable and uncertain (at least in a small way) context and relationship. Thus, it was a trust transfer based situation. The results indicated that the visit to the Expo did result in positive trust transfer and perceptions of good value related to the immediate on-site experiences at the Expo based on the

emotional and functional experiences and a willingness to extend some positive feelings toward Shanghai (the host city) and China as directly related to this trip. However, the respondents were not willing to make a more fundamental shift in their overall attitudes towards China as a whole. There was a contributory effect of the positive emotions and perceptions of value of the Expo in boosting those same sentiments toward China and in making the trip to China worth the cost. Given the generations of historical tensions between China and South Korea (Snyder, 2009), it is not surprising that one positive experience lasting several days would be inadequate to inspire visitors to change their long held attitudes. On the other hand, such preconceptions did not prevent acknowledging the positive direct perceptions of the immediate event and city they encountered.

The trust that appeared to be well placed in the Expo and host city and country, seems to be a form of "institutional trust". Institution-based trust means that one believes the necessary impersonal structures are in place to enable one to act in anticipation of a successful future endeavor (Zucker, 1986). As reported above, 40% of the respondents were traveling in a group; most likely a packaged travel group, so, for those travelers, their trust transfer may have been bolstered by having a structured tour group to guide them in an uncertain country. But, the majority did not use such a tour group and were individual travelers, who did transfer their trust to the destination event, city and country.

International travelers exploring other countries and cultures do have to employ a level of trust, that they will be safe and have a positive experience (Ekinici and Hosany, 2006) and then judge the wisdom of that trust based on the perceived value the utility of the destination based on perceptions of what was received and what was given. The results of this study indicate that the large scale special event, World Expo 2010, did generate positive emotions, judgments of good value and intentions to revisit a similar event and recommend a similar event. This is in contrast to another study showing that a short term visit actually decreased positive attitudes for Greeks visiting Turkey (Anastasopoulos, 1992). The results reinforce a belief that international travel is an important step toward developing positive relations between tourists and hosts (Fournier, 1998), that should lead to broader opinion changes about a host country over time (D'Amore, 1988; Kelman, 1962; Sönmez and Apostolopoulos, 2000), though that was not shown to occur as a result of

one visit to the Expo, in this case. Given the magnitude of past histories and the complexity of issues a long-term longitudinal effort would be needed, tracking tourists' trust emotions, attitudes and intentions after a number of visits. Nevertheless, the positive short term effects noted in this study, do support the basic tenets of trust transfer concepts to understanding tourist and host destination processes.

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**Table 1**  
**Measurement Model Resulting from Confirmatory Factor Analysis <sup>a</sup>**

Constructs and Variables	Standardized Factor Loadings (t-value)	CCR <sup>b</sup>	AVE <sup>c</sup>
<b><i>Emotional value of Expo</i></b>		0.92	0.69
Visiting the Shanghai Expo was pleasurable.	0.88 (20.05)		
Visiting the Shanghai Expo made me feel better.*	-		
My image of the Shanghai was improved after I visited the Expo.	0.83 (18.42)		
The Shanghai Expo was a wonderful tourist attraction that I enjoyed.	0.90 (21.01)		
The Shanghai Expo was interesting.	0.83 (18.33)		
<b><i>Functional value of Expo</i></b>		0.90	0.63
Visiting the Shanghai Expo was reasonably priced.	0.74 (15.68)		
Visiting the Shanghai Expo was economical.*	-		
The quality of the Shanghai Expo exceeded my travel expectations.	0.89 (20.52)		
The Shanghai Expo offered a better value for the money than did other Expos.	0.84 (18.92)		
I received good services during my visit to the Shanghai Expo.	0.87 (19.91)		
<b><i>Attitudes towards Shanghai Expo</i></b>		0.87	0.70
I liked the Shanghai Expo.	0.86 (19.33)		
Overall my evaluation of the Shanghai Expo was favorable.*	-		
The Shanghai Expo was good.	0.78 (16.75)		
Overall, I liked the Shanghai Expo.	0.86 (19.34)		
<b><i>Behavioral intentions</i></b>		0.88	0.78
I would like to visit this Expo if it is held again.	0.88 (19.73)		
I will recommend this Expo to my friends and neighbors.	0.89 (20.22)		
I will say positive things about this Expo to other people.*	-		
<b><i>Emotional value of the Expo on China</i></b>		0.91	0.76
The Shanghai Expo made my visit to China pleasurable.	0.86 (19.46)		
The Shanghai Expo made my visit to China feel better.	-		
The Shanghai Expo improved my image about China.	-		
The Shanghai Expo made China a wonderful tourist destination that I enjoyed.	0.89 (20.62)		

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The Shanghai Expo made my visit to China interesting.	0.87 (19.73)		
<b>Functional value of the Expo on China</b>		0.87	0.77
The Shanghai Expo was reasonably priced to make my visit to China worthwhile. *	-		
The Shanghai Expo made my visit to China economical. *	-		
The quality of the Shanghai Expo made my visit to China worth its cost.	0.89 (20.04)		
The Shanghai Expo made my visit to China a better value for the money than did other Expos.	0.86 (19.07)		
The Shanghai Expo made me feel that I received good services while visiting China. *	-		
<b>Attitudes towards China</b>		0.87	0.78
I liked China after my visit to the Expo. *	-		
Overall my evaluation of China was favorable after my visit to the Expo.	0.87 (19.49)		
I feel China is a good country after my visit to the Expo.	0.89 (20.14)		
Overall, I like China after my visit to the Expo. *	-		

<sup>a</sup>  $\chi^2 = 380.39$  (df = 149,  $\chi^2 / df = 2.55$ , p-value = .00), GFI = 0.90, AGFI = 0.86, RMSEA = 0.068, NFI = 0.98, CFI = 0.99, PNFI = 0.77

<sup>b</sup> Composite Construct Reliability

<sup>c</sup> Average Variance Extracted

\* Items were deleted during confirmatory factor analysis.

**Table 2**  
**Construct Intercorrelations ( $\Phi$ ), Mean, and Standard Deviation**

	1	2	3	4	5	6	7	Mean	SD
1. Emotional value of Expo	1.00							3.33	0.99
2. Functional value of Expo	0.75	1.00						3.29	0.91
3. Emotional value of the Expo on China	0.82	0.71	1.00					3.25	1.08
4. Functional value of the Expo on China	0.73	0.79	0.80	1.00				3.23	1.06
5. Attitudes towards Shanghai Expo	0.81	0.72	0.80	0.71	1.00			3.29	1.04
6. Attitudes towards China	0.72	0.69	0.77	0.73	0.71	1.00		3.31	1.02
7. Behavioral intentions	0.78	0.70	0.81	0.71	0.78	0.70	1.00	3.18	1.14

\* All correlations were significant at  $p < .01$ .



**Table 3**  
**Standardized Structural Estimates**

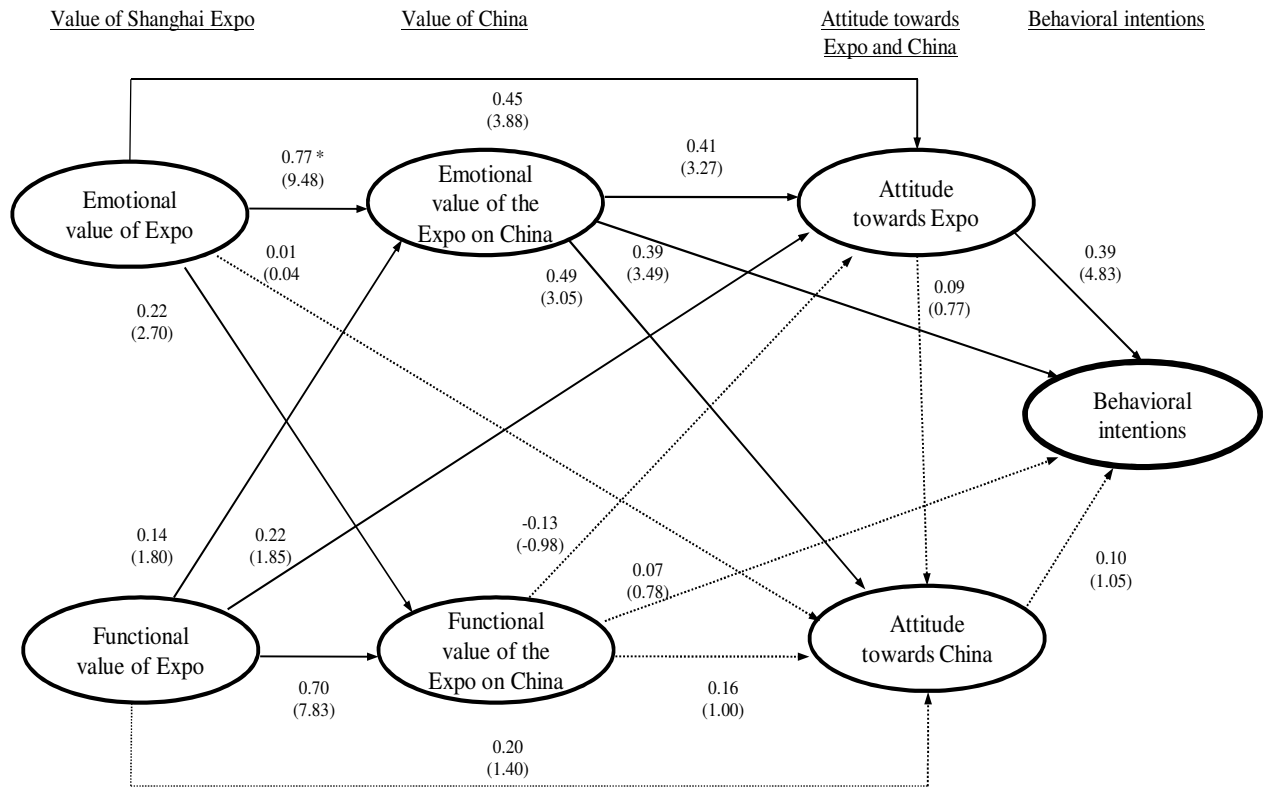
	Path	LISREL estimates	t-value
H1 <sub>1</sub>	Emotional value of Expo → Emotional value of the Expo on China	0.77	9.48
H1 <sub>2</sub>	Emotional value of Expo → Functional value of the Expo on China	0.22	2.70
H1 <sub>3</sub>	Emotional value of Expo → Attitude towards Expo	0.45	3.88
H1 <sub>4</sub>	Emotional value of Expo → Attitude towards China	0.01	0.04
H2 <sub>1</sub>	Functional value of Expo → Functional value of the Expo on China	0.70	7.83
H2 <sub>2</sub>	Functional value of Expo → Emotional value of the Expo on China	0.14	1.80
H2 <sub>3</sub>	Functional value of Expo → Attitude towards Expo	0.22	1.85
H2 <sub>4</sub>	Functional value of Expo → Attitude towards China	0.20	1.40
H3 <sub>1</sub>	Emotional value of the Expo on China → Attitude towards Expo	0.41	3.27
H3 <sub>2</sub>	Emotional value of the Expo on China → Attitude towards China	0.49	3.65
H3 <sub>3</sub>	Emotional value of the Expo on China → Behavioral intentions	0.39	3.49
H4 <sub>1</sub>	Functional value of the Expo on China → Attitude towards Expo	-0.13	-0.98
H4 <sub>2</sub>	Functional value of the Expo on China → Attitude towards China	0.16	1.00
H4 <sub>3</sub>	Functional value of the Expo on China → Behavioral intentions	0.07	0.78
H5	Attitude towards Expo → Attitude towards China	0.09	0.77
H6	Attitude towards Expo → Behavioral intentions	0.39	4.83
H7	Attitude towards China → Behavioral intentions	0.10	1.05
SMC (R <sup>2</sup> )			
	Emotional value of the Expo on China	0.79 (79.0%)	
	Functional value of the Expo on China	0.79 (79.0%)	
	Attitude towards Expo	0.84 (84.0%)	
	Attitude towards China	0.79 (79.0%)	
	Behavioral intentions	0.81 (81.0%)	
	$\chi^2$	358.63	
	Df	151	
	p	0.000	

<sup>a</sup> $\chi^2 = 358.63$ ,  $df = 151$ ,  $p = 0.000$ ,  $GFI = 0.90$ ,  $AGFI = 0.87$ ,  $CFI = 0.99$ ,  $NFI = 0.99$ ,  $RMSEA = 0.06$

$t_{crit0=.10} = 1.645$  (two-tailed test)

$t_{crit0=.05} = 1.960$  (two-tailed test)

$t_{crit0=.01} = 2.576$  (two-tailed test)



Bold lines: significant; Dotted lines: not significant

$\chi^2 = 358.63$ ,  $df = 151$ ,  $p = 0.000$ ,  $GFI = 0.90$ ,  $AGFI = 0.87$ ,  $CFI = 0.99$ ,  $NFI = 0.99$ ,  $RMSEA = 0.06$   
 $t_{crit=0.10} = 1.645$  (two-tailed test)  
 $t_{crit=0.05} = 1.960$  (two-tailed test)  
 $t_{crit=0.01} = 2.576$  (two-tailed test)

Figure 2. Overall result model