

**EFFECTS OF PERSONALIZED TRAVEL DESTINATION VISUAL IMAGE ON  
TRAVEL MOTIVATION**

A Thesis

by

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## ABSTRACT

This study examines the personalization of shown travel destination visual images using professional photography upon travel motivations, feelings, and purchase intentions of consumers in the online environment. The research design was experimental and used data from a questionnaire via *Qualtrics*. A pilot test of the instrument was conducted. The final questionnaire contained 25 items. A total of 194 questionnaires were collected and participants were randomly assigned to one of four groups. Each group of 50 participants was exposed to a specific set of travel destination visual images.

Further, several hypotheses related to the effects of personalization, professional photography toward travel motivation, emotion, and purchase intention were tested. The results indicated that: (1) travel motivation was affected by both personalization, and professional photography of travel destination visual image; (2) personalization had an influence on positive emotion, but professional photography did not; (3) it was expected that personalization would act as a “push” factor on travel motivation, and professional photography would influence the “pull” factor on travel motivation, but these two hypotheses were not supported; (4) travel motivation and emotion positively affected purchase intention, however this was only partially supported

Furthermore, the results of the present study implied that the “push – pull” travel motivation theory was considered not entirely separate. Practical recommendations are presented for online tourism marketers to enhance their service.

## **DEDICATION**

To my beloved family, Haelee and Chris.

I love you

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## **NOMENCLATURE**

RPTS	Recreation, Park and Tourism Sciences
TDVI	Travel Destination Visual Image

## TABLE OF CONTENTS

	Page
ABSTRACT .....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENTS.....	iv
NOMENCLATURE .....	v
TABLE OF CONTENTS .....	vi
LIST OF FIGURES .....	viii
LIST OF TABLES.....	ix
CHAPTER I INTRODUCTION .....	1
Study Background .....	1
Objectives of the Study .....	2
CHAPTER II LITERATURE REVIEW .....	4
Effects of Visual Photography.....	4
Personalized Experience.....	5
Travel Motivation.....	8
Proposed Hypothetical Model .....	9
Summary.....	10
CHAPTER III RESEARCH METHODOLOGY .....	12
Research Design .....	12
Instrument Development .....	13
Procedures.....	21
Sample Selection .....	23
Data Analysis.....	24
Presentation of Hypotheses.....	25
The Experimental Design .....	27
Manipulation Checks .....	28
Participants .....	29

CHAPTER IV FINDINGS .....	30
Introduction.....	30
Descriptive Findings .....	30
Manipulation Checks .....	33
Development of Measurement.....	37
CHAPTER V DISCUSSION AND CONCLUSION .....	50
Review of the Study Results.....	50
Discussion.....	53
Limitation and Future Studies .....	55
Conclusions.....	58
REFERENCES .....	59
APPENDIX 1 REQUEST EMAIL.....	70
APPENDIX 2 ONLINE QUESTIONNAIRE .....	71

## LIST OF FIGURES

	Page
FIGURE 2-1. Hypothetical Model .....	10
FIGURE 3-1. Adventure photography – professional and non-professional .....	22
FIGURE 4-1. Least Square Mean of each treatment.....	39



## LIST OF TABLES

	Page
TABLE 3-1 Motivational Items .....	16
TABLE 3-2 Experimental Design .....	23
TABLE 3-3 Questions Assessing Manipulation during the Experimental Task.....	29
TABLE 4-1 Demographic Characteristics of the Sample .....	31
TABLE 4-2 Samples Assigned Two Groups per Treatments .....	33
TABLE 4-3 Cell Means of Manipulation Questions.....	35
TABLE 4-4 Factor Analysis of the Personalization Dimension .....	36
TABLE 4-5 Factor Analysis of the Professional Photography Dimension.....	36
TABLE 4-6 Factor Analysis of Travel Motivation Dimension.....	38
TABLE 4-7 MANOVA of Travel Motivation.....	40
TABLE 4-8 Factor Analysis of Emotional Aspect Dimension .....	42
TABLE 4-9 MANOVA of Emotional Factor.....	43
TABLE 4-10 Constructs of Motivation.....	45
TABLE 4-11 ANOVA of Motivational Factors.....	47
TABLE 4-12 Regression Results .....	48
TABLE 4-13 Summary of Hypotheses Results.....	49

# CHAPTER I

## INTRODUCTION

### **Study Background**

People live in a flood of information both online and offline. In particular, many people are more exposed to advertisements online than from any other media. In May 2012, the average U.S. Internet user spent about 29 hours online, and the average duration of viewing web pages was about one minute (Nielsen, 2012). This dramatic growth in the use of the Internet has affected the tourism industry as well. Werthner and Ricci (2004) found that tourism was ranked as the number one industry for online transaction volume. Furthermore, the U.S. Travel Association (USTA) discovered that the Internet was used by approximately 90 million American adults to plan travel during 2009 with 76% of online travelers planning leisure trips online (Fesenmaier, Cook & Sheatsley, 2009).

While others surfing the Internet, they can easily see many travel advertisements, which include texts, pictures and videos. However, some websites offer personalized advertisements through which visitors can make a decision for a travel destination. As the Internet has become a major factor in planning a trip, this research aims to understand the influence of personalized travel destination visual images (PTDVI) on intentions to travel.

## **Objectives of the Study**

The intrusiveness of online advertising is a profoundly relevant topic for all online marketers because at worst it can lead to ad avoidance. Online advertisement techniques such as pop-ups, and banners are quite important to Internet users. Some studies, however, have reported that visitors dislike these annoyances, and even feel violated by their existence (Wegert, 2002).

Customers have been found to actively avoid looking at online banner advertisements (Dreze & Hussherr, 2003). Online consumers are also goal-oriented and judge online advertisements even more harshly than those in other media (H. Li, Edwards, & Lee, 2002). In addition, they found that once consumers have a negative attitude toward a site, they have a tendency not to return to it.

The concern of online advertisement is directly linked with advertising effectiveness. The importance of reducing the potential intrusiveness of online advertisement is supported by Truong and Simmons (2010), who found that there is a distinct difference between helpful and misleading online advertisements. For instance, permitted email with detailed product information is considered helpful, however, banner advertisements with irrelevant and incorrect product information have been perceived as notably misleading.

In the same way that general marketing businesses confront intrusiveness of online advertisements; online travel websites have serious concerns about consumer frustration with spam and intrusive pop-up ads (Boone, Secci, & Gallant, 2010). However, Web advertisements have the potential to assure that consumers receive only

relevant messages by avoiding bombarding consumers with irrelevant messages that are likely to deter them from accepting pertinent messages. Furthermore, by offering only relevant travel destination advertisement to each visitor, it is expected to produce a higher purchase intention than usual online marketing strategies.

Most travel motivation studies have been performed related to physical and psychological atmospheres, and personalization has been found to have a significant influence on travel motivation (Lee & Mills, 2005; Morgan, Pritchard, & Pride, 2009). A limited number of studies have thus concentrated on the role of personalization on travel motivation and its impact on consumer behavior. Lately personalized recommendation systems are becoming popular in assisting users with their travel plans (Kabassi, 2010). Maswera, Edwards, and Dawson (2009), in a review of a sub-Saharan African tourism website, proposed that personalization of services is needed in order to evolve tourism sites into marketing tools.

This research focuses on specific personalization with professional travel destination visual images and their impact on travel motivation, emotion, and purchase intentions. It is believed that the results of the current study would be of interest to both tourism scholars and online travel industries.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **Effects of Visual Photography**

In the past, people have tried to make decisions about their travel destination by searching for information in offline media such as magazines, newspapers, and travel brochures or by asking travel agents. Therefore, outbound travel agencies, tour operators and inbound travel agents or handling agencies have historically been the main intermediaries between travel suppliers and consumers (Buhalis & Laws, 2001). However, reading a text advertisement to make a decision for a travel destination is likely not as efficient as seeing pictures.

Researchers have found that pictures outperform text in customer recall of the products and service companies offer (Alesandrini & Sheikh, 1983; Edell & Staelin, 1983; Leong, Ang, & Tham, 1996; Unnava & Burnkrant, 1991). Since tourism is uniquely visual, the tourism industry depends on photographs to successfully create and communicate images of a destination (MacKay & Couldwell, 2004); therefore, the majority of tourism marketers use pictures to express the important attributes and features of destinations (G. M. S. Dann, 1996; Garrod, 2009; Reinhard & Sporer, 2008).

Providing visual images of travel destinations for customers can be a powerfully persuasive method for encouraging travelers to visit a place, as pictures are more easily recalled or recognized than words (Lurie & Mason, 2007; MacInnis & Price, 1987). The relative differences between picture and text advertising can be described by the picture

superiority effect, which suggests that picture advertising yields better memorability and service than text (Leong et al., 1996). In addition, the content of picture presentations in websites has been found to have a statistically positive relationship with behavioral intentions (Ahmad & Juhdi, 2008; Jeong & Choi, 2005).

Not only do the visual contents of advertisements act as a marketing tool, but they also affect the perception of a vacation experience through certain types of pictures associated with certain types of experiences (e.g., a romantic vacation is deducted from natural scenery) (Olsen et al., 1986). Furthermore, visual images can positively affect customers as they tend to assume there is a direct connection between photography and reality (Messaris, 1997; Zimmerman, 2012).

### **Personalized Experience**

Personalization has similarly been termed customization, adaptation, individuation, consumer-centric, and one-to-one relationship. In this paper, personalization is defined as the “combined use of technology and customer information to tailor electronic commerce interactions between a business and each individual customer” (Braynov, 2003). In other words, it means “gathering and storing information about website visitors and analyzing this information in order to deliver the right content in a user-preferred form and layout” (Braynov, 2003). The travel industry has faced a process of disintermediation and re-intermediation where the traditional travel distribution channels composed of small travel agencies have been substituted by a new generation of enormous virtual travel ventures based on innovative online business

models and supported by advanced information technology (Yeung & Law, 2004). Since tourism is becoming important as a source of economic gain for communities, experiencing a destination can provide mutual benefits for both the travelers and the areas they visit. Travelers expect their needs to be satisfied through travel. It is thus natural that visitors to travel websites or customers who consult a travel agent choose a travel destination, which is personally preferred.

Consumer research has shown that a consumer's attitude toward a product (and product purchase) is influenced by the matching of the product's image with the consumer's self-perceptions (Sirgy & Danes, 1982). Generally, differences in interpretation of visuals can be attributed to differences in the pictures being evaluated, differences in the persons doing the evaluating, or some interaction between these (Lyons, 1983).

Markets are experiencing greater commoditization of products and services due to standardization. In the e-marketing era, the trend is expected to move in the direction of more personalization. With increased flexible design and technology, and given the personalization potential of the web, increased personalization is a logical change. The web has the ability to make personalization of products easier and more transparent to the user than other mediums. To advertise travel destinations more efficiently, it is believed to be important to investigate each visitor's expectations and satisfy them to some extent. Reynolds (1965, p. 75) concluded that "different people will have different images of the same product; the number of people with a particular image is always a percentage and not the total population." Furthermore, people's perceptions of a location

are their realities that motivate them to travel (Blank, 1989). In the general marketing literature, consumer's emotional evaluations such as positive, neutral or negative feelings are referred to as attitudes toward products (Hoyer & Stokburger-Sauer, 2012; Hwang & Kandampully, 2012; Shimp, 1990).

Major tourism websites such as Travelocity, Tripadvisor, and Expedia have started to personalize travel planning by incorporating recommender systems (Schafer, Konstan, & Riedl, 2001). Researchers have further recognized personalization as a critical factor of effectiveness, added value and commercial success in tourism (Ricci, 2002; Schmidt-Belz, Nick, Poslad, & Zipf, 2002). The most common approach to personalization is learning about a user's preferences or interests (Schiaffino & Amandi, 2004). Divulging private information is thus required for personalization to be effective. Unfortunately, one study has found that as many as eight in every ten U.S. citizens are concerned about threats to their personal privacy related to online organizations (Graeff & Harmon, 2002). Furthermore, the most relevant concern in e-commerce is system security (Nepomuceno, Laroche, Richard, & Eggert, 2012; Whelan, 2008). This issue seems to be a major hindrance to the acceptance of personalization for electronic tourism (eTourism).

Offering personalized travel destination visual images (PTDVI) allows businesses to cater different services to individuals to assist in satisfying each individual's interests. In this proposal, PTDVIs will be shown to each participant after gathering their preferences and their level of motivation will be analyzed to see whether the PTDVIs have noteworthy effects on their travel motivation.



## **Travel Motivation**

Using personalized travel destination pictures on websites can assist in generating tourists' motivation. Some scholars have recognized the heterogeneous nature of tourist motivation (multiple motivations) by suggesting tourist typologies based on the relationship between their personalities and the tourism activities they undertake (Cohen, 1972; G. Dann, 1977; Plog, 1974). Others have suggested that customers have limited motives and are likely to change their motivations over time (P. Pearce & Butler, 1993). Additionally, consumer behavior literature emphasizes that needs and motivations are interrelated (Goodall, 1988; Witt, Wright, Johnson, & Thomas, 1992).

Motivation refers to a need that propels an individual to act in a certain way to achieve a desired satisfaction (Crompton, 1979). According to Pizam, Neumann, and Reichel (1978), travel motivation refers to a set of needs that lead to a person participating in a tourist activity. Motivation is also a dynamic process of internal psychological factors — the needs, wants and goals of an individual – and is a key element of individual and group experiences of tourism products or experiences. Tourists' motivation has been further classified into internal and external forces such as “push” and “pull” (Crompton, 1979; G. Dann, 1977, 1981; Klenosky, 2002; Kozak, 2002). The motivation literature has revealed that the push and pull model is a useful framework for identifying and measuring the different forces and influences that push an individual to travel, and pull or attract that person to a particular destination (M. Li & Wang, 2012; Suni & Komppula, 2012). Push factors have been used to describe the desire to go on vacation, while pull factors have been used to explain tourists' choice

(Crompton, 1979). Accordingly, push factors include traveler needs, wants and desires, and are intangible and intrinsic needs (Lundberg, 1972). By contrast, pull factors are associated with tourism destination features, attractions or attributes (Klenosky, 2002; Kozak, 2002), which are tangible features of the destination's attributes. Thus, pull motivations tend to be more external, situational and cognitive aspects as compared to push motivations, which are more intrinsic and related with internal or emotional aspects.

As personalization has emerged as a crucial factor in influencing user behavior (Dabholkar & Sheng, 2012), it is becoming popular in consumer behavior research. Research has suggested that personalization is considered a motivation that can help individuals use community-based web services (Ho, 2012; Lindenberg, 2001). In this study, personalization is expected to have a role as a "pull" factor on travel motivation. Since people select different travel destinations, it is expected that when they see a personalized TDVI, the personalization will positively affect their travel motivation.

### **Proposed Hypothetical Model**

Figure 2-1 depicts the hypothetical causal model. Each component of the model was chosen on the basis of the literature review. Previous studies suggest that emotion (Park, Lennon, & Stoel, 2005; Tudoran, Olsen, & Dopico, 2012; Zhang, Lu, Shi, Tang, & Zhao, 2012) and travel motivation affect purchase intention, and emotion is affected by personalization (Saari, Ravaja, Laarni, Turpeinen, & Kallinen, 2004; Sirgy & Danes, 1982) and professional photography (Luo & Tang, 2008). In addition, travel motivation is affected by personalization as a "push" factor, and professional photography as a "pull"

factor. This causal relationship is referred to as a Push and Pull motivation theory (Crompton, 1979).

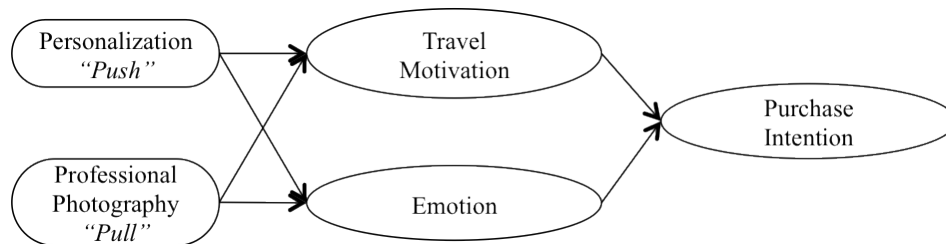


FIGURE 2-1. Hypothetical Model

Several scholars have adopted these perspectives for their travel motivation research (Grimm & Needham, 2012; Pan, 2012; Yoon & Uysal, 2005). A review of the literature on travel motivation reveals that people tend to take a trip because they are “pulled” by the external features of a travel destination (Crompton, 1979; G. Dann, 1977). Since destination features are likely better described via professional photography (Garrod, 2009) compared to normal visitors’ photographs, professional photography is expected to play a role as a greater “pull” factor of travel motivation. This model studies the casual relationships among the personalization, “push” travel motivation, professional photography, “pull” travel motivation, emotion, and purchase intention.

### Summary

The effect of personalization and visual merchandising in marketing research in the physical store environment has been plentiful and is well founded. As tourism industries use the online environment to reach their potential customers, research on the

online atmosphere is essential. In particular, it is believed that personalization is becoming a key factor in the success of online businesses.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter describes the procedures and methods utilized to analyze the structure and antecedents of web visitors' travel motivation, emotional aspects, and purchase intention with travel destination visual image.

The measurements used in this study were modified from previously constructed measures. The construct of personalization and professional photography served as independent variables. The dependent variables consisted of travel motivation, emotion, and purchase intention.

This chapter contains information on the general research design, research questions, hypotheses, participants, sampling procedures, instruments, variables for analysis, data collection analysis, and statistical treatment.

#### **Research Design**

An experimental methodology was adapted to test the relationships between the constructs presented in this study. Experimental research design was regarded as appropriate for several reasons. First, this method has an advantage for finding a casual relationship among variables (Smith & Albaum, 2004). This inferential strength comes from the degree of control, as experimental methods can offer the greatest amount of control. In order to achieve a clear answer to the research question and to test the hypotheses, it can be necessary to implement control in order to eliminate or keep

variables. Another advantage of an experimental approach is the ability to manipulate one or more variables for the purpose of the research (Christensen, 2007; Libby, Bloomfield, & Nelson, 2002). The experimental method assists the researcher in accurately controlling the manipulation of variables by controlling some of the conditions of the experiment. The results can then be interpreted as the participants respond to the variables created by the researcher. Finally, the experimental research design produces results that have traditionally lasted over a long period of time and have proposed new research and solutions to practical, real-world problems (Christensen, 2007).

## **Instrument Development**

### *Travel Destination Visual Images Selection*

Two kinds of TDVIs were used in the questionnaire; one was “non-professional” photographs which were collected through Tripadvisor, labeled as "visitor", and the other was “professional” photographs gathered from Australia's official tourism website.

TripAdvisor features reviews and provides advice on hotels, resorts, flights, vacation rentals, vacation packages, travel guides, and other options that might interest a tourist. Among the various travel review websites such as VirtualTourist, WAYN, and Oyster, Tripadvisor has had prominent popularity (Racherla, Connolly, & Christodoulidou, 2012), and they share reviewers' pictures under the condition that the source of the pictures are marked as Tripadvisor. Therefore, Tripadvisor was selected as the source of TDVIs. The website distinguished the pictures between visitors and

professionals by offering labels: visitor, and professional. Some of the professional labeled TDVIs from Tripadvisor were not indistinguishable from visitor labeled TDVIs. Professional photographs are deemed more attractive, rhetoric and effective in describing travel destination than normal visitors' photographs (Garrod, 2009). Thus, only the visitor labeled TDVIs were adapted for the purpose of this research. Australia's official tourism website, <http://www.australia.com>, had various TDVIs showing things to do in Australia.

#### *Personalization Preference Selection*

Participants in treatment one and two (see The Experimental Design, p.22, for further details) were supposed to see question one which stated “What do you prefer most during summer vacation?” This question intended to gather the preference of participants toward their summer vacation. The shown preferences were as follows: Adventure, Beach, Gambling, Family Union, History & Culture, Romance, Shopping, Swimming, Nature, Golf, Social relationship, and Events & Festivals. Tripadvisor offered nine selections in terms of travel ideas: Adventure, Beaches & Sun, Casinos, Family Fun, History & Culture, Romance, Shopping, Skiing, and Spa. This classification was adapted, and “Casinos” was renamed more generic term, “Gambling”. “Family Fun” was replaced with “Family Union” to include any activities related with a family. “Skiing” was maintained in terms of unique sports activity in summer season. “Spa” was replaced with “Swimming” which is more general and would apply to more travelers. “Golf” was added, as the sport is a popular leisure activity (Pairunan, Anantadjaya, & Zainal, 2012). “Events & Festivals” was added as participants in events have increased

worldwide as they can yield significant economic, socio-cultural, and political impacts for travel destinations (Yolal, Woo, Cetinel, & Uysal, 2012).

### *Travel Motivation*

The first section of the questionnaire was intended to measure the construct of travel motivation. Questions one to five were about each participant's previous experience with the travel destination. Question one stated, "Are you familiar with the travel destination shown in the previous picture?" If the participants answered, "Yes", questions number 1-1 and 1-2 were shown to verify whether they actually knew the travel destination; question number 1-3 asked their number of visits for the place. Question number 1-4 stated, "Would you visit this place again?" This question had a seven-point Likert-type format anchored from 1 to 7. These questions were applied to analyze the effect the previous experience toward travel motivation. Questions number 2, and 2-1 asked each participant's plan for the coming summer vacation and their intention for changing their destination to the shown TDVI. Question three intended to directly measure whether the participant was motivated after viewing the experimental TDVI. It stated, "Does this picture motivate you to travel to the shown destination?" Again, a seven-point Likert-type scale anchored from 1 to 7 was given for response. Question four stated, "How much do each of the following motivators generate interest in travelling to the shown destination?" The scale was adapted from a valid and reliable scale from a previous study (Kozak, 2002; Lam & Hsu, 2006) with a seven-point Likert-type scale from *not at all interested* (1) to *extremely interested* (7). This question intended to measure each factors' impact on travel motivation based on the "push" or



“pull” factor model. A total of 13 push motivational items and 15 pull motivational items were compiled in this study (Table 3-1). The 13 push motivational items used in the research identify internal and psychological reasons for travel motivation. The 15 pull motivational items included tangible, external factors, and were adopted from Jiao (2003).

TABLE 3-1

Motivational Items

<b>“Push” motivational items</b>	<b>“Pull” motivational items</b>
Experience a different life style	Sightseeing
Take a break from my daily routine	Fabulous night life
Going places I have not visited before	Amusement or theme parks
Opportunities to increase my knowledge	Outdoor activities
Finding thrills and excitement	Variety of entertainment
Having fun, being entertained	Personal safety
Going places my friends have not been to	Activities for the entire family
Rest & Relax	Exotic atmosphere
Doing nothing at all	Watching shows
Visiting friends & relatives	Entertainment facilities
Being together as a family	Have time for romance
Exploring a different culture	Eating good food
Full-filling dreams of travelling	Shopping
	Sports
	Gambling

Question five asked each participant’s companion for their trip. Question six intended to investigate their information source to plan the travel. Question twelve, “How much are you interested in visiting this travel destination for your summer vacation”, and question number 11-9 which asked the feeling of travel motivation in the shown TDVI were adopted to measure travel motivation.

### *Personalization*

The next section of the questionnaire included items regarding personalization. Question seven stated, “The level of personalization in this shown picture is about right, not too much or too little” with a seven-point Likert-type scale from *Far too Little* (1) to *Far too Much* (7) (Grondin, 2002). Question eight had eight sub-questions to measure the feelings for the shown TDVI. Question number 8-1 specified, “gives me personalized attention,” 8-2, “understands my specific needs,” and 8-3 indicated, “does a pretty good job guessing what kinds of things I might want and makes suggestions” (Grondin, 2002).

### *Photography Effect*

Garrod (2009) explained the use of professional photography in describing travel destinations:

Where studies of the role of the photograph in tourism have been under- taken, the tendency has been to employ photographs taken by professional photographers for the purposes of promoting a tourism destination in brochures, guide- books, and advertisements, rather than photographs taken by the tourists themselves.

The following section of the questionnaire examined the effect of the photography. These questions came from the characteristics of professional photography, which tend to represent a destination in a more structured and very well-planned setting as opposed to snapshots taken by tourists. Question nine stated, “The following questions are about the shown Travel Destination Visual Image.” Sub-question number 9-1 indicated, “Do

you like this picture?” This question was applied to comprehend the relationship between the professional photography and each participant’s preference. Question number 9-2 stated, “Do you think this picture represents the travel destination?” This query analyzed the practical effect of professional photography toward describing the travel destination. The following question (number 9-3) asked, “Do you trust this picture?” and 9-4, indicated, “Do you think you can experience what you imagine from this shown image?” These questions intended to analyze the relationship between the professional photography and the actual feeling of the participant.

Question number 9-5 stated, “Do you think pictures outperform texts in marketing of travel destination?” This question was used to support the thesis, that TDVIs are beneficial in the travel industry. Question number 9-6 indicated, “Do you think this picture is taken by a professional photographer?” This question intended to check the manipulation of the professionalism in pictures. The next question (ten) stated, “Do you think this image would influence your choice for a summer vacation travel destination?” This question was applied to comprehend the effect of professional photography in terms of visiting a travel destination. Question number 11 stated, “The following questions are about your feelings toward the shown travel destination visual image.” This question included 8 dimensions of affective image using adjectives, and the dimensions included: rousing, exciting, pleasant, relaxing, sleepy, gloomy, unpleasant, and distressing (Russell, Ward, & Pratt, 1981). “Unmotivated” – “Motivated” items were added to measure the relationship between the shown TDVI and travel motivation.

### *Purchase Intention*

The next section of the questionnaire included items regarding behavioral intention. Question twelve indicated, “How much are you interested in visiting this travel destination for your summer vacation” This question was adapted to comprehend the participant’s actual decision toward their summer vacation from the assigned condition. Question number 12-2 stated, “Would you visit this place in the future?” This question intended to analyze travel intentions in the future.

### *Overall Evaluation*

The next section of the questionnaire was about overall evaluation. Question number 14 stated, “How important to you are the following characteristics in travel destination visual images?” This question was applied to comprehend each participant’s preference for when they expect to see a TDVI. These responses were related to the answer from question one which asked the preference of summer vacation.

### *Demographic Information*

The final section of the questionnaire included demographic information. Previous purchasing online tour package experience and the amount of money the participant would spend during his vacation were asked along with age, gender, education, and department.

### *Pre-test of the Instrument*

This questionnaire was pre-tested by a total of 26 graduate students in the Department of Recreation, Park and Tourism Sciences at Texas A&M University. The participants in the pre-test sample were between the ages of 19 and 54. The

questionnaire instrument was given in a factual experimental setting; and the participants were randomly assigned to each treatment. The questionnaire was sent through e-mail with the online survey being created using, *Qualtrics*. The researcher asked each participant whether the questions were clear and easy to understand. In addition, the survey system was observed to verify whether the TDVIs were evenly divided between the participants.

This analysis indicated that there were minor wording improvements (grammar, and word selection) needed, and concerns about the length of the questionnaire were mentioned due to having six sections. To evaluate the travel motivation items, the respondents needed to answer 11 questions with 28 travel motivator items in one question. Personalization, and Professional photography sections had two extensive questions, and each of the questions had more than five items that needed to be answered. On the other hand, the “Behavior Intention”, “Overall Evaluation”, and “Demographic Information” sections had simple questions, which could be answered with just one click. It thus took approximately 20 minutes to complete the survey.

One participant commented, “During participating in your survey, I could not remember the destination picture which was presented once on the first page of survey, even though you repeatedly ask me to answer questions related to the picture. Also, I believe my answers would be totally different if you were to show other kinds of destination pictures. I don't like to go on a trip to sea, but like to stay in mountain areas. the photo should be more professional and attractive.” This participant was assigned to see a TDVI with non-personalization and non-professional photography, and this

comment completely fit with this thesis's purpose. As some of the participants pointed out the frequency of showing a TDVI, the online questionnaire was modified to be seen prior to each section of the questionnaire. Another participant left this message, "It would be nice to know the name of the image. I found it extremely difficult to decide if I would like to visit there based upon a picture and then I was never told the destination after completing the survey." As this survey analyzed the relationship between TDVI and travel motivation, the name of the travel destination was not shown in the refined questionnaire. Formatting of the questions was adjusted to improve certainty of the understanding as found through the pre-test.

## **Procedures**

The refined questionnaire was sent to the 439 undergraduate students in the Department of Recreation, Park and Tourism Sciences at Texas A&M University via e-mail. The participants answered the questionnaire on a voluntary basis. The survey became active once they clicked the "agree" button after reading the announcement of the questionnaire, which indicated that the survey was entirely voluntary, and they may refuse to answer any question on the survey if it made them feel uncomfortable. The responses were dealt with anonymously, and no individual taking part in the study was identified. That is, no participant was identified in any sort of report that might be given or published.

Participants were seated in front of their own computer, and informed why the research is important through the recruiting e-mail and the first page of the questionnaire.

Then a hypothetical situation was presented to them asking them to search for a destination for a summer break vacation. Participants were randomly assigned to one of the four experimental conditions (Table 3-2). Figure 3-1 shows an example of the shown TDVI, “adventure” pictures that are professional and non-professional.



FIGURE 3-1. Adventure photography – professional and non-professional

The participants were divided into four main groups according to the type of operation performed, as follows: —

1. Saw PTDVIs with photos from common visitors, which were collected through Tripadvisor, which were labeled as "visitor", not labeled as "Professional" photos.
2. Saw PTDVIs with professional photography (as a pull factor of travel motivation) from Australia's official tourism website.

3. Saw randomly selected (non-personalized) travel destination images with photos from Tripadvisor.
4. Saw randomly selected (non-personalized) travel destination images with professional photography from Australia's official tourism website.

TABLE 3-2

Experimental Design

	<b>Personalizaed</b>	<b>Non-personalizaed</b>
<i>Non-Professional</i> Photography	Treatment 1	Treatment 3
Professional Photography	Treatment 2	Treatment 4

**Sample Selection**

Respondents from the convenience sample were comprised of 194 respondents ranging in age from 18-29. The questionnaire was sent to all 439 undergraduate students in the Department of Recreation, Park and Tourism Sciences at Texas A&M University through an e-mail with the online survey link. The e-mail (see Appendix 1) provided an introduction of the researcher, the online survey link, and the information sheet, with a statement of appreciation. Both males and females participated in the study. The survey participation was voluntary, and the data collection lasted for three weeks. Thirty-four unusable questionnaires were discarded because the respondents did not finish the questionnaire and one hundred sixty responses were used for data analysis.



## **Data Analysis**

The data analysis was conducted with the use of the Statistical Package for the Social Sciences 20.0 (SPSS). To increase the reliability of the results (Drolet & Morrison, 2001), multiple questions were asked for the same dimension, such as four questions for personalization, two questions for professional photography, three questions for travel motivation, and four questions for emotion.

The findings are based on differences among groups. A factor analysis technique was also used to explain the relationships among the responses. In each dimension, principal component analysis (PCA) was used to identify the underlying dimensions (P. L. Pearce & Lee, 2005) of travel motivation, professional photography, and emotion as was done in some previous travel motivation research (Alegre & Cladera, 2012; Wong & Wan, 2012). Orthogonal rotation was undertaken to assist in the interpretation of the factors by minimizing the complexity of the components by making the large loadings larger and the small loadings smaller within each component. Factor loadings of  $\pm .60$  were considered significant by satisfying the minimum level of practical significance (Garson, 2010). To verify the validity and reliability of the latent variables generated by PCA, a Cronbach's alpha reliability test was also carried out. For exploratory research, an acceptable level of reliability for Cronbach's alpha has been suggested to be .6 (Robinson, Shaver, Wrightsman, & Andrews, 1991).

As each subject had multiple questions, a multivariate analysis of variance (MANOVA) design was devised to assess differences between the groups with regard to personalization, and professional photography toward travel motivation, and emotion.

## **Presentation of Hypotheses**

This study examined the following relationships: 1) the relationship between personalization toward travel motivation as a “push” factor, 2) the effect of professional photography on travel motivation as a “pull” factor, 3) the relationship between personalization with emotion, 4) the positive effect of professional photography on emotion, and 5) the different impact on purchase intention between travel motivation and emotion. These relationships were estimated through four hypotheses. The proposed hypothetical model is displayed in Figure 2-1 (see more detail in pg. 10).

### **H1a: Personalized TDVI positively affects travel motivation**

Personalization is considered an intrinsic motivation (Ho, 2012; Lindenberg, 2001). In this research, personalization is expected to have a role on travel motivation.

### **H1b: Professional photography in TDVI positively affects travel motivation**

Garrod (2009) described the difference between professional photography and normal visitor’s photos. He suggested that professional photography describes the travel destination more persuasively than tourist’s pictures. While no directly related research has examined professional photography’s role in travel motivation, previous research Van der Merwe, Slabbert, and Saayman (2011) have studied the relationship between travel motivation and photos.

### **H2a: Personalized TDVI positively affects emotion**

Emotion has been found to be influenced by personalization (Saari et al., 2004; Sirgy & Danes, 1982). In this research, personalization is used for showing TDVI. Thus, the direct effect of personalization toward emotion was examined.

### **H2b: Professional photography in TDVI positively affects emotion**

Luo and Tang (2008) explained that the difference between professional and amateur photos come from photography techniques. He explained that professional photography describes the subject better than amateur, and it raises viewer's specific emotions. In this study, professional TDVI was focused on analyzing its effect on emotion. Thus, the direct effect of a professional TDVI regarding emotion was examined.

### **H3: Personalized TDVI positively affects travel motivation as a “push” factor; Professional photography in TDVI positively affects travel motivation as a “pull” factor.**

Personalization has been considered an intrinsic motivation (Ho, 2012; Lindenberg, 2001) which is a “push” factor's characteristic. On the other hand, professional photography has been regarded as a “pull” factor because it represents destination features (Garrod, 2009) rather than normal tourist visitors' photos. So, each factor from the travel motivation items was examined whether they were related to “push” or “pull” as postulated.

### **H4: Travel motivation and emotion positively affects purchase intention.**

In the marketing literature, purchase intention has been found to affect emotion (Park et al., 2005). Furthermore, travel motivation has been found to affect purchase intention (Kinley, Forney, & Kim, 2012). Travel motivation can be regarded as a purchase intention, however, in this research, purchase intention was measured by level of influence from the shown TDVI for participants' summer vacation destination.

## The Experimental Design

An experimental design was adapted for this study. The researcher established 2 (personalization level)  $\times$  2 (professional photography level) full factorial design. The treatments were briefly defined as following:

- Treatment 1: participants who saw PTDVI with Non-Professional photography
- Treatment 2: participants who saw PTDVI with Professional photography
- Treatment 3: participants who saw Non-PTDVI with Non-Professional photography
- Treatment 4: participants who saw Non-PTDVI with Professional photography

This 2  $\times$  2 full factorial design questionnaire was implemented via *Qualtrics*. *Qualtrics* offers the following features: Randomizer, Embedded data, and Branch to conduct this kind of experimental research design. *Qualtrics* allowed the researcher to distribute the questionnaire into four sets. The participants were randomly assigned to one of the four treatments sequentially: Treatment 1, Treatment 2, Treatment 3, and Treatment 4. As one of the pre-test comments revealed, each participant did not recognize whether he was seeing PTDVI with profession photography or not. All of the participants were instructed to read the instruction sheet, which was the first page of the questionnaire, see the TDVI, and complete the questionnaire. The researcher did not ask participant's any identity information to ensure anonymity.

## **Manipulation Checks**

Two manipulation checks were used to demonstrate the effectiveness of treatments that were used for this research. Table 3-2 shows the four questions that evaluated the level of personalization and the two questions that analyzed the level of professionalism of the photographs.

### *Personalized Travel Destination Visual Image (PTDVI)*

Subjects were asked to rate the personalization of the shown TDVI. It was measured with four seven-point Likert-type scales. It was expected that the PTDVI would yield significantly positive responses on travel motivation. The anchors for the personalization scales were: far too little – far too much. In table 3-3, questions (1), and (2) used the word, “personalized” directly, and questions (3), and (4) that indirectly measured the level of personalization were adapted to analyze the manipulation of personalization.

### *Professional Photography*

Subjects were asked to rate the level of professionalism of the shown TDVI. It was measured with two seven-point Likert-type scales. It was expected that the professional TDVI would yield significantly positive responses on travel motivation. The anchors for the professional photography scales were: strongly disagree – strongly agree. Questions (5), and (6) from table 3-3 were adapted to analyze the manipulation of professionalism in the TDVI.

TABLE 3-3

Questions Assessing Manipulation during the Experimental Task

No.	Questions
<i>Personalization</i>	
(1)	The level of personalization in the shown picture is about right, not too much or too little.
(2)	This picture gives me personalized attention
(3)	This picture understands my specific needs
(4)	This picture does a pretty good job guessing what kinds of things I might want and makes suggestions
<i>Professional Photography</i>	
(5)	Do you think this picture represents the travel destination?
(6)	Do you think professional photographer takes this picture?

**Participants**

Participants were 194 undergraduate students from the RPTS department at a Texas A&M University. The questionnaire was sent to all undergraduate students in the RPTS department, and 194 of 439 responded.

## CHAPTER IV

### FINDINGS

#### **Introduction**

Chapter IV includes the results attained from the data collected in this research. Chapter II, and III stated the research question and hypotheses, which were tested to determine the influences of personalized travel destination visual images (PTDVI) on intentions to travel.

A  $2 \times 2$  full factorial research design was adapted via *Qualtrics* to collect responses as explained in Chapter III. Respondents answered a 38-statement questionnaire following the experimental treatment. The statements measured the effect of personalization, and professional photography toward travel motivation, and satisfaction. The survey also gathered demographic information regarding age, gender, and previous Internet shopping experience related to travel products.

#### **Descriptive Findings**

##### *Demographic Characteristics*

The sampling procedures performed online that were discussed in Chapter III yielded a total of 194 responses from the RPTS department. The response rate was 44.2% for the 439 email invitations. Of the 194 responses, 160 (36.4%) were analyzed in this study because 34 respondents began the survey but did not finish. Thus they were

excluded from data analysis. The researcher used the email alias of undergraduate students in the RPTS department to send this survey to each participant.

TABLE 4-1

Demographic Characteristics of the Sample

Variables	Categories	Total ( <i>n</i> =160)	
		Freq.	(%)
Gender	Male	88	55
	Female	72	45
Age	18 – 20	21	13.1
	21 – 23	115	71.9
	24 – 26	15	9.4
	27 – 29	9	5.6
Year	Freshman	1	0.6
	Sophomore	4	2.5
	Junior	44	27.5
	Senior	111	69.4
Internet Usage (daily)	Once	1	0.6
	2 – 5 times	39	24.4
	5 – 10 times	51	31.9
	Over 10 times	69	43.1
Budget	Under \$100	3	1.9
	Shown image	2	1.3
	No	1	0.6
	\$100 ~ \$250	10	6.3
	Shown image	3	1.9
	No	7	4.4
	\$250 ~ \$499	29	18.1
	Shown image	9	5.6
No	20	12.5	



TABLE 4-1 (Continued)

## Demographic Characteristics of the Sample

Variables	Categories	Total ( <i>n</i> =160)	
		Freq.	(%)
Budget	\$500 ~ \$999	50	31.3
	Shown image	21	13.1
	No	29	18.1
	\$1,000 ~ \$1,999	45	28.1
	Shown image	32	20.0
	No	13	8.1
	\$2,000 ~ \$2,999	12	7.5
	Shown image	8	5.0
	No	4	2.5
	Over \$3,000	11	6.9
	Shown image	6	3.8
	No	5	3.1

Table 4-1 indicates the demographic information of the applicable sample. Of the 160 respondents, 55% were male. The minimum age of respondents was 19 and the maximum was 29 years of age. The largest age range of respondents was from 21 to 23 (71.9%). More than two-thirds (69.4%) of the participants were senior undergraduate students. The majority daily usage of Internet was “Over 10 times” (43.1%), and the second was “5-10 times” (31.9%). There were two types of answers for the budget for a summer vacation. The respondents who answered at least “Somewhat Likely” for the question were supposed to answer the budget for the shown TDVI. Thus, the results, “Shown image” in Table 4-1 indicate the participants who would visit the shown TDVI.

A “No” response means that the respondents prepared their own budget for their summer vacation rather than using the one in the image shown to them.

TABLE 4-2

Samples Assigned Two Groups per Treatments

	Personalization	Professional Photography	Total ( <i>n</i> =160) Freq.	(%)
Treatment 1			41	25.6
	Y	N		
Treatment 2			40	25.0
	Y	Y		
Treatment 3			41	25.6
	N	N		
Treatment 4			38	23.8
	N	Y		

Table 4-2 presents the samples according to the assigned treatments. Ideally, each treatment would have had the same numbers of participants, however, the results revealed they were evenly divided into the treatments.

### **Manipulation Checks**

#### *Personalized Travel Destination Visual Image (PTDVI)*

Subjects were asked to rate the personalization of the shown TDVI. It was expected that the PTDVI would produce a significant positive response in travel motivation. Four questions were adapted to analyze the manipulation of personalization of TDVI. Table 4-3 displays the mean, and standard deviation of each of the questions.

According to the results, questions (1), and (2) directly mentioned the word “personalization” and did not yield a higher level of control of personalization than question (3), and (4) which indirectly mentioned “personalization”. As expected, the responses from personalization treatments differed from the non-personalization treatments.

In order to verify the effect of the manipulation on personalization of TDVI, t-tests on independent variables for the 4 questions were employed. The F-ratio for questions (1), (2), (3), and (4) were found to be 2.2631 ( $p = 0.1345$ ), 2.1844 ( $p = 0.1414$ ), 7.3439 ( $p = 0.0075$ ), and 5.4646 ( $p = 0.0207$ ). Thus, questions (3) and (4) yielded a significant effect. So the groups exposed to personalization varied significantly ( $p < .5$ ) from those who saw non-personalization TDVIs on those two questions.

#### *Professional Photography*

Subjects were asked to rate the level of professionalism of the shown TDVI. It was measured with two, seven-point Likert-type scales. It was proposed that the professional TDVI would significantly effect travel motivation in a positive direction. Two questions were adopted to analyze the manipulation of personalization of TDVI. The mean, and standard deviation values are displayed in table 4-3. According to the results, professional photography treatments differed from the non-professional photography treatments.

In order to verify the effect of the manipulation on professionalism of TDVI, t-tests on the independent variables for the 2 questions were carried out. The F-ratios for questions (5), and (6) were found to be 8.8016 ( $p = 0.0035$ ), and 24.0767 ( $p = 0.0001$ ).

Questions (5), and (6) thus yielded significant ( $p < .05$ ) effects. Thus, the groups exposed to professional photography varied significantly from those exposed to non-professional photography.

TABLE 4-3  
Cell Means of Manipulation Questions

Question	<u>Y</u> ( <i>n</i> =81)		<u>N</u> ( <i>n</i> =79)		<u>Diff</u>	F	Sig.
	<i>M</i>	S.D.	<i>M</i>	S.D.	<i>M</i>		
<b>Personalization</b>							
(1)	3.432	.974	3.177	1.163	.255	2.263	.135
(2)	3.494	1.534	3.139	1.500	.355	2.184	.141
(3)	3.642	1.607	3.000	1.377	.642	7.343	.008
(4)	4.185	1.754	3.532	1.782	.653	5.465	.021
<b>Professional Photography</b>							
(5)	4.680	1.499	3.890	1.839	.790	8.802	.004
(6)	4.641	1.660	3.293	1.809	1.348	24.077	<.001

Note. *M* = Mean, S. D. = Standard Deviation, Diff = Difference in Means

To measure each of the four personalization items as one personalization factor, and each of the two professional photography items as one professionalism factor, principal component analysis (PCA) was used to identify the underlying dimensions (P. L. Pearce & Lee, 2005). The items were analyzed using PCA with a varimax rotation procedure, and all factors that had an eigenvalue greater than 1 and factor loadings .60 or greater were retained (Table 4-4). There were no cross-loading items between factors.

TABLE 4-4

## Factor Analysis of the Personalization Dimension

Factors	Factor Loading	Variance Explained	Cronbach's Alpha
<b>Personalization</b>		73.777%	.819
Q7. The level of personalization in the shown picture is about right, not too much or too little.	.777		
Q8-1. This picture gives me personalized attention.	.897		
Q8-2. This picture understands my specific needs	.918		
Q8-8. This picture does a pretty good job guessing what kinds of things I might want and makes suggestions	.837		

*Note.* Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy: KMO = .806. Bartlett's test of sphericity:  $p = .000$  ( $\chi^2 = 362.474$ ;  $df = 6$ ).

TABLE 4-5

## Factor Analysis of the Professional Photography Dimension

Factors	Factor Loading	Variance Explained	Cronbach's Alpha
<b>Professional photography</b>		71.325%	.597
Q9-2. Do you think this picture represents the travel destination?	.845		
Q9-6. Do you think professional photographer takes this picture?	.845		

*Note.* Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy: KMO = .500. Bartlett's test of sphericity:  $p = .000$  ( $\chi^2 = 31.621$ ;  $df = 1$ ).

Tables 4-4, and 4-5 revealed that each of the questions in each dimension were regarded as one factor. To determine the appropriateness of the factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity were

executed. In the factor analysis of the personalization dimension, the results of the KMO measure of sampling adequacy indicated a value of .806, which has been argued to be strongly sufficient for a factor analysis such as MANOVA (Tabachnick, Fidell, & Osterlind, 2001). In the professional photography dimension, the factor analysis had a relatively low KMO value, however, Field (2009) reported that Kaiser recommends a bare minimum of .05. The Bartlett's Test of sphericity (Bartlett, 1937) is a test statistic used to test the hypothesis that the population correlation matrix is an identity matrix. This test is based on the determinant of the error correlation matrix: a determinant, which is close to 0, means that one or more variables are correlated. Both dimensions showed a strong evidence of correlation ( $p < .001$ ). Thus, the variables were deemed to be correlated, hence the need for MANOVA. The Cronbach's alpha for the professional photography factor did not show reliability of the items ( $< .6$ ), perhaps because of low number of items. The internal consistency of the personalization was excellent (Cronbach  $\alpha = .819$ ). Since this research was exploratory in nature, the two variables' measuring the professional photography factor was deemed somewhat reliable (.597).

## **Development of Measurement**

### *Travel Motivation*

Participants were asked to rate their level of travel motivation related to the shown TDVI. Motivation was measured with three items on seven-point Likert-type scales. Travel motivation was expected to be significantly ( $p < .05$ ) different according to each controlled treatment. The anchors for the travel motivation scales were: strongly

disagree – strongly agree. The three travel motivation items were factor analyzed using the principal component method and varimax rotation procedure. Table 4-6 shows the scales' Cronbach's  $\alpha$  (.82) and factor loadings.

TABLE 4-6

Factor Analysis of Travel Motivation Dimension

Factors	Factor Loading	Variance Explained	Cronbach's Alpha
<b>Travel motivation</b>		73.449%	.819
Q3. Does this picture motivate you to travel the shown destination?	.845		
Q11-9. Feeling of motivation	.834		
Q12. How much are you interested in visiting this travel destination for your summer vacation?	.891		

*Note.* Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy: KMO = .700. Bartlett's test of sphericity:  $p = .000$  ( $\chi^2 = 171.288$ ;  $df = 3$ ).

Table 4-6 indicates that travel motivation consisted of three items. The results of the KMO measure of sampling adequacy indicated a sufficient value of .700. The Bartlett's Test of sphericity ( $p < .001$ ) underlies on the determinant of the error correlation matrix. Thus, the variables were deemed to be correlated, hence the need for MANOVA.

The first question to be measured was how the participant was motivated about the shown travel destination visual image in terms of their familiarity with the place. Of the 160 responses, 17 respondents replied that they were familiar with the shown travel destination. All of the shown TDVIs were about Australia, and 16 respondents mentioned other places, while only one respondent said the right place, "Australia".

There was not a significant difference in the means of visit preference between each treatment according to the results of a one-way ANOVA ( $F(3, 13) = .7403, p > .5467$ ) (Figure 4-1).

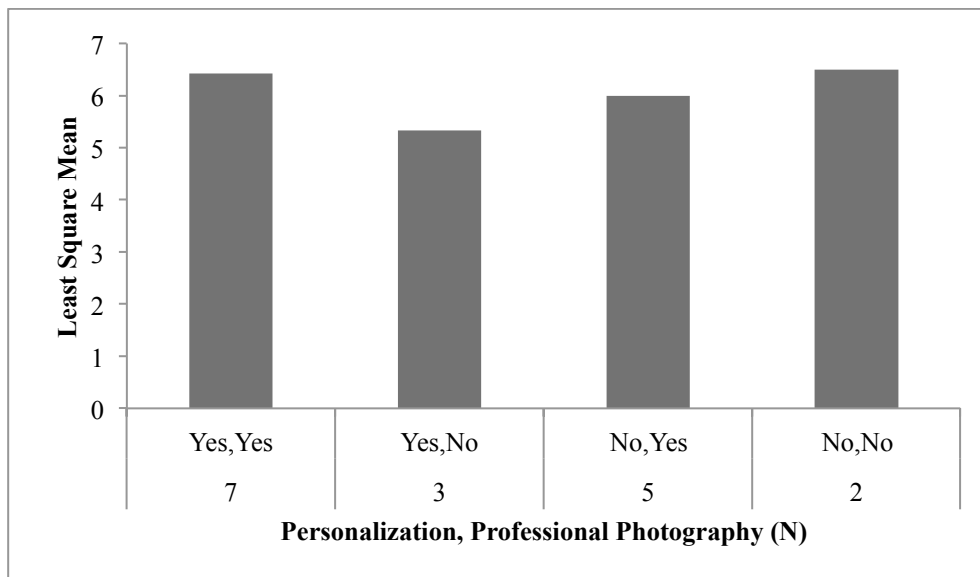


FIGURE 4-1. Least Square Mean of each treatment

**Hypothesis 1a: Personalized TDVI positively affects travel motivation.** Hypothesis 1a examined the effect of Personalization of TDVI on travel motivation. A positive relationship between the two constructs was hypothesized. To analyze the relationship between travel motivation and Personalization, Multivariate Analysis of Variance (MANOVA) was used to determine whether there were any differences between independent groups on more than one continuous dependent variable. One of the assumptions of MANOVA is homogeneity of covariance. This was tested with Box's Test of Equality of Covariance Matrices. The assumption of homogeneity of covariance



was not violated ( $p = .796$ ). MANOVA examined each of the travel motivation values within subjects across each treatment, to determine if there were any significant ( $p < .05$ ) differences in how subjects answered the questions regardless of the treatment.

TABLE 4-7  
MANOVA of Travel Motivation <sup>a</sup>

Effect	Wilk's Lambda Value	F <sup>b</sup>	<i>p</i>	Partial Eta <sup>2</sup>	Power <sup>c</sup>
Personalization	0.948	2.789	0.043	0.052	0.664
Professional Photography	0.938	3.377	0.020	0.062	0.755
Personalization × Professional Photography	0.991	0.455	0.714	0.009	0.140

*Note.* a. Design: Intercept + Personalization + Professional photography + Personalization × Professional photography; b. Exact statistic; c. Computed using alpha = .05

Results revealed that the proposed relationship was statistically significant ( $F(2, 154) = 2.789, p = .043$ , Wilk's  $\lambda = .948$ , and partial  $\varepsilon^2 = .052$ ) (see Table 4-7). The partial eta<sup>2</sup> score indicates that the treatment accounted for 5.2% of the difference between the personalized TDVI with a power of .664. Thus, a positive influence of personalization in TDVI on travel motivation was revealed. Therefore, hypothesis 1a was supported.

**Hypothesis 1b: Professional photography in TDVI positively affects travel motivation.** Hypothesis 1b examined the effect of Professionalism of photography of the

TDVI on travel motivation. A positive significant ( $p < .05$ ) relationship between the two constructs was hypothesized. The results (Table 4-7) supported that the proposed relationship was positive and statistically significant ( $F(2, 154) = 3.377, p = .020$ , Wilk's  $\lambda = .938$ , and partial  $\epsilon^2 = .062$ ). The partial eta<sup>2</sup> score indicated that the treatment accounted for 6.2% of the difference between the professional photography of TDVI with a power of .755. Thus, a positive influence of professional photography on travel motivation was revealed. Hence, hypothesis 1b was confirmed.

According to the results of H1a, and H1b, there should be a significant difference for the travel motivations of respondents who saw personalized TDVIs with professional photography compared to a non-personalized TDVI with non-professional photography. However, the results revealed that the deduced relationship was not statistically significant ( $F(2, 154) = .455, p = .714$ , Wilk's  $\lambda = .991$ , and partial  $\epsilon^2 = .009$ ) (Table 4-7). The treatment accounted for only 0.9% of the difference between the professional photography of TDVI with a power of only .140.

#### *Emotional Aspect*

Participants were asked to rate the level of their emotion related to the shown TDVI. These were measured with four seven-point Likert-type scales. Emotional aspects were expected to be significantly different according to each controlled treatment. The four emotional aspect items were factor analyzed using the principal component method with a varimax rotation analysis. Table 4-8 shows each item's Cronbach's  $\alpha$  values and factor loadings.

TABLE 4-8

## Factor Analysis of Emotional Aspect Dimension

Factors	Factor Loading	Variance Explained	Cronbach's Alpha
<b>Emotional factor</b>		64.000%	.794
Q8-5. This picture conveys a sense of competency.	.905		
Q8-6. This picture doesn't waste my time to see	.891		
Q8-8. This picture creates a positive experience for me.	.811		
Q9-1. Do you like this picture?	.538		
<b>Re-analyzed Emotional factor</b>		78.735%	.865
Q8-5. This picture conveys a sense of competency.	.909		
Q8-6. This picture doesn't waste my time to see	.903		
Q8-8. This picture creates a positive experience for me.	.848		

*Note.* Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy: KMO = .718. Bartlett's test of sphericity:  $p = .000$  ( $\chi^2 = 235.924$ ;  $df = 3$ ).

The emotional factor was found to consist of all four items (Table 4-8). However, one rule of thumb is that factor loadings  $< .40$  are weak and factor loadings  $\geq .60$  are strong (Garson, 2010). Thus, Q9-1 was deleted (.538) and the PCA was re-analyzed. The re-analyzed emotional factor had higher factor loadings for each item, variance, and Cronbach's alpha value. The KMO value indicated a value of .718, which is sufficient for a MANOVA. The Bartlett's Test of sphericity test also suggested the appropriateness of the MANOVA.

**Hypothesis 2a: Personalized TDVI positively affects emotion.** Hypothesis 2a examined the effect of personalization of the TDVI on positive emotions. A positive

relationship between the two constructs was hypothesized. To analyze the relationship between the emotional factor and personalization of TDVI, MANOVA was used to decide whether there were any differences between independent groups on more than one continuous dependent variable.

TABLE 4-9  
MANOVA of Emotional Factor <sup>a</sup>

Effect	Wilk's Lambda Value	F <sup>b</sup>	p	Partial Eta <sup>2</sup>	Power <sup>c</sup>
Personalization	0.965	1.853	0.140	0.035	0.474
Professional Photography	0.909	5.137	0.002	0.091	0.917
Personalization × Professional Photography	0.988	0.630	0.597	0.012	0.180

*Note.* a. Design: Intercept + Personalization + Professional photography + Personalization × Professional photography; b. Exact statistic; c. Computed using alpha = .05

The, proposed relationship was not statistically significant ( $F(2, 154) = 1.853, p = .140$ , Wilk's  $\lambda = .965$ , and partial  $\varepsilon^2 = .035$ ) as displayed in Table 4-9. Thus, the hypothesized positive influence of personalization of TDVI on emotional aspects was not confirmed. Therefore, hypothesis 2a was not supported.

**Hypothesis 2b: Professional TDVI positively affects emotion.** Hypothesis 2b examined the effect of Professionalism of photography on emotions. A positive relationship between the two constructs was hypothesized. The results (Table 4-9)

supported that the proposed relationship was statistically significant ( $F(2, 154) = 5.137$ ,  $p = .002$ , Wilk's  $\lambda = .909$ , and partial  $\epsilon^2 = .091$ ). The partial eta<sup>2</sup> score indicated that the treatment accounted for 9.1% of the difference between the professional photography of TDVI with a power of .917. Thus, a positive influence of professional photography on the emotional factor was revealed. Hence, hypothesis 2b was supported.

For the combination of personalization and professional photography, a positive relationship for the emotional factor was also deduced. However, the MANOVA revealed that the relationship was not supported ( $F(2, 154) = .630$ ,  $p = .597$ , Wilk's  $\lambda = .988$ , and partial  $\epsilon^2 = .012$ ).

**Hypothesis 3: Personalized TDVI positively affects travel motivation as a “push” factor; Professional TDVI positively affects travel motivation as a “pull” factor.** Exploratory factor analysis of the transformed data was conducted to extract underlying dimensions of travel motivation among the 28 travel motivation items. PCA with varimax rotation was employed. A minimum eigenvalue of one was used, low factor loadings (<.5), high cross-loadings (>.5), or low communalities (<.5) were removed one at a time (Kuo, Akbaria, & Subroto, 2012). This process continued until no more items were to be removed. Of the 28 items, four items (Sightseeing, variety of entertainment, Have time for romance, and Eating good food) were deleted because of high cross-loadings (Sightseeing, and variety of entertainment), and low cross loadings (Have time for romance, and Eating good food). The five factors were extracted and labeled as Entertainment, Novelty, Activity, Family reunion, and Relaxation. A

Cronbach's alpha reliability test was executed and all factors were deemed to have acceptable levels of reliability (>.6) (Table 4-10).

TABLE 4-10

Constructs of Motivation

Factor or Item	Loading	Eigenvalue	Variance Explained (%)	Reliability Alpha
<b>Factor 1: Entertainment</b>		9.640	40.168	.885
<i>"Pull"</i>				
Entertainment facility	.790			
Gambling	.759			
Watching shows	.747			
Night life	.733			
Sports	.650			
Amusement or theme parks	.639			
Shopping	.576			
<b>Factor 2: Novelty</b>		2.305	9.605	.862
<i>"Push"</i>				
Different life style	.757			
Different culture	.753			
Increase my knowledge	.696			
Friends not have been to	.589			
Fulfill dreams of travelling	.578			
Have not visited Exotic atmosphere	.573			
	.531			
<b>Factor 3: Activity</b>		1.441	6.005	.841
<i>"Pull"</i>				
Fun, entertained	.752			
Thrills and excitement	.751			
Outdoor activity	.714			
Break my routine	.575			

TABLE 4-10 (Continued)

## Constructs of Motivation

Factor or Item	Loading	Eigenvalue	Variance Explained (%)	Reliability Alpha
<b>Factor 4: Family reunion</b> <i>“Push &amp; Pull”</i>		1.348	5.615	.849
Activities for the entire family	.768			
VFR	.714			
Personal safety	.707			
Family reunion	.662			
<b>Factor 5: Relaxation</b> <i>“Push”</i>		1.129	4.702	.622
Doing nothing	.838			
Rest & Relax	.669			
Total			66.096	

Items in Factor 1 were labeled as “Entertainment” because all items were related to entertainment activities. Furthermore, those items were focused on expressing travel destination features, so this factor was regarded as a “*Pull*” factor. Factor 2 was named as “Novelty” as the items were all related with seeking something new. The characteristics of factor 2 were intrinsic, so it was considered as a “*Push*” factor. Factor 3 items were similar to factor 1 items, however factor 1 items were more focused on facilities, so factor 3 was labeled as “Activity”, and this also had “*Pull*” factor features. Factor 4 items were named “Family reunion” due to the items being related to friends and family. Factor 4’s items were from *both* “push”, and “pull” motivations. Factor 5 was labeled as “Relaxation” as the items were “doing nothing”, and “Rest & Relax”, and the characteristics of the items were “*Push*” motivators.

To analyze the relationship between personalization and professional photography with these factors, the factor scores were saved and ANOVA was used to test the statistical significant differences in mean responses given treatment.

TABLE 4-11

ANOVA of Motivational Factors <sup>a</sup>

Factor	SS	df	F	<i>p</i>
1 - Entertainment				
Personalization	.078	1	.078	.781
Professional photo	.766	1	.765	.383
2 - Novelty				
Personalization	1.298	1	1.300	.256
Professional photo	.084	1	.084	.773
3 - Activity				
Personalization	.181	1	.180	.672
Professional photo	.002	1	.002	.966
4 - Family reunion				
Personalization	.619	1	.617	.434
Professional photo	2.277	1	2.298	.132
5 - Relaxation				
Personalization	.239	1	.238	.627
Professional photo	6.145	1	6.380	.013

*Note.* a. Design: Intercept + Personalization + Professional photography + Personalization × Professional photography;

Personalization was expected to act as a key role in both “push” and “pull” motivation factors. However, there was no statistically significant difference ( $p > .05$ ) between groups as determined by a one-way ANOVA for all five factors. Professional photography was also expected to affect both “push” and “pull” motivation factors, however, the results (Table 4-11) revealed that only one factor, “Relaxation”, had a statistically significant ( $p < .05$ ) difference between groups ( $F(3, 140) = 6.380, p =$



0.013). The other four factors were not affected by professional photography. Therefore, hypothesis 3 was rejected.

**Hypothesis 4: Travel motivation and emotion positively affects purchase intention.** Hypothesis 4 examined the positive effect of emotion, and travel motivation for the TDVI on purchase intentions. To comprehend this relationship, ANOVA was used with factor scores from travel motivation (Table 4-6), emotion (Table 4-8), and purchase intention.

TABLE 4-12

Regression Results

Factor	Purchase Intention	
Independent variables	Parameter Estimates	P value
Travel Motivation	.538	< .001
Emotion	.122	.194
df	2	< .001
F	53.116	
R-square	.404	
Adjust R-square	.396	

This model accounted for 39.6% of variance in purchase intention. ANOVA assessed the overall significance of the model. The model was found to be significant ( $F(2, 157) = 53.116, p < .001$ , adjust R-square = .396) in Table 4-12. A positive relationship between travel motivation, and emotion with purchase intention was expected. Travel motivation was found to statistically affects ( $p < .001$ ) purchase intention, however, emotion did not significantly ( $p > .05$ ) have an effect on purchase intention. Thus, hypothesis 6 was partially supported.

The proposed hypotheses were evaluated in this chapter. A summary of the hypothesized results is presented in Table 4-13.

TABLE 4-13

Summary of Hypotheses Results

Hypothesis	Description	Result
H1a	Personalized TDVI positively affects travel motivation	Supported
H1b	Professional photography in TDVI positively affects travel motivation	Supported
H2a	Personalized TDVI positively affects emotion	Rejected
H2b	Professional photography in TDVI positively affects emotion	Supported
H3	Personalized TDVI positively affects travel motivation as a “push” factor; Professional photography in TDVI positively affects travel motivation as a “pull” factor.	Rejected
H4	Travel motivation and emotion positively affects purchase intention.	Partially Supported

## CHAPTER V

### DISCUSSION AND CONCLUSION

#### **Review of the Study Results**

##### *Purpose of the Current Study*

Previous studies have found that personalization influences travel motivation (Ho, 2012; Lindenberg, 2001). Thus, the purpose of the present study was to understand website visitors' overall travel motivation and its relationship to the travel destination visual image (TDVI) constructs of personalization and professional photography in an electronic tourism context.

Previous literature was reviewed to determine the connection between personalization with professional photography and travel motivation. This research helped to develop a questionnaire following the methods of Chan (2007). A total of 26 graduate students in the Department of Recreation, Park and Tourism Sciences at Texas A&M University participated in a pre-test with an experimental setting questionnaire which asked about demographic information, travel motivation depending on personalization regarding professional photography, emotions, and purchase intention. The online survey website, *Qualtrics*, made this controlled experimental questionnaire available, and the questionnaire was sent via the email alias of undergraduate students in the RPTS department. The manipulation check of personalization and professionalism in photography was also confirmed. Finally, survey responses (n = 160) were analyzed with multivariate analysis of variance (MANOVA) to examine the study's hypotheses.

### *Tested Hypotheses*

Six hypotheses were presented in this research. Three of them were supported by the data, one was partially supported, and two were rejected (see Table 4-13).

Hypothesis 1a tested the link between personalization and travel motivation. The positive effect of personalization on travel motivation was confirmed as deduced by previous studies (Blank, 1989; Lyons, 1983; Ricci, 2002; Sirgy & Danes, 1982).

Hypothesis 1b stated there would be differences between the group exposed to professional photography and the group exposed to non-professional photography in terms of travel motivation. Hypothesis 1b was supported by the results, which showed dissimilarity between the differences in the use of professional photography on travel motivation. It was further found that professional photography had a greater effect on travel motivation and emotions than personalization in this research.

Hypothesis 2a stated there would be differences between the group exposed to professional photography and the group exposed to non-professional photography in terms of emotion. According to the results, no matter how each picture was personalized, the participants did not experience any positive feelings. Personalization was not significantly associated with feeling and no differences ( $p > .05$ ) were found between the levels of personalization. Therefore, personalization did not influence the respondents in regard to emotion toward the shown PTDVI. In contrast, Hypothesis 2b was supported. Professional photography in TDVI was found to have more influence on a participant's emotion than personalization in TDVI. Similar to hypothesis 1b,

professional photography was found to have a higher influence on emotion than personalization.

Hypothesis 3 stated that personalization of TDVI would act as a “pull” motivation, while professional photography of TDVI would be a “push” motivation. However, the results revealed that both constructs were not supported, with the exception of professional photography toward travel motivation with the “Relaxation” factor ( $p < .05$ ). Therefore, personalization and professional photography of shown TDVI were not found to be significantly related with travel motivation as a “push” or a “pull” factor, respectively. Thus, hypothesis 3 was rejected.

Hypothesis 4 stated that emotion and travel motivation would influence Internet purchase intention. Travel motivation was found to affect purchase intention, however, it was found that emotion was not related with purchase intention in this hypothesis. Thus, Hypothesis 4 was partially supported. Much consumer marketing research has discovered that consumers’ emotional responses are affected by store environments via color or the layout of the store. Recent research has found that emotional interaction with website information and imaging significantly affects the level to which a consumer will access or avoid the website (Huang, 2003; Natarajan, Parayitam, & Sharma, 2012; Porat & Tractinsky, 2012). Therefore, emotion was expected to play a crucial role in this hypothesis.

## **Discussion**

### *Theoretical Implications*

Theoretical implications are made primarily from the “push” and “pull” motivations framework. People are pushed by their internal forces and/or pulled by the external forces of the destination. Push factors are generated internally and drive people to make the decision to travel, while pull factors refer to external motives which involve mental representations or cognitive aspects such as knowledge, beliefs, or experience (Gnoth, 1997). However, this study shows that these two factors were not separate. Among five travel motivation factors, three factors, “Entertainment,” “Activity oriented,” and “Relaxation” consisted of either “push” or “pull” travel motivational items. The other factors, however, had items from both “push” and “pull” motives. Therefore, rather than dividing the factors into a dichotomous view, considering the factors as “Preferences” rather than “push” or “pull” appeared to be more meaningful.

Furthermore, personalization was expected to have a key role in toward travel motivation (Ho, 2012; Lindenberg, 2001) and positive emotion (Saari et al., 2004; Sirgy & Danes, 1982). However, personalization was found to be significantly related with travel motivation, not emotion. Previous studies (Ricci, 2002) have examined personalization in developing a destination recommender system, however, it did not show travel destination visual images. Therefore, this result suggested the importance of the personalization of shown TDVI on travel motivation.

Another theoretical implication is the professional photography of TDVI. Related research (MacKay & Couldwell, 2004) about professional photography and travel

motivation are dated, and they were focused on the importance of pictures in travel destination marketing, not for professional photography in particular. However, the results of this study suggest that professional photography has a stronger effect on travel motivation and positive emotion than tourists' pictures. Therefore, more research to examine the role of professional photography should be done.

Purchase intention has also been found to be affected by feeling, quality of merchandise and product selection (Darden, Erdem, & Darden, 1983; Mehta & Chugan, 2012). Furthermore, a pleasant online experience has been found to impact purchase intention (Eroglu, Machleit, & Davis, 2001; Pelet & Papadopoulou, 2012) in the online context. Online travel marketing is projected to be a major contributor in creating a positive destination image (Day, Cai, & Murphy, 2012). Therefore, the results are believed to be significant because they reveal that pictures can cause positive emotion. Online travel marketing may be considered widespread, but the theory supporting it is still underdeveloped. Thus it is believed that this study contributes to the current research and has increased the understanding of this expanding area of online marketing.

### *Practical Implications*

As numerous online marketing websites continue to update their websites, online tourism marketers should acknowledge the importance of visitors' responses toward the website. As online tourism marketing is also concerned with the intrusiveness of advertisements, managers should be aware of possible explanations in regard to the results of this study. The timeliness of this research could play a role in why the results

are important in comparison to past research. First, online shoppers are constantly increasing; people are now even shopping while walking with their smartphones (Kim, 2012). People are also trying to use the Internet as their primary information search tool. Therefore, since this study revealed that professional photography had a stronger influence on travel motivations and emotion than personalization, marketing managers should consider using professional photography for visual contents, especially visual images. Furthermore, this study found that senior college students prefer their summer vacation destination's features as follows: "adventure," "beach," "family reunion," and "nature". Therefore, the marketing manager might want to consider these results to maximize profits from their marketing strategy.

## **Limitation and Future Studies**

### *Limitations of the Present Study*

Several contributions were made with the results of this study. However, some limitations of the study also exist. First, this study was restricted to a particular age and group of people. Though the age group of the sample was deemed appropriate since it included the age group that purchases most frequently online (Al-maghrabi & Dennis, 2012), other age groups should not be ignored. Also a different group of people should be studied, as different samples could produce different results. This sample, however, may be a good representation of Generation Z consumers (born from the mid 1990s or early 2000s to the present). In using multivariate statistics, Tabachnick et al. (2001) recommend that the required number of cases should be the larger of the number of



independent variables  $\times 8 + 50$  or the number of independent variables  $+ 105$ . Since this study had 15 independent variables, this requirement was satisfied.

Second, this study was limited to a few personalization choices. The variety of personalization in this research could have been expanded. Twelve travel motivational items were likely not enough to represent each participant's motives. Some of the participants might want to do participate in winter activities, which are not available in the summer. Furthermore, some generic preferences such as "Sports" could be more specific like "kayak," "horseback riding," and "football." Additionally, the level of personalization in this research was not controlled as the researcher expected. The results show that some of participants did not check the shown TDVI, even though they saw a PTDVI with their preference. Thus, future research should be made inclusive of motivation items.

The results of classifying motivation items into "push" and "pull" revealed that they were not fully separated. Some of the items in one factor occurred from both motivational categories. Furthermore, this research was conducted after spring break, so the respondents described their travel destination preference such as "relaxation," "family reunion," or "entertainment" as should be expected. These results suggest that motivation might be accurately be reflected as "preferences" instead of being grouped as push versus pull factors.

Another factor to take into account is the estimated effect size of personalization, and professional photography in travel motivation and emotion dimensions. Partial eta-squared values in personalization were .052 and .035 in each dimension respectively,

and in professional photography were .062 and 0.91. The low partial eta-squared values (ranging from .01 to .10) (Armstrong & Shakespeare-Finch, 2011) suggest that effect size of personalization and professional photography in these experiments was very small and this, in combination with other variables (such as travel motivational items) would suggest it would be very difficult to find statistically significant results. The power of a particular phenomenon decides what range of sample sizes and the extent of the intercession needed to be able to find any statistically significant dissimilarity. As the sample sizes were adequate in these experiments, it is likely that the level of manipulation in both personalization, and professional photography dimensions was satisfactory. Yet, with the low exploratory power found, future research should examine what other variables assist in explaining the current study's dependent variables.

EFA in the present study yielded five travel motivational dimensions. As the combination of extractional and rotational techniques used for the previous study EFA were PCA/matrix, and those used for the current study. This suggests that derivation of the travel motivational dimensions may be influenced by the choice of techniques used.

Pictures have been found to outperform text (Leong et al., 1996), and smartphone users typically evaluate the shown product including travel destination with a displayed picture in a small screen. Furthermore, texts in browser apps have poor legibility (Level, James Kundart, Tai, Hayes, & James Sheedy). Therefore, it is strongly recommended to study picture effects in a mobile online environment.

As stated in previous chapters, the area of online travel marketing is in progress. Therefore, a major goal in this area should be to continue to build a strong theoretical

framework in which academics and practitioners could advance their knowledge of online travel marketing.

## **Conclusions**

The primary goal of this study was to answer the research question, “What is the relationship between personalization of shown travel destination visual images and visitor’s travel motivation and Internet purchase intentions?” The results indicated that personalization did not have a noticeable effect on travel motivation compared to the photography technique, as professional photography had a stronger influence on travel motivation and emotion than personalization.

Consumers are becoming more knowledgeable of the Internet (You, Xia, Liu, & Liu, 2012), and it is becoming their first choice when they decide to a travel (Ip, Lee, & Law, 2012). Therefore, online tourism marketers should consider their website content, including professional travel destination visual images.

Overall, this knowledge could be useful to academics and practitioners. Because online travel marketing could be viewed as the future of travel marketing, these findings could benefit online travel industries and help them produce more effective strategies such as adopting personalization and professional photography to attract, maintain, and satisfy online consumers.

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**APPENDIX 1**  
**REQUEST EMAIL**

Dear Undergraduate students in RPTS:

This is Gwang-gyu "Bob" Lee seeking a Master's degree in RPTS department.

I sent this email to invite you to participate in this survey.

This survey studies the **Effects of Travel Destination Visual Image** on **TRAVEL MOTIVATION**. This will show you a travel destination picture and you will see some questions about your perception of that and might take about 10minutes to complete.

Your assistance is entirely voluntary and you may refuse to answer any question on the survey if it makes you feel uncomfortable. All online data will be dealt with anonymously, and no individual taking part in the study will be identified. That is, no participant will be identified in any sort of report that might be given or published. Your participation in this study is completely voluntary. Further, there are no risks associated with participation.

You can participate in this survey by **clicking the link below**.

[http://tamuag.qualtrics.com/SE/?SID=SV\\_d5xybEzChyTzK3G](http://tamuag.qualtrics.com/SE/?SID=SV_d5xybEzChyTzK3G)

If you have any questions about this study.

You may contact Gwang-gyu "Bob" Lee at (979) 571-8926 or [gglee@tamu.edu](mailto:gglee@tamu.edu).

You may also contact the Advisor, **James Petrick** at (979) 845-8806 or [jpetrick@tamu.edu](mailto:jpetrick@tamu.edu).

Sincerely,

--

**Gwang-gyu "Bob" Lee**  
Master's student  
Dept. of Recreation, Park and Tourism Sciences  
2261 TAMU  
College Station, TX 77843-2261

## APPENDIX 2

### ONLINE QUESTIONNAIRE



#### **Travel Destination Visual Image Perception**

Thanks your for agreeing to participate in this Texas A&M University assessment of web visitors' perceptions with travel destination visual images!! The purpose of this survey is to understand how **travel destination visual images affect web visitors** and to potentially offer more **attractive destination pictures** toward the web visitors. Your cooperation will hopefully contribute to improvements in this kind of recommendation system.

If you have any questions regarding this study, you may contact **Dr. James Petrick**, Department of Recreation, Park and Tourism Sciences, at (979) 845-8806, [jpetrick@tamu.edu](mailto:jpetrick@tamu.edu), or **Gwang-gyu Lee**, at (979) 571-8926, [gglee@tamu.edu](mailto:gglee@tamu.edu).

If you would like to be in this study, please click the button below.

---

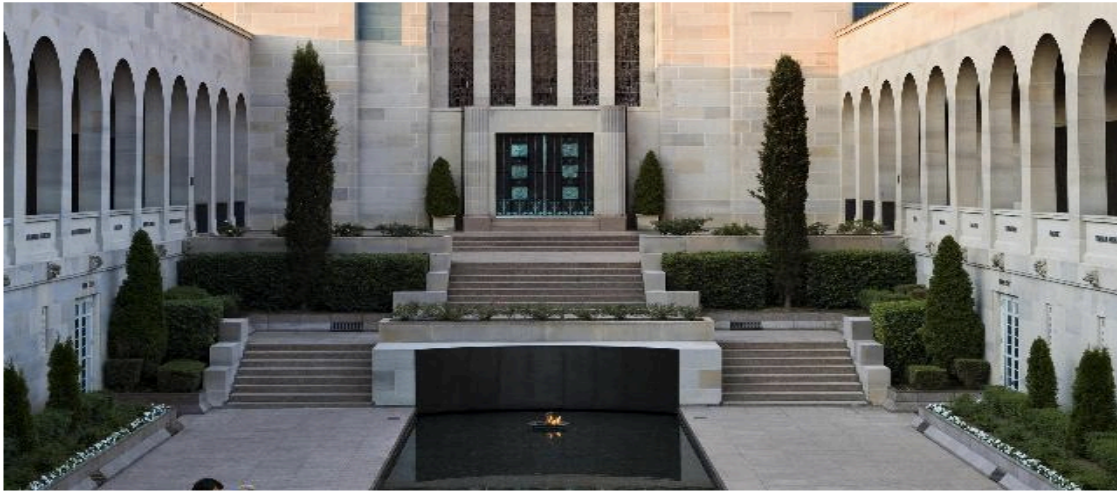
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Next



## APPENDIX 2 (continued)

Please click "**Next**", after **studying** this **shown travel destination visual image**.



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Next



### **Direction**

There are no right or wrong answers. We are interested in your personal opinion, so please answer each question frankly. This information will be used for statistical purposes only and all information will be kept strictly confidential.

- Please answer every question in this questionnaire.
- Please answer questions on the basis of the shown ***travel destination visual image***.

### **Section I. Travel motivation**

***Please choose the answer which is the most appropriate for you.***

Q1. Are you **familiar** with the travel destination shown in the previous picture?

Yes

No

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Next

## APPENDIX 2 (continued)

Q1-1. Have you **ever visited** this destination before?

---

- Yes  
 No



[Previous](#) [Next](#)

Q1-2. **Where** was the place? (You can write down the place roughly).

---

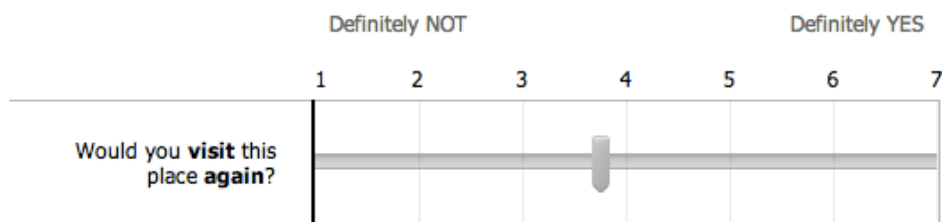
Q1-3. **How many** times have you visited there?

---

- Once  
 2 or 3 times  
 4 or 5 times  
 More than 5 times

Q1-4. These questions are about your **previous experience** with this travel destination.

- Please drag the slider on a number that represents your interest level
- 



Q2. Do you **already have plans for a summer vacation**?

---

- Yes  
 No



[Previous](#) [Next](#)

## APPENDIX 2 (continued)

Q3. Does this picture **motivate** you to travel the shown destination?

	Not at all Motivated			Extremely Motivated			
	1	2	3	4	5	6	7
<b>motivation level</b>							

Q4. **How much** do each of the **following motivators generate interest** in **travelling** to the shown destination?

- Please drag the bar on a number that represents your interest level.
- If a item is not applicable, please mark "Not Applicable".

	Not at all Interested			Extremely Interested			Not Applicable
	1	2	3	4	5	6	7
Experience a <b>different life style</b>							<input type="checkbox"/>
Take a <b>break from my daily routine</b>							<input type="checkbox"/>
Going places I <b>have not visited</b> before							<input type="checkbox"/>
Opportunities to <b>increase my knowledge</b>							<input type="checkbox"/>
Finding <b>thrills and excitement</b>							<input type="checkbox"/>
Having <b>fun</b> , being <b>entertained</b>							<input type="checkbox"/>
Going places my <b>friends have not been</b> to							<input type="checkbox"/>
<b>Rest &amp; Relax</b>							<input type="checkbox"/>
<b>Doing nothing</b> at all							<input type="checkbox"/>
Visiting <b>friends &amp; relatives</b>							<input type="checkbox"/>
Being <b>together</b> as a <b>family</b>							<input type="checkbox"/>
Exploring a <b>different culture</b>							<input type="checkbox"/>

## APPENDIX 2 (continued)

Full-filling dreams of travelling	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
<b>Sightseeing</b>	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
Fabulous <b>night life</b>	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
<b>Amusement</b> or <b>theme parks</b>	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
<b>Outdoor</b> activities	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
<b>Variety</b> of entertainment	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
Personal <b>safety</b>	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
Activities for the entire family	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
<b>Exotic</b> atmosphere	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
Watching <b>shows</b>	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
<b>Entertainment</b> facilities	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
Have time for <b>romance</b>	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
Eating good <b>food</b>	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
<b>Shopping</b>	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
<b>Sports</b>	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>
<b>Gambling</b>	<div style="width: 25%; background-color: #808080;"></div>					<input type="checkbox"/>

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[Previous](#) [Next](#)

Q5. If you were to visit the destination in the photo, would you plan to travel there **with someone else?**

- Yes  
 No

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[Previous](#) [Next](#)

## APPENDIX 2 (continued)

Q6. When seeking an **information source** to plan for a vacation or a travel experience, different sources are important to different people. Which of the following do you use when making a travel decision?

• ***Check all that apply.***

---

- Travel agents
- Travel brochures
- Friends / Family members
- General Travel advertisements in published media (e.g., Newspaper, Magazine)
- Direct mail from Destinations
- Previous visits
- Tourism exhibition or media
- Advertisements on TV or Radio
- Airline
- The Internet (e.g., email, website)
- Social media (i.e., Facebook)
- Online reviews (i.e., Tripadvisor)

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Previous

Next

## APPENDIX 2 (continued)

### Section II. Personalization

*Please choose the answer which is the most appropriate for you.*

Q7. The **level of personalization** in the shown picture is about right, not too much or too little.

- Please select the closest expression.

	Far too Little	Too Little	Little	About Right	Much	Too much	Far too Much
<b>Level of personalization</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q8. This picture

- Please select the closest expression that portrays the level of your feelings for this image.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
gives me <b>personalized attention</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>understands</b> my specific needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has an <b>attractive appearance</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is what I <b>expected to see</b> for my summer vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
conveys a sense of <b>competency</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>doesn't waste</b> my time to see	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
creates a <b>positive</b> experience for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
does a <b>pretty good job</b> guessing what kinds of things I might want and makes suggestions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Previous
Next

## APPENDIX 2 (continued)

### Section III. Photography effect

*Please choose the answer which is the most appropriate for you.*

Q9. Following questions are **about** the shown **Travel Destination Visual Image**.

• Please select the closest expression.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Do you <b>like</b> this picture?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think this picture <b>represents</b> the travel destination?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you <b>trust</b> this picture?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think you can <b>experience</b> what you imagine from this shown image?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think <b>pictures outperform texts</b> in marketing of travel destinations?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think this picture is <b>taken by professional photographer</b> ?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10. Do you think this image would **influence your choice** for a summer vacation travel destination?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<b>Influence</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## APPENDIX 2 (continued)

Q10. Do you think this image would **influence your choice** for a summer vacation travel destination?

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
<b>Influence</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11. Following questions are about **your feelings** toward the shown **Travel Destination Visual Image**.

• Please select the closest expression.

Unpleasant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Pleasant
Gloomy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Exciting
Sleepy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Arousing
Distressing	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Relaxing
Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive
Unenjoyable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Enjoyable
Unfavorable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Favorable
Boring	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Fun
Unmotivated	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Motivated

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[Previous](#)
[Next](#)

### Section IV. Behavior intention.

*Thinking just about the shown travel destination.*

Q12. How much **are you interested** in visiting this travel destination for your summer vacation?

• Please select the closest expression.

	Very Unlikely	Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Likely	Very Likely
<b>Interest</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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[Previous](#)
[Next](#)



**Q12-1. Why you might not intend to travel this place?**

• Please check all that apply.

- I **have visited** this place before.
- The shown image is **not attractive**.
- I **already chose** another travel destination.
- It looks too **expensive** to travel there.
- I have **no time** to take a trip.
- I have **no one** to travel with.
- My **family and friends** are **not interested** in traveling.
- My **health** does **not** allow me to travel.
- The **things** I want to do are **expensive**.
- Traveling involves too much **risk**.
- I am **not interested** in the **activities** in this place.
- My family is **too young** to travel.
- I **cannot travel** to here because of my **work**.
- I am **not sure** about the **safety** of this place.
- My **company** does **not have** the **money** to travel with me.

**Q12-2. Would you visit this place in the future?**

• Please select the closest expression.

	Very Unlikely	Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Likely	Very Likely
Would you <b>visit</b> the destination?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q13. Please, answer the following questions.**

• Please select the closest expression.

	Very Unlikely	Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Likely	Very Likely
Would you <b>recommend</b> this destination to other people you know?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, this picture was the <b>best</b> to seek a travel destination for a summer vacation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



[Previous](#) [Next](#)

APPENDIX 2 (continued)

**Section V. Overall Evaluation**

*Please choose the answer which is the most appropriate for you.*

**Q14. How important** to you are the following **characteristics** in **travel destination visual images?**

• Please select the closest expression.

	Not at all Important	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Extremely Important
Nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relaxation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lodging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social relationship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q15. If a personalized web system were offered through commercial travel websites, such as Tripadvisor, Travelocity, Expedia, would you offer your personal information** to them to get more detailed and personalized recommendation?

- Yes
- No



[Previous](#) [Next](#)

## APPENDIX 2 (continued)

### Section VI. Demographic information

*This is the LAST section of the questionnaire! When you finish, please click the "Next" Button in order to complete this survey.*

- The followings are for statistical processing, please check your answers.
- 

Q16. Are you?

---

- Male  
 Female

Q17. What year were you born?

---

Q18. **What year** of school are you in?

---

- Freshman  
 Sophomore  
 Junior  
 Senior  
 Graduate student - Masters  
 Doctoral student

Q19. What is your **department**?

- **abbreviation** is okay.

---

Q20. Married?

---

- Yes  
 No

## APPENDIX 2 (continued)

Q21. Approximately, **what year** did you **start using the Internet**?

Q22. On average, how many times a day do you use the Internet?

- Once
- 2 ~ 5 times
- 5 ~ 10 times
- Over 10 times

Q23. Please, answer the following questions with **Yes** or **No**.

	Yes	No
Is the <b>Internet your primary search</b> tool for a travel destination choice?	<input type="radio"/>	<input type="radio"/>
Have you <b>ever purchased</b> travel products through the Internet?	<input type="radio"/>	<input type="radio"/>
Have you ever purchased travel products <b>by just seeing</b> pictures of the destination?	<input type="radio"/>	<input type="radio"/>

Q24. Have you **ever purchase a tour package online**?

- Yes
- No

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[Previous](#) [Next](#)

Q26. **Comments**

Please feel free to write down any general comments on any aspect of this survey.

0%  100%

[Previous](#) [Next](#)