

CONSUMER SATISFACTION AND DISSATISFACTION IN TOURISM  
AS RELATED TO DESTINATION IMAGE PERCEPTION

By

Kye-Sung Chon

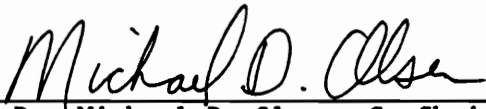
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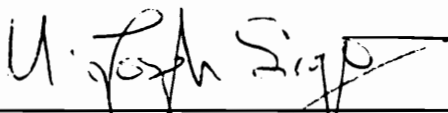
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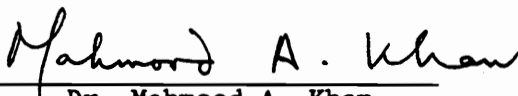
Hotel, Restaurant and Institutional Management

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(ABSTRACT)

The primary objective of this study was to investigate the relationship between travel destination image and the tourist satisfaction/dissatisfaction. Using the evaluative congruity theory framework, this study focused on the role of destination images in tourism with regard to consumer satisfaction/dissatisfaction (CS/D) from the stand point of: (1) the functional congruency between the tourist's expectations and his/her perceptions of specific utilitarian (functional) attributes of a destination; (2) the value-expressive (symbolic) congruency between the tourist's self concept and the destination's personality image; and (3) the degree of emotional involvement the traveler associates with travel

purchases and its influence on his/her satisfaction/  
dissatisfaction.

The key findings of this study indicate that CS/D is related to both functional and symbolic congruity. With regard to the relative strength of the functional congruity and the symbolic congruity in explaining CS/D in tourism, the functional congruity was found to explain CS/D better than the symbolic congruity. It was also found that the tourist's emotional involvement in the travel purchase process affects his/her satisfaction/dissatisfaction with the destination.

This study contributes to the existing literature in tourism marketing by introducing the evaluative congruity approach to CS/D. Further, this study introduced the concept of self-image and destination image congruity in the tourist's satisfaction/dissatisfaction process. This study also contributes to the existing knowledge in consumer behavior by providing empirical findings with regard to the relative strength of the functional and symbolic congruity models in explaining the CS/D phenomenon. From the industry point of view, the findings of this study will aid the planning of strategic marketing programs for tourist destination in terms of designing tourist-directed promotional programs and tourism product developments.

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## CHAPTER I

### INTRODUCTION

#### STATEMENT OF THE PROBLEM

The consumer oriented approach to marketing assumes consumer satisfaction to be the key to meeting an organization's goals. In other words, effective marketing aims at identifying the needs and wants of target consumers and striving to satisfy them. That is, to make effective strategic decisions in the area of tourism marketing, one must understand how people perceive things and what makes them satisfied or dissatisfied with the tourism product.

Previous studies in tourism, however, did little in explaining the relationship between the individual tourist's vacation buying behavior and his/her satisfaction with the destination area. As tourists become more demanding in their vacationing behavior, research must continue to become more precise in explaining this behavior. As Sheldon (1989) asserts, the consumer behavior studies in tourism should now focus more on the issues related to the post-purchase behavior of tourists, including such issues as what makes them satisfied or dissatisfied with tourism and what makes them return or not

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This dissertation follows the style of Journal of Travel Research.

return the destinations which they previously visited. This study intends to fill this gap by proposing and developing a model of traveler satisfaction and dissatisfaction.

The consumer studies in tourism have been mainly concerned with the traveler destination choice process, with a particular emphasis on the relationship between images of a place and preference for the place as a travel destination (Crompton 1977, Hunt 1975, Goodrich 1977, Mayo 1973, Phelps 1986, Gartner and Hunt 1987, Um 1989). These studies in general supported the classical argument in marketing that the consumer's brand choice is largely influenced by the "attributes" possessed by the brand and that the perceived product attributes are used as input factors in the purchase decisions (Lancaster 1966). The findings of these studies further indicate that the concept of "product image" is even more important in tourism because the tourism product is intangible and it requires simultaneous purchase and consumption. As the traveler usually has limited knowledge about a destination which he/she has not previously visited, the traveler relies heavily on the symbolic information acquired either from media or from their social references (Gunn 1979, Fridgen 1984, Chon 1989, Chon 1990). In his/her mind, the traveler holds images of alternative destinations. Comparing those images to his/her image of an ideal destination at a given time leads the traveler to choose the destination which he/she perceive likely to fulfil the felt needs (Crompton 1977, Phelps 1986, Um 1989).

Efforts have been made to describe travelers' satisfaction or dissatisfaction with their travel experiences. These studies attempted to identify the factors associated with tourist satisfaction (Pizam et al. 1978) or focused on the role of the traveler's expectation about a destination in fulfilling his/her satisfaction (Raaij and Fracken 1984, Whipple and Thach 1988). However, the current consumer behavior literature holds a position that the consumers' purchase decision making process involves the evaluation of not only the utilitarian or functional attributes of a product but also the value-expressive or personality-related attributes of the product (Claiborne and Sirgy 1990, Sirgy 1982a,b,c, 1985, Sirgy, Axson, Mangelburg and Bogle 1990).

In this regard, previous CS/D studies in tourism mainly involved the use of utilitarian (functional) attributes (e.g. availability of facilities for recreational activities) with little attention to value-expressive attributes of the destination (e.g. the personality of a destination). That is, these studies did not consider the effect of the cognitive matching process between the value-expressive (symbolic) attributes of a destination and the traveler self-concept on the traveler satisfaction/dissatisfaction with the destination.

In the tourism purchase, the vacation traveler will invest with no expectation of material and economic return on his/her purchase of an intangible experience. As a consequence, the traveler may have stronger feelings associated with the product

symbols (i.e. the symbolic image of a destination). Further, pleasure travel is a relatively expensive product. It is generally held that the greater the cost of a product, the greater will be the consumer's involvement or importance attached in the purchase (Engel et al. 1973). Hence, when considering a purchase of a pleasure vacation, consumers are likely to be more "involved" in the decision making process, thus likely to include more value expressive self-concept considerations in the decision.

The objective of this study is to propose a relationship between travel destination image and traveler satisfaction and dissatisfaction. Specifically, this study focuses on the role of destination images in tourism with regard to consumer satisfaction/dissatisfaction (hereafter referred to as CS/D) from the stand point of: (1) the congruency between the tourist's self-image and the destination image; (2) the congruency between the tourist's expectation and the destination's performance; and (3) the degree of "involvement" the traveler associates with travel purchases and its influence on his/her satisfaction or dissatisfaction. This research has been implemented using the framework of the evaluative congruity models in Sirgy's (1984a) General Systems Theory. The "evaluative congruity" refers to the degree of match or mismatch between a perceptual value and an evoked counterpart for the purpose of evaluating a stimulus object that the percept presents (Sirgy 1984a). The model has been empirically supported in a number of products/situations and its potential for explaining the tourist's behavior and the CS/D in

tourism has been introduced in the tourism literature by this researcher (Chon 1990a, 1990b).

#### PROBLEM CONTEXT

This research was conducted in the context of a vacation travel destination in the state of Virginia. According to the U.S. Travel Data Center (1988a), today's Americans are engaged in more pleasure travel activities. This is evidenced by the fact that there has been a substantial increase over the past few years in the number of vacation pleasure trips taken by Americans. Relatedly, as a result of increased discretionary income and the increase of dual income earning families in American households, there has been a growing trend in the U.S. travel market toward the increase of short vacation trips.

In a comprehensive destination such as Virginia Beach or the City of Norfolk, Virginia, "mini-vacations" or "weekend getaway trips" of less than three days account for a substantial portion of the visitor volume (Center for Hospitality Research and Service, 1989a and 1989b). These consumer trends in the tourism industry have intensified competition among destination areas and the destination marketing organizations are increasingly concerned with both increasing market shares and ensuring repeat visitation by previous travelers. It is indicated in many consumer purchase decision models that the consumer's repeat purchase and brand loyalty are closely associated with his/her satisfaction or

dissatisfaction with an initial purchase (Berkman and Gilson 1986). In this regard, it is increasingly important for destination marketing organizations in tourism to identify to what extent their visitors are satisfied or dissatisfied with their visitation to the destination area.

From the strategic management perspective, a tourism organization can improve its chance of designing strategies that optimize environmental opportunities by making an accurate assessment of its customer environment (Chon and Olsen 1990). The implication is that, to take adequate strategic actions in the area of tourism marketing, one must understand how people perceive a destination and what makes them satisfied or dissatisfied with touristic experiences.

The concept of "marketing" is defined by the American Marketing Association as "the process of planning and executing conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy (underline added) individual and organizational objectives" (Lewis and Chambers 1989). As reflected in this definition, the concept of consumer satisfaction is one of the ultimate goals of marketing. Theories which have been advanced to explain consumer behavior indicate the CS/D as the final stage in the consumer decision making process. For example, in a consumer decision making model by Engel, Kollat and Blackwell (1968), the CS/D is regarded as a feedback from post



purchase evaluation to the individual's belief about the product. Similarly, McNeal (1973) regards the CS/D as the final output of consumer decision making process.

According to Berkman and Gilson (1986), all purchase behavior must entail consequences for the buyer. These occur as a result of post-decision reevaluation of product attributes and are categorized as satisfaction or dissatisfaction with the purchase. When a purchase expectation is perceived by a consumer as rewarded by the purchase, this is termed satisfaction. A condition of satisfaction will tend to prompt repeat purchase because such behavior is reinforcing (Berkman and Gilson 1986). Hence, if a destination area wants to enjoy the patronage by its visitors, it will be crucial for the area to identify whether or not its visitors were satisfied with their visit to the destination. In the above problem context, this study attempts to investigate the relationship between CS/D and consumers' perception of destination images in tourism.

#### OBJECTIVE OF THE STUDY

The main research problem of concern in this study is to conceptualize, develop and test a model which describes the relationship between the tourist destination image and an individual traveler's satisfaction with the destination. Research questions related to this objective include:

1. What is the relationship between the tourist destination's image and his/her satisfaction? That is, does the tourist's image of a destination affect his/her satisfaction with the destination experience?
2. Utilizing two models to predict CS/D in tourism, which will better predict CS/D in tourism?
3. What is the role of consumer emotional involvement in the consumer satisfaction process in tourism purchase decision? Does the degree of the traveler's emotional involvement in the travel to the destination affect his/her satisfaction?

#### RESEARCH HYPOTHESES

Specific research hypotheses related to the above objectives are advanced and presented below.

##### Hypothesis 1:

It is hypothesized that the tourist's satisfaction is a positive function of the tourist's expectation of a destination and perceived performance outcome; and (2) the symbolic evaluative congruity between the tourist's self-image perception and his/her destination image perception.

##### Hypothesis 2:

It is hypothesized that the tourist's satisfaction is a

function of functional evaluative congruity between a tourist's expectation of a destination's attributes and his/her perceived outcome. Specifically, it is hypothesized that:

- Under a positive incongruity condition in which the tourist's expectation of a destination is negative but his/her perceived outcome is positive, he/she would be most satisfied.
- Under a positive congruity condition in which the tourist's expectation of a destination is positive and his/her perceived performance outcome is positive, the tourist would be moderately satisfied.
- Under a negative congruity condition in which the tourist's expectation of a destination is negative and his/her perceived outcome is positive, his/her satisfaction level would be lower than that of a positive congruity condition.
- Under a negative incongruity condition in which the tourist's expectation of a destination is positive and his/her perceived outcome is negative, he/she would be least satisfied.

### Hypothesis 3:

It is hypothesized that the tourist's satisfaction is a function of symbolic evaluative congruity between a destination's image and the tourist's self-image.

Specifically, it is hypothesized that:

- Under a situation in which there is a congruity between a destination's image and the tourist's positive self-image, the tourist would be most satisfied.
- Under a situation in which there is an incongruity between a destination's image and the tourist's negative self-image, the tourist would be moderately satisfied.
- Under a situation in which there is a congruity between a destination's image and the tourist's negative self-image, the tourist would be moderately satisfied.

- Under a situation in which there is an incongruity between a destination's image and the tourist's positive self-image, the tourist would be least satisfied.

#### Hypothesis 4:

It is hypothesized that the tourist's degree of emotional involvement in his/her visit to a destination would affect his/her satisfaction. Specifically, it is hypothesized that, under high involvement conditions, functional evaluative congruity will be more predictive of consumer satisfaction than under low involvement conditions. Conversely, under low involvement conditions, symbolic evaluative congruity would be more predictive of consumer satisfaction than under high involvement condition.

#### CONTRIBUTION OF THIS STUDY

The potential contribution of this study can be found both in theoretical and practical perspectives:

##### 1. Theoretical Advancement in Tourism Study:

This study contributes to the theoretical advancement in the field of consumer studies in tourism by introducing an encompassing model of CS/D in tourism.

##### 2. Theoretical Advancement in Consumer Behavior Study:

This study contributes to the existing consumer behavior literature by providing empirical research results for

the already advanced evaluative congruity model. Further, this study will provide an empirical support with regard to the relative strength of utilitarian and value-expressive evaluative congruity models in predicting CS/D.

### 3. Practical Application for Strategic Marketing Programs:

From the practical perspective, the findings of this study will aid the planning of strategic marketing programs for tourist destinations (Chon and Olsen 1990). That is, the results of the study will aid the design of advertising messages and promotional programs and the improvement of tourist facilities for the maximization of tourists' satisfaction at the destination.

## DEFINITIONS OF TERMS

Destination. A destination is the place where pleasure travel is spent.

Destination Image. Destination image in this study is defined as the aggregate of beliefs, ideas, impressions, and expectations that a tourist has about a destination area, both in terms of functional attributes and value-expressive (personality) attributes.

Evaluative Congruity. Evaluative congruity refers to the degree

of match or mismatch between a perceptual value and an evoked counterpart for the purpose of evaluating a stimulus object that the percept represents (Sirgy 1984a). In this study, evaluative congruity is referred to at two levels: functional evaluative congruity and symbolic evaluative congruity. Functional evaluative congruity in this study refers to the degree of match or mismatch between a tourist's expectation of utilitarian (functional) attributes of a destination and his/her perceived performance outcome. Symbolic evaluative congruity in this study refers to the degree of match or mismatch between a tourist's self-concept and the destination's value-expressive (symbolic) image.

Pleasure Travel. In this study, pleasure travel is defined as travel out of the domicile area, free from obligation. In this study, a pleasure traveler includes both (1) vacation travelers and (2) those travelers who are engaged in leisure activities while visiting the destination for business and/or conventions or to visit friends and relatives.

Travel Destination Attributes. Travel destination attributes are defined as the set of features which, when aggregated together, describe a place as a travel destination. They include all elements which are related to a destination such as the destination's physical and cultural characteristics.

Tourist. The term "tourist" is used synonymously with "pleasure traveler," "pleasure vacationer" or "visitor" to the destination.

## ORGANIZATION OF THE STUDY

Chapter One has provided a background context for the study, a statement of the problem, and research hypotheses. In Chapter Two, major concepts related to consumer satisfaction or dissatisfaction in marketing studies as well as in tourism studies are described. Previous empirical research findings relevant to the study are also reviewed. A model of tourist satisfaction/dissatisfaction is proposed in Chapter Three, based on existing concepts and theories, propositions and research hypotheses are presented and further described. Chapter Three also discusses research design, methodology, and data collection. Chapter Four presents the results of hypothesis testing. In Chapter Five, findings from the data analyses are reviewed in the context of the model and analyzed in terms of their contributions to literature. Chapter Six assesses the extent to which the study's objectives was achieved and offers suggestions for future research.

## CHAPTER II

### REVIEW OF THE RELATED LITERATURE

#### INTRODUCTION

This chapter focuses on the review of related literature in CS/D in the broad context of consumer purchasing behavior with a particular emphasis on the conceptual developments related to CS/D. This is followed by a review of the literature on CS/D studies in tourism.

#### CONSUMER SATISFACTION/DISSATISFACTION IN CONSUMER DECISION MAKING PROCESS

The satisfaction of consumer wants and needs is the ultimate purpose of all economic and marketing processes. This tenet is enshrined in the economist's principles of consumer sovereignty as well as in the marketing concept. For example, Rothenberg (1968) relates CS/D to the economic doctrine that the satisfaction of consumer wants and needs is the ultimate purpose of economic activity. Samuelson (1967) equates satisfaction with the concept of product and service utility and uses the two terms



interchangeably: "As a customer you will buy a good because it gives you satisfaction or utility." In Samuelson's view of the economics principle, an individual is defined as acting rationally if his/her behaviors are directed towards maximizing his/her satisfactions or utilities. Therefore, Samuelson (1967) argues that the consumer is making rational choices concerning the allocation of his/her resources with the ultimate goal of maximizing his/her satisfaction (Samuelson 1967).

The doctrine of consumer sovereignty and consumer satisfaction is well reflected in the marketing concept as well. The American Marketing Association defines marketing as the "process of planning and executing conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives" (Lewis and Chambers 1989). In the area of consumer behavior studies, many researchers have proposed that a consumer's buying process is multi-staged and that a consumer's motivation to purchase a good or service is triggered by an expectation that the object of purchase will satisfy his/her felt needs. The basic position of these multi-stage models of consumer decision making is that a consumer, when engaged in a purchase decision, goes through the stages of need recognition, information search, evaluation of alternatives, choice of product or service, and post-purchase evaluation (Berkman and Gilson 1986).

✓ Different models of consumer behavior describe satisfaction as the final output of the decision process or incorporate it in the feedback mechanisms linking completed experiences to future behaviors. Nicosia (1966) attributes the state of CS/D to the dominant interest in the "final act" of consumers, that is the purchase of a product. Nicosia (1966) indicates that the consumer's direct experience with storage and consumption of a brand, "satisfaction, gratification and the like" modifies their predispositions, attitudes and motives." The concept of CS/D is given greater emphasis in the works of McNeal (1973), Engel, Kollat and Blackwell (1968), and Howard and Sheth (1967, 1969, 1973). In their consumer behavior models, satisfaction is shown as the final output in the framework of purchase decisions.

McNeal (1973) adopts a biological definition of satisfaction wherein he defines satisfaction as need removal or tension reduction. He argues that the immediate antecedent of satisfaction is the completion of some course of action adopted to remove the need; its consequences are direct reinforcement of the behavior. Satisfaction will increase the tendency to repeat the same activity if the need arises again, whereas dissatisfaction increases the probability of adopting other behaviors in similar situations (McNeal 1973). The notion that satisfaction will increase the chance of repeat purchase intentions was generally supported in empirical studies in a number of consumer and industrial buying situations (Oliver 1977, Oliver 1980, Cronin and Morris 1989).

Engel, Kollat and Blackwell (1968) suggest satisfaction as the final outcome in the consumer decision process of problem recognition, search, alternative evaluation, choice, outcomes and satisfaction. Likewise, Howard and Sheth (1967, 1969, 1973) define consumer satisfaction as the end state of the consumer purchase decisions:

[The consumer satisfaction is] the buyer's cognitive state of being adequately or inadequately rewarded in a buying situation for the sacrifice he has undergone. The adequacy is a consequence of matching actual past purchase and consumption experience with the reward that was expected from the brand in terms of its anticipated potential to satisfy the motives served by the particular product class (1969, p. 145).

The above view postulates the satisfaction of consumer wants and needs as the central purpose of the marketing process. Further, this view postulates that if the actual outcome of a product is judged to be better than or equal to the expected, the buyer will feel satisfied. If, on the other hand, actual outcome is judged to be less than what he/she expected, the buyer will feel dissatisfied. Relatedly, Czepiel, Rosenberg and Akerele (1974) argue that satisfaction with a product or service is the consumer's subjective evaluation of the benefits obtained from the consumption of a specific product or service. It is his/her evaluation of the extent to which the product or service fulfills the complete set of wants and needs which the consumption act was expected to meet (Czepiel, Rosenberg and Akerele 1974).

When reviewing the above definitions of CS/D, several aspects of this definition should be noted. First, satisfaction is described as complex and multivariate as opposed to a simple, unidimensional construct. Second, cognitive processes, such as perception and evaluation, are emphasized. These features identify consumer satisfaction as something different from the simple reinforcement of rewarding behavior. Finally, expectations serve as the normative standard in the appraisal process. This differentiates satisfaction from an objective evaluation of product characteristics. A consumer could, conceivably, be well satisfied with a low quality product if he/she held modest expectations for the outcomes of the consumption act. This notion has been empirically tested by Olshvasky and Miller (1972), Swan and Combs (1976), and Tiong and Huat (1986). In an experiment measuring the consumer satisfaction with two products (calculators and ball-point pens), Tiong and Huat (1986) report that the confirmation of expectation on product attribute brings about attribute satisfaction, which in turn contributes to form overall satisfaction. The concept of the cognitive comparison approach to CS/D will be reviewed in depth in the following sections.

#### DISCONFIRMATION PARADIGM IN CS/D

Suprenant (1977) reviews that the cognitive comparison approach to CS/D has been put forth by two general theoretical positions. The first stems from dissonance theory (Carlsmith and Aronson 1963, Festinger 1957). This position is based on the

notion that inconsistent cognitions arouse distress in human beings. That is, dissonant or inconsistent states may exist and they are sources of psychological tension to the person perceiving them. This tension will lead to efforts to reduce dissonance and restore consistency. Mechanisms to reduce dissonance include changes in behavior or attitudes, or selective distortion of perceptions. Essentially, then, the theory implies that a person is most satisfied when events closely correspond to expectations.

The second general theoretical position stems from discrepancy theories in organizational and industrial psychology (Lawler 1973, Locke, 1967, 1976). Such theories proposed that a worker's job satisfaction is determined by the discrepancies resulting from a psychological comparison process involving the appraisal of current job experiences against some personal standards of comparison (e.g. what workers want, feel entitled to, see others getting, have experienced in the past, etc.) It is postulated that the psychological comparison process can produce both positive and negative discrepancies. While positive discrepancies are experienced when employees receive an amount of some job facet that is greater than the standard of comparison, negative discrepancies are experienced when employees receive an amount of some job facet that is less than their standards of comparison (Rice, McFalin and Bennett 1989).

That is, the CS/D models which have their theoretical basis on discrepancy theories postulate that satisfaction is a monotonic function of the algebraic discrepancy between an individual's standard of comparison (expectation) and the amount of some quantity perceived to be present in the environment (Suprenant 1977). If an individual receives less than his/her standard of comparison, he/she should not be satisfied. Similarly, if he/she receives more than his/her standard, he/she should be more satisfied than if his/her return is similar to this standard (Suprenant 1977).

Related to the cognitive comparison approach to CS/D, similar arguments were made by a number of marketing theorists including:

. Stokes (1973); and Lingo and Pfaff (1972) : Stokes defines CS/D as the difference between expectations and perceived product performance. Similarly, Lingo and Pfaff define CS/D as a function of the discrepancy between some perceived ideal held by the individual and the actual outcomes of the consumption patterns. Lingo and Pfaff argue that:

Dissatisfaction of the individual consumer results from the discrepancy between ideal and actual attribute combinations. Such a discrepancy, moreover, can result from both outside and within the consumer: If, for example, the perceived ideal changes, dissatisfaction can go up even if the so-called objective circumstances do not change at all (Lingo and Pfaff 1972).

. Hunt (1977): Hunt argues that CS/D is an emotional response to an evaluation of a product, store, or service consumption experience. The general position of Hunt's argument is that satisfaction is likely to result when actual performance levels either meet or exceed expected levels. Dissatisfaction occurs when a negative disconfirmation is present - when actual outcomes fall below the expected levels of performance. This CS/D process is described to have the following five key elements:

1. Expectations: The seeds of consumer satisfaction are planted during the prepurchase phase of the consumer decision process. Prior to a purchase, we consumers develop "expectations" or beliefs about what we will expect to receive from the product when we use it. These expectations are carried forward in time into the postpurchase phase, when they are again activated at the time of consumption.
2. Performance: During consumption we experience the actual product in use and perceive its performance on the dimensions that are important to us.
3. Comparison: After use, the availability of both the prepurchase expectations and actual performance perceptions allow us to conduct a comparison between them.
4. Confirmation/disconfirmation: The comparison results in either a "confirmation" of the consumer's expectations (when the two performance levels are equal) or "disconfirmation" (when actual performance is either greater than or less than the expected level).
5. Discrepancy: If the performance levels are not equal, a discrepancy measures indicates how different one is from the other. For negative disconfirmation - those in which actual performance falls below expected levels - the larger discrepancies should produce higher levels of dissatisfaction (Hunt 1977).

. Oliver (1977, 1980): Oliver also views CS/D as a function of prepurchase expectations and disconfirmation:

Satisfaction may best be understood as an evaluation of the surprise inherent in a product acquisition and/or consumption experience. In essence, it is the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience. Moreover, the surprise or excitement of this evaluation is thought to be of definite duration, so that satisfaction soon decays into (but nevertheless greatly affects) one's overall attitude toward purchasing products, particularly with regard to specific retail environments (Oliver 1980).

In Oliver's terms, prepurchase expectations are beliefs about anticipated performance of the product; disconfirmation refers to the differences between prepurchase expectations and perceptions of post-purchase. Prepurchase expectations are confirmed when the product performs as expected and are disconfirmed when it does not. There are two types of disconfirmation: negative disconfirmation occurs when product performance is less than expected, and positive disconfirmation occurs when product performance is better than expected. Dissatisfaction occurs when performance is worse than expected (Oliver 1980).

Oliver further integrates the concept of satisfaction with consumer's attitudes and purchase intentions. Oliver (1977) argues that prepurchase intentions are a function of prepurchase attitudes, which in turn, are a function of prepurchase expectations. It is hypothesized that, after the product is purchased and experienced, prepurchase expectations will lead to satisfaction if positively disconfirmed or confirmed. On the other hand, if they are negatively disconfirmed, this will lead to dissatisfaction. Postpurchase attitudes and intentions are then



influenced by the degree of satisfaction/dissatisfaction as well as the prepurchase levels of these cognitions. Oliver (1977, 1980) has used a series of comprehensive and controlled investigations to demonstrate the effect of the expected confirmation process on consumer satisfaction. He found that satisfaction experiences influence both post-purchase attitudes and repurchase intentions.

#### EVALUATIVE CONGRUITY APPROACH TO CS/D

A more encompassing approach to the understanding of consumer behavior can be found in Sirgy's evaluative congruity models of consumer behavior (Sirgy 1983, Sirgy and Tyagi 1986). Sirgy's evaluative congruity model involves seven consumer stages of: (1) product image perception; (2) media image perception; (3) message perception; (4) store image perception; (5) brand image perception; (6) brand performance perception; and (7) brand image revision (Sirgy 1983). Each stage is composed of a set of processes that are identified as cognitive (perceptual), affective (evaluative) and conative (behavioral). For example, the first stage of product image perception is a cognitive process in which the consumer evokes a mental schema that reflects his/her image of the product (or product image) as stored in memory structure. Product need recognition occurs as a result of the consumer's evaluation of the product by comparing its attributes to his/her own standards of comparison. The result is reflected in an evaluative state toward the product in question. According to

Sirgy, the extent to which the consumer will engage in the process of product need recognition is dependent on the consumer's level of emotional involvement (low vs. high involvement) with the product. This view is related to an argument by Day (1977) that consumers' situational conditions are antecedent states which may create different levels of interest in a brand or service. That is, depending on the importance, desirability and relevance, etc., of the purchase to the consumer, the individual consumer would have different states of need recognition and motivation, thus different patterns of decision making.

The sixth stage of Sirgy's evaluative congruity model of consumer behavior involves the process of brand performance perception and brand satisfaction. Brand performance perception refers to the perceptual process in which the consumer perceives the performance attributes of the brand after purchase and usage. Brand satisfaction is an outcome of evaluating the brand after purchase and usage against the consumer's standards of comparison. Like the previous example, involvement determines the extent to which the consumer may engage in the evaluative process.

Sirgy further explains the theoretical position associated with CS/D in terms of discrepancies between perceived and normative outcome levels. According to his theory, satisfaction is a function of evaluative congruity, which is a cognitive process in which a perception is compared to an evoked referent cognition for the purpose of evaluating a stimulus object/action.

The result of the cognitive process is postulated to produce either a motivational or an emotional state, wherein CS/D is viewed as an emotional state since it prompts the consumer to evaluate alternative courses of action to reduce an existing dissatisfaction state and/or to attain a future satisfaction state (Sirgy 1983, Sirgy 1984a, 1984b, Sirgy and Tyagi 1986).

Satisfaction is construed as a homeostatic balance which is restored with the complete reduction of existing discrepancies, whereas dissatisfaction is construed as a function of little or no reduction between perceived and expected outcome (Sirgy 1983).

That is, the essence of evaluative congruity is a comparison between a perceptual value and an evoked value. A perceptual value is the desirability weight of a perceptual attribute characterizing a percept of object of evaluation, and an evoked value is the desirability weight of an evoked attribute characterizing a content-specific referent condition or concept having a specific expectancy type -- ideal, desired, deserved, predictive, actual, or minimal tolerable. The resulting congruity is theorized to be determined by: (1) the degree of congruity or incongruity between the perceptual and evoked values, (2) by the strengths of the perception and belief involved in the evaluative congruity process, and (3) the importance of the attribute dimension involved (Sirgy and Tyagi 1986). Therefore, satisfaction by consumers is a function of one or more congruities between perceptual (perceived value) and evoked referent (evoked value) states. A problem recognition (dissatisfaction) is a

function of the directional discrepancy between the valence level of the perceived performance of a good/service and the valence level of a referent (standard of comparison). Therefore, problem recognition is equated with a dissatisfaction state. The negative incongruity condition is hypothesized to produce the highest dissatisfaction or problem recognition, followed by negative congruity, positive congruity and positive incongruity, respectively. His theory was supported in empirical studies involving consumer evaluation of the automobile, typewriter, bachelor's degree and house (Sirgy 1984, 1987).

#### SELF-IMAGE/PRODUCT IMAGE CONGRUITY AND CS/D

Related to the evaluative congruity theory as discussed above, Sirgy (1982a, 1982b) proposes the impact of a consumer's self-concept to his/her purchasing behavior in self-image/product-image congruity model of consumer decision making. The self-image/product image congruity model in essence describes the effect of the cognitive matching process between value-expressive attributes of a given product and the consumer self-concept on consumer decisions such as product preference, purchase intentions, purchase behavior, product satisfaction/dissatisfaction and product loyalty (Sirgy 1982b). It is argued that CS/D is not only an evaluative function of the consumer's expectation and performance evaluation, but it is also an evaluative function of the consumer's self-image and product image congruity.

Sirgy (1982b) further elaborates that product images should be classified as being "functional (or "utilitarian") and "symbolic." Symbolic images of a product refer to the stereotypic personality images consumers have of a specific product, whereas the functional product images include the physical benefits associated with the product. Sirgy (1982b) argues that most multiattribute and decision-making models in consumer behavior involve the use of utilitarian attributes and not value-expressive or personality-related (symbolic) attributes. For example, utilitarian or functional attributes of an automobile would include such aspects as gas mileage, price, size, color, performance, reliability, whereas value-expressive (or personality-related) attributes of an automobile would include those aspects of product image associated with it such as being sexy, youthful, socially outgoing, affluent, dominant, economy-minded, feminine and masculine and etc.

"Self-concept" is defined as "the totality of the individual's thoughts and feelings having reference to himself as an object" (Rosenberg 1979). Self-concept has been construed from a multidimensional perspective. For instance, actual self refers to how a person perceives one's self; ideal self refers to how a person would like to perceive one's self; and social self refers to how a person presents one's self to others (Rosenberg 1979). An understanding of consumer's self-concept is important for developing more effective marketing programs because much consumer

consumption of products is directly influenced by the image an individual has of himself/herself. In explaining the role of consumers' self-concept in consumer behavior, Grubb and Grathwohl (1967) argue that: (1) self-concept is of value to the individual, and behavior will be directed toward the protection and enhancement of self-concept; (2) the purchase, display and use of goods communicates symbolic meaning to the individual to others; and (3) the consumption behavior of an individual will be directed toward enhancing self-concept through the consumption of goods as symbols.

Sirgy's self-image/product-image congruity model indicates that a consumer's specific value-laden self-image belief interacts with a corresponding value-laden product-image perception in a product. Sirgy asserts that the result of such an interaction occurs in the form of: (1) positive self-congruity (positive self image and positive product image); (2) positive self-incongruity (negative self image and positive product image); (3) negative self-congruity (negative self-image and negative product image); and (4) negative self-incongruity (positive self-image and negative product image). The theory suggests that each of these self-image/product image congruity states influence purchase motivation and emotional states differently.

More specifically, a "positive self-congruity" condition involves a situation wherein a positively valued product image becomes congruent with a corresponding positively valued self-

image. Such a situation would highly motivate the individual to act toward the product (i.e. purchase the product), since by purchasing or identifying himself/herself with this product, the consumer would enhance his/her self-esteem by maintaining a positive self-image and reinforcing his/her self-consistency motive.

Secondly, a "positive self-incongruity" condition involves a situation wherein a positive product image is matched against a corresponding negative self-image. In this situation the individual might be motivated to purchase the product, since the purchase would serve to enhance his/her self-esteem by approaching a positive self-image and negating his/her existing negative self-image.

Thirdly, a "negative self-congruity" condition involves a situation in which a negative self-image matches a corresponding negative product-image. In this case, it is argued that individuals may attempt to avoid that product since the purchase of the product would threaten his/her self-esteem need by activating a negative affect associated with the negative self-image and reinforcement of his/her negative self-image.

Finally, the "negative self-incongruity" occurs when there is a match between a positive self-image with a negative product image. In this situation, the individual would be least motivated to approach or purchase the product, since the purchase of that serves no function to self.

Claiborne and Sirgy (1990) review studies which examined the product-image/self-image congruity supported the existence of a relationship between the two concepts. The research settings and products in their review included retail stores, automobile brands, clothing and consumer products such as cigarettes. Further, a number of studies which examined the relationship between product/self-image congruity and consumer behaviors indicated there exists a correlation between the construct and brand preferences and liking, purchase intentions, store loyalty, and social desirability (Claiborne and Sirgy 1990). However, in an empirical study of male consumers' clothing purchase behavior, Shim et. al (1990) report that the first two congruity conditions (positive self-congruity and positive self-incongruity) were consistent with Sirgy's model, however, the last two situations (negative self-congruity and negative self-incongruity) were reversed in order when compared with the model. The researchers emphasize that, compared to other consumer research, consumer self-concept research is in its infancy stage and therefore the model needs to be tested in different products and conditions.



## CS/D IN TOURISM

A review of the literature in tourism indicates that although the research related to various aspects of tourist purchase behavior has been extensively reported, the topic of satisfaction/dissatisfaction has been generally under-researched and under-reported. Rather, the main thrust of consumer behavior studies in tourism has focused on the topic of tourist expectations of a travel destination as related to the tourist's destination choice behavior (Britton 1979, Chon 1987, Chon, 1990, Crompton 1979, Fridgen 1984, Gartner 1986, Gartner and Hunt 1987, Goodrich 1977, Goodrich 1978, Hunt 1975, Mayo 1973, Mayo and Jarvis 1981). The central postulates of these studies are that the attitude that a tourist holds toward a destination plays a crucial role in an individual's travel purchase related decision making. It is theorized that this occurs because the consumer often has very limited personal experiences concerning the destination he/she is considering and, as a result, the tourist as a decision maker acts upon his/her image of the destination rather than objective reality (Crompton 1979).

Many of the studies which dealt with tourist attitude and decision making have their theoretical basis on the tourist decision making model conceptualized by Clawson and Knetch (1966) in their book Economics of Outdoor Recreation and Gunn (1972) in his book Vacationscape: Designing Tourist Regions. Clawson and

Ketch argue that an individual's travel behavior can be explained through a five-phase activity: (1) Anticipation: planning and thinking about the trip; (2) Travel to the site: getting to the destination; (3) On-site activities: participation in various activities at the destination; (4) Return travel: travel home; (5) Recollection: recall, reflection, and memory of trip. In a similar observation, Gunn (1972), in the context of a vacation travel, lists seven phases of the travel experiences: (1) Accumulation of mental images about vacation experiences; (2) Modification of those images by further information; (3) Decision to take a vacation trip; (4) Travel to the destination; (5) Participation at the destination; (6) Return travel; and (7) New accumulation of images based on the experience.

The first three phases in Gunn's model are related to the "anticipation" stage in Clawson and Ketch's five phase model. Gunn (1972) suggests that the seven steps of tourism participation involve a constant building and modification of images about a destination. He suggests that the first three phases of his model, which encompass the process of image accumulation and image modification and which further influences the individual traveler's decision to take a trip, are most important in one's travel purchasing process. Gunn (1972) rationalizes that this is because "man's image is generally very resistant to change" once it is constructed. Clawson and Ketch (1966) also suggest that the anticipation phase is the most important in travel and tourism

marketing. Clawson and Ketch argue that this is because the potential tourist, when making a travel purchase decision, relies on his/her mental images about the destination which is a sum of his/her previously accumulated images and modified images obtained through further information search.

Mayo (1973) and Mayo and Jarvis (1981) argue that as a traveler is deciding a travel destination among alternative choices, the subjective judgment he/she makes about the alternatives available to him/her depends on a number of factors, among which the most important of these is the image about each alternative and its perceived ability to satisfy his/her needs. In a study of 670 automobile vacationers at 24 locations in the U.S., Mayo (1972) found that the image of a destination area, particularly as related to the traffic congestion, pleasant climate and the scenic beauty, was the most critical factor in the destination choice process by automobile travelers.

Mercer (1971) relates tourist satisfaction in conjunction with the five-phase tourist buying behavior model by Clawson and Ketch (Clawson and Ketch 1965). He asserts that the anticipation and recollection phases in Clawson and Ketch's five stage decision making process are most important in tourist's satisfaction with the destination. Mercer argues that the "image" presented by a site or region is the "signal" or "symbol" presented to the individual by the site and that this image is compared with the actual experience and the comparison will result in satisfaction

or dissatisfaction (Mercer 1971). This notion is based on the literature in marketing and consumer behavior which has suggested that CS/D is an outcome resulting from a comparison process.

In terms of empirical investigations on tourist satisfaction, Pizam, Newman and Reichel (1979) conducted an exploratory study which sought to identify empirically factors of tourist satisfaction with a destination area. In their study, Pizam et al. first define tourist satisfaction as:

"the result of the interaction between a tourist's experience at the destination area and the expectation he had about that destination. When the weighted sum total of experiences compared to the expectations results in feelings of gratification, the tourist is satisfied; when the tourist's actual experience compared with his expectations result in feelings of displeasure, he is dissatisfied (Pizam et al. 1979)"

Through a study of 685 tourists vacationing on Cape Cod, Massachusetts, the researchers identified the dimensions of vacation satisfaction through a factor analysis. Pizam et al. (1978) defined the construct of tourist satisfaction as a collection of tourists' attitudes about specific domains in the vacationing experience. Subsequently, the researchers operationalized the satisfaction construct using 32-item destination specific attributes designed to measure the tourists' satisfaction using a Likert-type scale. In their study of visitors to Cape Cod, Pizam et al. (1978) identified eight factors of tourist satisfaction: (1) beach opportunities; (2) cost; (3) hospitality; (4) eating and drinking facilities; (5)

accommodations; (6) campground facilities; (7) environment; and (8) extent of commercialization.

Similarly, Lounsbury and Hoopes (1985) reported a study on an investigation of factors associated with vacation satisfaction using a pre- and post-vacation survey of 119 individual tourists. Through a factor analytic approach, the researchers identified the following five factors which contribute to vacation satisfaction: (1) relaxation and leisure; (2) natural environment; (3) escape; (4) marriage and family; and (5) food and lodging.

Although the study by Pizam et al. (1978) would be regarded as a significant contribution to the literature in tourism by introducing the construct of tourist satisfaction and by operationalizing the construct, their study was subsequently criticized for having overlooked certain problematic elements of tourist satisfaction concept. Dann (1979) argued that considering the nature of tourism experience which is an extension of one's life domain, the researcher, in order to truly identify tourists' satisfaction, should have examined the personality aspect of the tourist and his/her preference in destination selections:

The consumer approach of Pizam et al. appears to supply little information. All that is provided is a breakdown of resort features to which individuals assign scores. Nothing is said about the type of tourist and his preference (Dann 1979).

This argument is related to that of self-image/product image congruity models proposed by Sirgy (1982a,b,c). It is argued in the self-image/product image congruity model that CS/D is not only an evaluative function of the consumer's expectation and performance evaluation, but it is also an evaluative function of the consumer's self image and product image congruity. As reviewed earlier, Sirgy (1982b) proposed that, in understanding the consumer behavior, one should not only consider the functional (or utilitarian) aspects of product attributes but also the personality related aspects of product attributes as well.

Whipple and Thach (1988) reported an empirical study of motor coach tour participants' satisfaction with their visit to Niagara Falls, New York. The researchers sought to measure the relative importance of tourism services and attractions to tourist satisfaction using the disconfirmation paradigm of CS/D as proposed by Oliver (1977, 1980). In their research, two service features (tour escort service and convenience of departures) and one attraction feature (sightseeing) were singled out as being the attributes which contributed significantly to satisfaction with the trip and to intention to participate in another tour. The researchers also found that the level of tour participants' previous tour experiences did not significantly affect expectations nor performance ratings.

In another recent study which dealt with satisfaction of tourists visiting a stalacite cave in Turkey, Ashmed (1989) attempted to measure the tourists' satisfaction and future intention to visit the destination in relation to their expectations, performance, disconfirmation (of expectations), and the number of prior visits to different caves among other variables. The researcher found that while the number of prior visits showed no significant relationship with future behavioral intentions, it showed a significant relationship with satisfaction. The researcher also found that expectations and performance ratings significantly affected both satisfaction and future behavioral intentions.

Other published studies on CS/D in tourism include Maddox (1985), Van Raaij and Fracken (1984), Shin and Lee (1986), Haywood and Mueller (1988), Haywood (1990), and Chon (1990a, 1990b). Maddox (1985) tested the validity of several frequently employed scales by conducting a survey of visitors to Nova Scotia. Using a multitrait-multimethod (MTMM) approach of measurement instrument validation suggested by Campbell and Fiske (1959), the researcher compared the graphic scale, faces scale and Delighted-Terrible (DT) scale for their validity in measuring global satisfaction with tourism. In his research, he found that the DT measure (Andrews and Withey 1976) showed superior convergent validity. The researcher concluded that "since the DT scale showed superior convergent validity, it would be the preferred measure. Yet, all three

performed well enough for selection for future studies. Face or graphic scales could be chosen if one wishes to minimize dependence on verbal labels for the scale points" (Maddox 1985).

Raaij and Fracken (1984) and Shin and Lee (1986) both provide a discussion on possible application of CS/D theories in tourism marketing based on a review of literature in social psychology, including assimilation-contrast theory (Olshavsky and Miller 1972), adaptation level theory (Oliver 1980), equity theory (as reviewed by Fracken and Van Raaij 1981) and comparison level theory (LaTour and Peat 1979). Shin and Lee (1986) argue that "[a theoretical framework in CS/D theories] shows that tourist satisfaction results from an evaluation process based on the interaction of two factors: expectation level and experience, which then subsequently influence the likelihood of return on future vacations" (Shin and Lee 1986). The researchers further discuss the possible application of previous studies in general consumer behavior in tourism marketing situations.

Haywood and Mueller (1988) suggest a model of tourist satisfaction/dissatisfaction with city visits based on an "experienced-based norms model of CS/D" suggested by Woodruff, Cadotte and Jenkins (1983). The researchers argue that in measuring urban visitors satisfaction/dissatisfaction with the city visits, one must take into consideration not only the visitors' overall satisfaction with the city but also other



variables such as prior performance expectations and perceived performance outcome. Haywood (1989, 1990) further introduces a "visitor-employed photography" method of assessing tourist satisfaction with a city visit.

More recently, this researcher introduced the concept of evaluative congruity (Sirgy 1983, 1984a, 1984b, Sirgy and Tyagi 1986) in modeling CS/D in tourism (Chon 1990a, 1990b). Chon attempted to provide a conceptual framework for the understanding of the traveler buying behavior by incorporating the traveler decision making models proposed by Clawson and Knetch (1965) and Gunn (1972) in conjunction with Sirgy's evaluative congruity model. Chon argued that a traveler's buying behavior at each level of the travel purchase decision making can be conceptualized through a framework of a tourist's destination image modification. He further argued that at the "recollection" stage of the image modification process, the traveler's previous image of the destination will be reconditioned through the process of evaluating what he/she has actually experienced at the destination against his/her previous destination images. He argues that the end results of the evaluating process would be congruity or incongruity states, wherein the tourist's satisfaction would be greatest with the positive incongruity state, followed by the positive congruity state, the negative congruity state and the negative incongruity state.

## SUMMARY

This chapter has focused on the review of literature in CS/D in the broad context of consumer purchasing behavior with a particular emphasis on the conceptual developments related to CS/D and their applications in tourism studies. A review was made on the relationship between CS/D and consumer decision making. This included a review of consumer behavior models of Nicosia (1966), McNeal (1973), Engel, Kollat and Blackwell (1968), Howard and Sheth (1967, 1969, 1973) and Sirgy (1983). These models of consumer behavior describe satisfaction as an integral part of the consumer decision process. Related to these models, a review was made on the literature focusing on the conceptual developments related to CS/D. The review further focused on the evaluative congruity model of CS/D (Sirgy 1983, 1984a, Sirgy and Tyagi 1986). Relatedly, a review was made on the role of self-image and product image perceptions of consumers in their purchase decision making.

A review of the literature in tourism studies indicates that the topic of tourist satisfaction/dissatisfaction has been generally under-researched and under-reported. The literature review indicates that the published studies on CS/D in tourism are conceptual at the most. Several empirical research studies were published but the findings of these studies were rather limited. For example, these studies were

either limited to the identification of the factors which contribute to tourist satisfaction or dissatisfaction with a travel destination (Pizam et al. 1979, Lounsbury and Hoopes 1985) and the investigation of the relationships between the tourist's expectation, performance, performance evaluation and future behavioral intentions (Lounsbury and Hoopes 1985, Whipple and Thach 1988, Ashmed (1989)).

The literature review in both CS/D in general and CS/D as related to tourism pose some additional questions for future research. One of these questions is related to the concept of tourist self-image as related to his/her satisfaction with the destination experience. As Dann (1979) argues, a marketing researcher in tourism, in order to truly understand tourist satisfaction, should consider the personality aspect of the tourist and his/her preference in destination selections. That is, in order to truly understand tourist satisfaction or dissatisfaction, the researcher should not only be concerned with an evaluative function of the consumer's expectation and performance evaluation, but also an evaluative function of the consumer's self-image and product image congruity.

Another question which is posed as a result of the literature review is related to the concept of consumer involvement in purchase decisions. Although no clear definitions of involvement exists (Arora 1982), the construct of consumer involvement is generally understood as a concept

which explains the consumer's state of motivation and interest (Otker 1990), the consumer's risk perception (Rotzoll and Haefner 1986) and/or perceived importance attached to the purchase (Sheth 1969). Rotzoll and Haefner (1986) state that consumer's emotional involvement with purchase decisions would be greater when the consumer perceives greater risks associated with the purchase and when he/she consider the purchase important. The nature of tourism requires a significant amount of time and financial resources to the consumer, therefore, it is regarded as a product/service which necessitate high emotional involvement in decision making (Hudman and Hawkins 1989, Fesenmair and Johnson 1989). The concept of the tourist's involvement in travel purchase decisions has not been fully understood in terms of its effect on the tourist's expectation, performance and satisfaction.

Related to the above questions, research hypotheses are advanced and further discussed in the following chapter. A proposed research design is also discussed in the following chapter.

## CHAPTER III

### METHODOLOGY

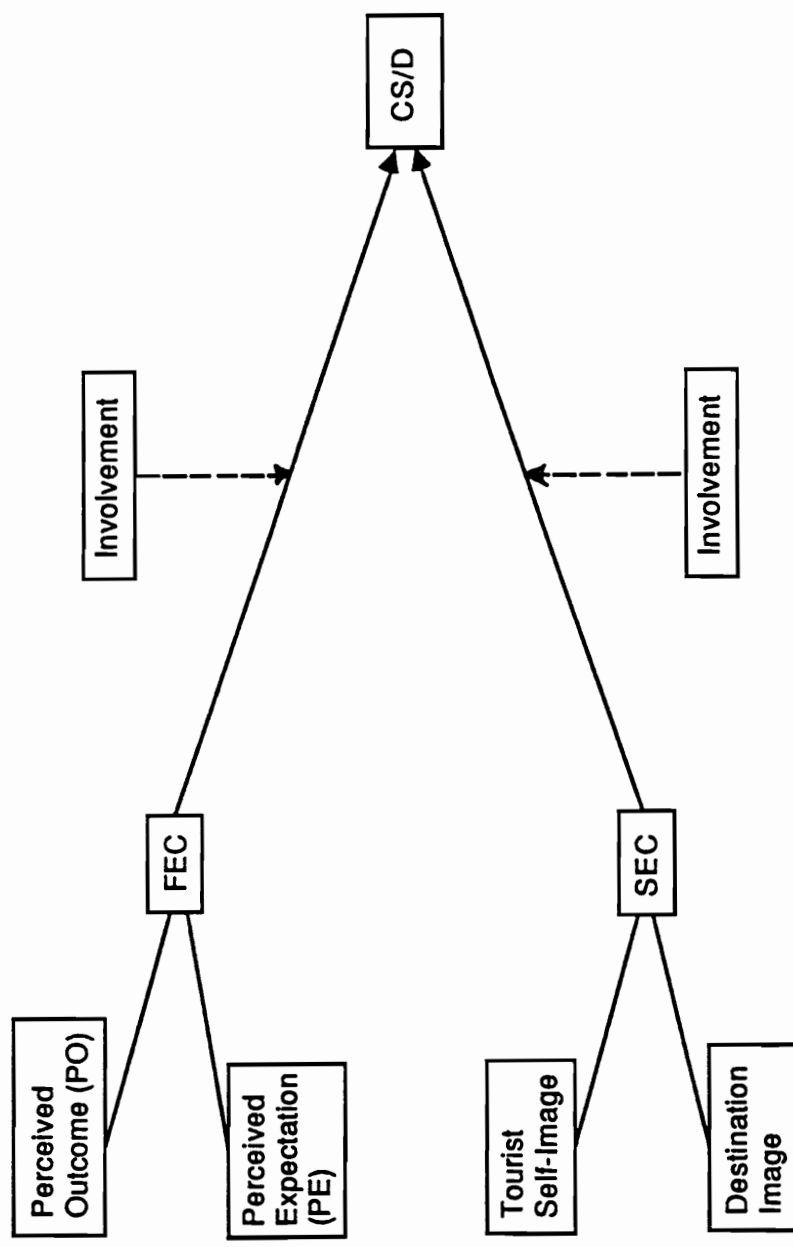
#### INTRODUCTION

The preceding chapter defined the research domain as the relationship of the tourist's perception of destination images to his/her satisfaction/dissatisfaction with the tourist's destination. This chapter is more defined in its focus in that it presents the framework of the research study, defines research questions and hypotheses and defines a methodology to test this relationship.

#### RESEARCH FRAMEWORK

This study is aimed at proposing and testing a model of CS/D in tourism as related to tourists' perceptions of destination images. The model of the traveler satisfaction/dissatisfaction presented in Figure 1 is formulated by logical interpolation from a literature search. In the literature search, the major emphasis was on discovering ideas and processes which were integrated by the model. The

Figure 1  
PROPOSED MODEL OF TOURIST SATISFACTION/DISSATISFACTION



FEC -- Functional Evaluative Congruity  
 SEC -- Symbolic Evaluative Congruity  
 CS/D -- Consumer Satisfaction/Dissatisfaction

following are specific questions which this research is seeking to answer:

1. What is the relationship between the tourist's destination image and his/her satisfaction/dissatisfaction? That is , does the tourist's image of a destination affect his/her satisfaction with the destination experience?
2. Utilizing two models to predict CS/D in tourism, which will better predict CS/D in tourism?
3. What is the role of consumer emotional involvement in the consumer satisfaction process in tourism purchase decision? Does the degree of the traveler's emotional involvement in the travel to the destination affect his/her satisfaction?

Specific research hypotheses related to the above objectives are advanced and presented in the following section.

#### RESEARCH HYPOTHESES

##### Hypothesis 1:

It is hypothesized that the tourist's satisfaction is a positive function of the tourist's expectation of a destination and perceived performance outcome; and (2) the symbolic evaluative congruity between the tourist's self-

image perception and his/her destination image perception.

This hypothesis is based on the belief that consumers' purchase decision making process involves the evaluation of not only the utilitarian or functional attributes of a product but also the value-expressive or personality-related (symbolic) attributes of the product (Sirgy 1982a, 1982b, 1982c). Satisfaction is a function of evaluative congruity, which is a cognitive process in which a perception is compared to an evoked referent cognition for the evaluating of a stimulus/object. It is believed that the cognitive matching process involves both: (1) the congruity between perceptual and evoked values related to utilitarian or functional attributes of the product; and (2) the congruity between personality-related or symbolic attributes of the product (Sirgy 1982a, Sirgy 1982b, Sirgy 1982c, Sirgy and Tyagi 1986).

#### Hypothesis 2:

It is hypothesized that the tourist's satisfaction is a function of functional evaluative congruity between a tourist's expectation of a destination's attributes and his/her perceived outcome. Specifically, it is hypothesized that:

- Under a positive incongruity condition in which the tourist's expectation of a destination is negative but his/her perceived outcome is positive, he/she would be most satisfied.
- Under a positive congruity condition in which the tourist's expectation of a destination is positive and his/her perceived performance outcome is positive, the tourist would



be moderately satisfied.

- Under a negative congruity condition in which the tourist's expectation of a destination is negative and his/her

perceived outcome is positive, his/her satisfaction level would be lower than that of a positive congruity condition.

- Under a negative incongruity condition in which the tourist's expectation of a destination is positive and his/her perceived outcome is negative, he/she would be least satisfied.

This hypothesis is based on the belief that, during an individual traveler's travel experience, there may exist the following four different sets of combinations of the performance expectation (PE) of the destination and the perceived performance outcome (PO) with regard to the destination. The hypothesized relationships between the evaluative congruity states and CS/D are shown in Table 1.

That is, an individual traveler, during and after his/her participation in a travel activity, may show the feelings toward one of the four congruity conditions: (1) low (negative) expectation but high (positive) perceived outcome; (2) high (positive) expectation about the destination and high (positive) perceived performance outcome; (3) low (negative) expectation about the destination and low (negative) performance outcome; and (4) high (positive) expectation about the destination but low (negative) perceived performance outcome. The resultant CS/D states would be the highest satisfaction, the second highest satisfaction, the third highest satisfaction, and the lowest satisfaction, respectively.

Table 1  
 HYPOTHESIZED RELATIONSHIP OF  
 THE CONGRUITY BETWEEN DESTINATION PERFORMANCE EXPECTATION  
 AND PERCEIVED OUTCOME AS APPLIED TO  
 FUNCTIONAL EVALUATIVE CONGRUITY

Performance Expectation (PE)	Perceived Outcome (PO)	Evaluative Congruity	Rank Order of Satisfaction
-	+	+ Incongruity	1
+	+	+ Congruity	2
-	-	- Congruity	3
+	-	- Incongruity	4

Hypothesis 3:

It is hypothesized that the tourist's satisfaction is a function of symbolic evaluative congruity between a destination's image and the tourist's self-image.

Specifically, it is hypothesized that:

- Under a situation in which there is a congruity between a destination's image and the tourist's positive self-image, the tourist would be most satisfied.
- Under a situation in which there is an incongruity between a destination's image and the tourist's negative self-image, the tourist would be moderately satisfied.
- Under a situation in which there is a congruity between a destination's image and the tourist's negative self-image, the tourist would be moderately satisfied.
- Under a situation in which there is an incongruity between a destination's image and the tourist's positive self-image, the tourist would be least satisfied.

Hypothesis 3 is based on the belief that, in terms of the symbolic evaluative congruity, there may exist the following four different sets of combinations of self-image perception and the destination image perception (See Table 2). That is, an individual traveler, during and after his/her participation in a travel activity, may show the feelings toward one of the following four congruity conditions:

1) Positive Self-Congruency: This situation would result from both positive self-congruity and ideal self-congruity. It is a situation in which a destination image (D) becomes congruous with both one's actual self-image (S) and ideal self-image (I). Such a situation would enhance the tourist's self-esteem and self-consistency motive by maintaining a positive self-image and

Table 2  
HYPOTHESIZED RELATIONSHIP OF  
SELF-IMAGE/DESTINATION-IMAGE CONGRUITY  
AND TOURIST SATISFACTION

<u>Image Variables</u> (D) (S) (I)	<u>Destination/Self-</u> <u>Image Congruity</u>	<u>Evaluative</u> <u>Congruity</u>	<u>Satisfac-</u> <u>tion Rank</u>
Low discrepancy between D and S; Low discrepancy between D and I	+ SC + IC	+ SELF-IMAGE CONGRUITY	1
High discrepancy between D and S; Low discrepancy between D and I	- SC + IC	+ SELF-IMAGE INCONGRUITY	2
Low discrepancy between D and S; High discrepancy between D and I	+ SC - IC	- SELF-IMAGE CONGRUITY	2
High discrepancy between D and S; High discrepancy between D and I	- SC - IC	- SELF-IMAGE INCONGRUITY	4

D - Destination Image  
S - Actual Self-image  
I - Ideal Self-image  
SC - Actual Self-congruity  
IC - Ideal Self-congruity

reinforcing the belief in his/her self-image. As a result, the tourist would be highly satisfied.

2) Positive Self-Incongruity: This situation would result from low actual self-congruity and high ideal self-congruity. This is a situation wherein one's perception of a destination's image (D) is congruous with a corresponding ideal self-image (I), however, the destination's image is not congruous with his/her actual self-image (S). Such a situation would enhance the tourist's self-esteem motive, however, his/her self-esteem motive would conflict with a self-consistency motive. As a result, the tourist would be moderately satisfied.

3) Negative Self-Incongruity: This combination would result from a situation which is the opposite of the second situation described above. This is a situation wherein one's perception of a destination's image (D) is congruous with a corresponding actual self-image (S), however, the destination's image is not congruous with his/her ideal self-image (I). Such a situation would enhance the tourist's self-consistency motive, but his/her self-esteem motive would conflict with a self-consistency motive. As a result, the tourist would be moderately satisfied.

4) Negative Self-Incongruity: This results from low actual self-congruity and low ideal self-congruity. This occurs when there exists a discrepancy between one's actual self-image (S) and his/her perception of a destination's image (D) as well as between one's ideal self-image (I) and his/her perception of a

destination's image (D). The tourist would be highly dissatisfied in this situation because it threatens both self-esteem and self-consistency motives of himself/herself.

Hypothesis 4:

It is hypothesized that the tourist's degree of emotional involvement in his/her visit to a destination would affect his/her satisfaction. Specifically, it is hypothesized that, under high involvement conditions, functional evaluative congruity will be more predictive of consumer satisfaction than under low involvement conditions. Conversely, under low involvement conditions, symbolic evaluative congruity would be more predictive of consumer satisfaction than under high involvement condition.

This hypothesis is based on the belief that if the tourist is not emotionally involved (low involvement) with the tourism purchase, he/she would not allocate much cognitive effort to decision making and rather rely on his/her abstract schema in the decision making. In this case the tourist would select a destination based on his/her evaluation of the product image (destination's image) in relation to his/her own self concept, that is based on the symbolic image congruity. On the other hand, if the tourist is emotionally involved (high involvement) with the tourism purchase decisions, the tourist would allocate more cognitive efforts to decision making. This cognitive process more

involve the evaluation of functional (utilitarian) aspects of the destination.

## RESEARCH DESIGN

This study was conducted using a descriptive research design. Descriptive research differs from exploratory research in that it tests defined hypotheses (Churchill 1983). The hypotheses which were advanced to confirm relationships among the major variables in the model were tested by the use of a descriptive research design.

The empirical testing of the hypotheses was implemented based on the research objectives through a survey research technique. The destination in the study was Norfolk, Virginia. This particular destination was selected for the study because it is a relatively well known multi-faceted tourist destination and the tourism authority of the City of Norfolk offered logistic support and cooperation in implementing the study.

## SAMPLE DESIGN

The most important criterion in selecting the sample is to increase validity of the collected data (Carmines and Zeller 1979). Considering the theoretical aspect of this study, combined with the pragmatic constraint of financial resources, the most important criterion in selecting the sample was to increase

validity of the collected data, rather than to ensure that the sample was representative of a population. Therefore, it necessitated the decision to use a purposive sample. A purposive sample is most desired when certain important segments of the target population are intentionally represented in the sample (Dillman 1978).

The targeted sample size in this study was 120 ( $n=120$ ). The sample size was determined based on an estimation of the minimum cell size required for data analyses in testing the hypotheses (Dillman 1978, Lehman 1989). The sample population was composed of the individuals (1) who have actually visited the City of Norfolk, Virginia, between May and September 1990; and (2) who participated in pleasure travel activities during their visit to Norfolk.

#### SURVEY DESIGN

Primary means of data collection was the mail survey questionnaire using a modified total design method (Dillman 1978). In October 1990, mail-in questionnaire surveys were sent to 382 individuals who met the above defined sample characteristics. A second mailing was sent out two weeks later in order to increase the response rate (Dillman 1978). The estimated minimum response rate was 35 percent, which would result in the collection of the minimum required data ( $382 \times 35\% = 133$ ). The estimated response rate of 35 percent was based on the minimum



response rate on two previous studies related to tourism in Norfolk (Center for Hospitality Research and Service 1989).

#### INSTRUMENT AND SCALING

The final survey instrument consisted of a cover page plus four major parts (Appendix B). The first part included screening questions in relation to the established sample selection criteria. These questions were followed by a global measure of tourist satisfaction/dissatisfaction in the form of a five-point face scale. Throughout the questionnaire, two other global measures of satisfaction/dissatisfaction were included. One of these was Andrews and Withey's (1976) seven-point Delighted-Terrible (DT) scale and the other was a non-verbal graphic scale with a continuum of 0 (not at all satisfied) to 100 (totally satisfied) with 50 (mixed feelings) in the middle.

The three global measures of satisfaction/dissatisfaction were selected because they were recommended by a previous study (Maddox 1975). Maddox (1975) reports that the three measures showed a high inter-item reliability and construct validity. The repeat measure approach was utilized in order to increase the reliability and validity of the measure (Maddox 1975). The three repeat measures of CS/D were physically separated in the questionnaire in order to minimize any response bias (Lehman 1989).

The second part focused on the aspect of the respondents' attitudes toward Norfolk in terms of the functional congruity dimension. Multi-item scales in Part II were derived from the results of a previous study which was conducted to identify the image of Norfolk as a travel destination (Center for Hospitality Research 1989). The questionnaire items in this part were designed to measure the tourist's expectations and perceived outcomes in relation to the 15-item functional attributes of Norfolk's tourism features. A five-point staple scale with anchor points of -2 and +2 was used. These 15-item functional attributes of Norfolk's tourism features were originally identified in a previous study as a result of the following process: (1) a content analysis of Norfolk's tourism promotional materials in order to identify the tourist attracting attributes of Norfolk and thus to include in the questionnaire; (2) a series of focus groups with the participation of current visitors and prospective visitors to Norfolk as well as the City's community leaders; (3) a pre-test of the instrument for face and content validity of the instrument (Center for Hospitality Research and Service 1989).

The questions on pages four through seven were aimed at measuring the tourist's expectation and performance evaluation directly. According to the literature, two approaches can be used to measure the discrepancy between consumer expectation and performance perception. In the first approach, a mathematical approach can be taken to measure the discrepancy between

expectations and performance separately. Then, the mathematical differences between the two measures can be correlated to the CS/D variable. The second approach attempts to identify respondents' summary judgments of overall confirmation on a "better than expected - worse than expected" scale. Assessments of the two approaches suggest that the results from the second approach have exceeded or equal to those from the first approach (Rice, McFarlin and Bennett 1989). In this regard, an attempt was made in this study to measure the respondents' confirmation/disconfirmation of their expectations in a direct approach. On each of the 15-item functional attributes of Norfolk's tourism features, a multiple choice type question was designed to directly and subjectively measure the respondent's expectation and perceived outcome. The direct (subject) measure of functional evaluative congruity is thus incorporated in the basic research model and presented in Figure 2.

Part III of the questionnaire was designed to measure the respondents' attitudes toward Norfolk with regard to the self-image/destination image congruity dimension. The first section in part III consisted of five items of statements designed to measure the symbolic image dimension of the destination by relating the destination's image to its typical user (tourist) image (Sirgy 1985). The measurement was implemented using a five-point Likert scale with anchor points of -2 (strongly disagree) and +2 (strongly agree).

The five-item symbolic image attributes of the destination were derived from a profile of typical users (travelers to Norfolk) based on: (1) the results of three focus groups conducted in conjunction with a previous study on Norfolk's tourism image (Center for Hospitality Research and Service 1989); (2) an extensive interview with over 30 travelers to Norfolk; and (3) a pilot study of previous travelers to Norfolk. As a result of this three-step process, five phrases which would describe the typical personality image of Norfolk as a tourist destination were derived.

The second section in Part III consisted of five-point Likert type scale items related to the actual self-image and ideal self-image of the travelers to Norfolk. Five-item symbolic attributes related to tourism in Norfolk were used for this purpose. The third section of Part III was designed to directly (subjectively) measure the self-image and destination image congruity. Included in this section were three statements related to actual self-congruity (match or mismatch between the destination image and the traveler's actual self image) and three items related to ideal self-congruity (match or mismatch between the destination image and the traveler's ideal self image). The direct measure component of symbolic congruity is shown in the basic model of this study presented in Figure 2.

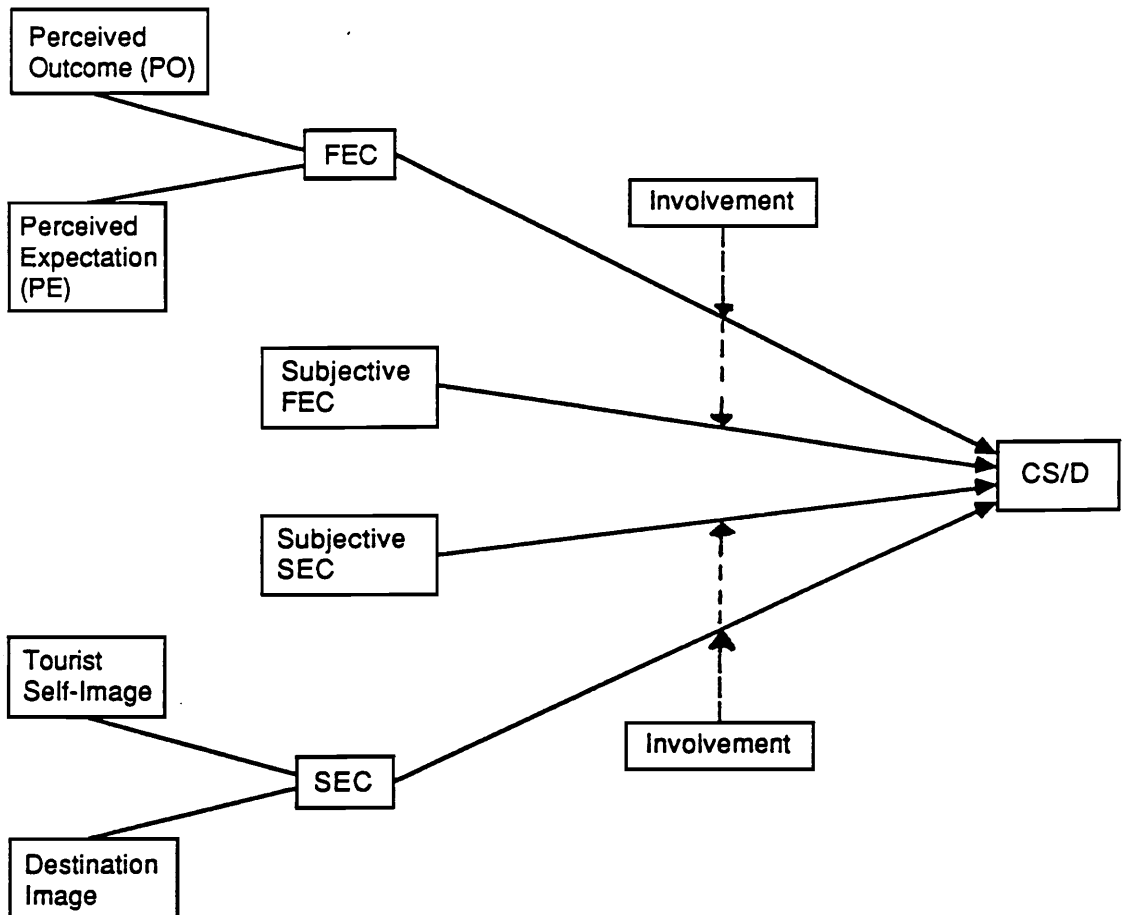
Part IV of the questionnaire dealt with the respondents' degree of involvement with their travel to Norfolk. The involvement scale used in this study is the Personal Involvement Inventory (PII) developed and validated by Zaichkowsky (1985). The PII is a twenty-item scale requiring the respondent to indicate his/her feelings with regard to the importance, desirability, relevance, etc., of the product to him/her, with each item being measured on a seven-point scale. The involvement measures were followed by questions related to the respondents' demographics.

#### THE PRE-TEST OF INSTRUMENT

A pre-test was conducted in several steps. The first draft of the questionnaire (Appendix A) was circulated to the faculty and graduate students in the Department of Hotel, Restaurant and Institutional Management at Virginia Polytechnic Institute and State University (Virginia Tech) for feedback regarding wording, layout and comprehension of the questionnaire items. Based on the extensive feedback received from the above sources, the questionnaire was substantially revised in wording and layout.

Second, the revised questionnaire was administered to 59 undergraduate students of Hospitality Marketing Management and Travel and Tourism Management classes at Virginia Tech. At the same time, the questionnaire was administered to seven non-university affiliated individuals who actually had visited Norfolk

Figure 2  
DIRECT AND INDIRECT MEASURES OF EVALUATIVE CONGRUITY  
IN TOURIST SATISFACTION/DISSATISFACTION



FEC -- Functional Evaluative Congruity

SEC -- Symbolic Evaluative Congruity

CS/D -- Consumer Satisfaction/Dissatisfaction

in 1990. Further, the questionnaire was sent to the officials of the Norfolk Convention and Visitors Bureau for their assessment of the face validity of the instrument. Based on the feedback received from all of the above sources, the questionnaire was further modified for its final format (Appendix B).

The final version of the questionnaire was reviewed by the Statistical Consulting Laboratory of Virginia Tech for clarity of the scales.

#### DATA COLLECTION

The cover letter and accompanying questionnaires were mailed out to 382 individuals on October 22, 1990. A second mailing of the questionnaire was sent out two weeks later. In an effort to draw personal attention from the respondents, the name and address of all mail recipients was hand-written in ink instead of typing. Further, each of the cover letters which accompanied the questionnaire was personalized and signed in ink in an effort to draw personal attention by the mail recipient and thus to increase the response rate.

#### VALIDITY AND RELIABILITY TESTS

Validity refers to the relationship between a construct and its measures. That is, validity refers to the degree to which the instrument measures what it purports to measure. Reliability, on

the other hand, refers to the degree to which observations are consistent or stable (Rosenthal and Rosnow 1984).

Validity and reliability checks were performed in a number of ways. The face validity of the instrument was checked through a pre-test of the instrument by a number of different groups as described above. The constructs related to functional evaluative congruity (match or mismatch between the tourist's expectation and perceived outcome) were judged to have content validity, because the items which were used in the scale had been previously used after conducting a thorough reliability and validity test. For other items in the instrument, inter-item correlational analysis and test-retest measures were used for validity and reliability checks.

#### NON-RESPONSE BIAS

In order to address possible non-response bias, the responses of the earlier respondents were compared with the responses of the later respondents. Armstrong and Overton (1977) suggest comparing late responses to those received earlier because late respondents are similar to non-respondents.

#### DATA ANALYSIS

The following data analysis and hypotheses tests were performed. All analyses were conducted by means of the SAS



software package (SAS Institute Inc. 1985).

1. All the responses were coded and entered into computer.  
Some of the scores which were measured using a staple scale (-2 to +2) were re-coded as integers in an ascending order from 1 to 5.
2. A frequency distribution and univariate analysis were performed on each variable. The frequency distribution was used for the determination of cut-off points for the categorization of different congruity groups.
3. A composite score for the satisfaction/dissatisfaction measure (dependent variable) was computed by standardizing the scale intervals into seven categories (1 to 7) and by computing an adjusted mean.
4. A correlation analysis was performed for repeat measure items for reliability and internal validity estimates. Internal consistency coefficients were computed for those scale items which were designed to measure the same trait.
5. For the testing of hypotheses 1 through 8, one-way analysis of variance and correlation analysis were performed using the composite score for satisfaction/dissatisfaction (CS/D) measures as the dependent variable.

6. For the testing of hypothesis 9, two way analysis of variance was performed using the composite score for satisfaction/dissatisfaction (CS/D) measures as the dependent variable.

## SUMMARY

In this chapter the research framework was defined, broad research questions were raised in the form of two propositions, and specific research hypotheses related to these two propositions were advanced. Further, the research design, specifics of research instrument and scales, data collection methods and statistical analyses methods were discussed. The results are presented in the following chapter.

## CHAPTER IV

### RESULTS

#### INTRODUCTION

In the previous chapter, the methodology that was used to investigate the research questions was elaborated. In this chapter, the results of the research with regard to the data collected, statistical analyses and hypotheses testing are presented.

#### DATA COLLECTED

As discussed in Chapter Three, the sample population in this study was composed of the individuals (1) who have actually visited the City of Norfolk, Virginia, between May and September 1990; and (2) who participated in pleasure travel activities during their visit to Norfolk. A questionnaire was mailed to 382 individuals who met the above criteria (Appendix B). Additionally, a second mailing of the questionnaire was sent out to encourage response.

Table 3 provides a summary of the response rate. By the cut-off date of November 26, 1990, the overall response rate was 58.9%

(212 responses). Twenty responses were eliminated before data coding because they were returned in blank, only partially completed, or they were filled out by unqualified respondents (family members who have not visited Norfolk in 1990). After eliminating the unusable responses, 192 responses were coded for data analysis.

#### PROFILE OF RESPONDENTS

Table 4 presents the profile of the respondents with regard to their primary purpose of visit to Norfolk in 1990 and their demographic characteristics. As described in Chapter Three, the respondents in the study were those individuals who actually visited Norfolk in 1990 and those who also participated in pleasure travel activities during their stay in Norfolk. A majority of the respondents (50.1%) indicated that the primary purpose of their visits to Norfolk was for a major vacation in Norfolk or for a short mini-vacation in Norfolk. "Stopped in Norfolk on the way to other vacation destinations" was the next largest category of response with 19.9% of respondents. A relatively small number of respondents were those who participated in pleasure travel activities during their business trips or during a visit to friends and relatives.

With regard to the gender, age and household income characteristics of the respondents, the findings were consistent with previous studies on Norfolk visitors (Center for Hospitality

Table 3  
OVERALL RESPONSE RATE

	<u>Number</u>	<u>%</u>
Total target population	382	100.0
less non-delivered in first mailing	22	5.8
<hr/> Total population	<hr/> 360	<hr/> 100.0
Total responses	212	58.9
less unusable responses	20	5.6
<hr/> Total usable responses	<hr/> 192	<hr/> 53.3
<hr/> Unusable response characteristics:		
Returned without any completion	8	
Incomplete responses	7	
Responded by unqualified respondents	5	
<hr/>		

Table 4  
RESPONDENT PROFILE

Response Type	Number (%)
Visited Norfolk in 1990	192 (100.0)
Primary purpose of visit:	
Major annual vacation	44 (23.0)
Short, mini-vacation	90 (47.1)
Stopped in Norfolk on vacation	38 (19.9)
Pleasure travel while on business	13 ( 6.8)
To visit friends relatives	1 ( 0.5)
Other	5 ( 2.6)
Total	191 (100.0)
Gender:	
Male	71 (37.6)
Female	118 (62.4)
Total	189 (100.0)
Marital Status:	
Married	121 (64.3)
Single	46 (24.5)
Widowed	8 ( 4.3)
Divorced/Separated	13 ( 6.9)
Total	188 (100.0)
Age:	
Under 19 years	7 ( 3.7)
20-29 years	39 (20.6)
30-39 years	46 (24.2)
40-49 years	50 (26.5)
50-59 years	21 (11.1)
60 years and above	26 (13.6)
Total	189 (100.0)
Household Income:	
Under \$20,000	19 (11.5)
\$20,001-30,000	40 (24.1)
\$30,001-40,000	42 (25.3)
\$40,001-50,000	26 (15.7)
\$50,001-60,000	17 (10.2)
\$60,001-70,000	10 ( 6.0)
\$70,001-80,000	7 ( 4.2)
Over \$80,000	5 ( 3.0)
Total	166 (100.0)
State of Residence:	
Virginia	83 (50.0)
Washington, D.C.	2 ( 1.2)
Maryland	26 (15.7)
North Carolina	34 (20.5)
West Virginia	8 ( 4.8)
Other (less than 2 for a state)	13 ( 7.8)
Total	166 (100.0)

Research and Service, 1989). The respondents were predominantly females (62.4%) and they were predominantly married (64.3%). The median age group of the respondents was the 40 to 49 years group, while the median income group was the \$30,001-\$40,000 category.

A majority of the respondents were residents of Virginia (50%), followed by North Carolina (20.5%) and Maryland (15.7%). These findings are also consistent with previous studies which indicated that the residents of these states account for the most significant portion of visitors to Norfolk (Center for Hospitality Research and Service 1989).

#### VALIDITY AND RELIABILITY ESTIMATES

A primary test of validity and reliability deals with the construct validity and internal reliability issues. In order to demonstrate the construct validity and internal reliability of the major variables in the study, an internal consistency reliability coefficient was estimated using a coefficient alpha measure. The use of coefficient alpha is to test the internal consistency of items relating to a single trait within a questionnaire (Nunnally 1978). Therefore, the test was performed on the scale items within different dimensions of the dependent and independent variables which were designed to measure a single common trait.

Table 5 summarizes the results of the tests. An acceptable coefficient is regarded as 0.70 (Nunnally 1978). Of the four

Table 5  
RELIABILITY COEFFICIENTS FOR SCALE ITEMS

Scale	Alpha Value
Global Dis/satisfaction Measures	0.82
Subjective Symbolic Measure of Actual Self-Image (Part III, C, Items 1, 3, 5)	0.72
Subjective Symbolic Measure of Ideal Self-Image (Part III, C, Items 2, 4, 6)	0.81
Involvement Measures (Part IV)	0.73



dimensions of the questionnaire which were tested for internal consistency, the coefficient alpha was higher than 0.70 on all dimensions.

#### NON-RESPONSE BIAS

In order to address possible non-response bias, the responses of the earlier respondents were compared with the responses of the later respondents as recommended in the literature (Armstrong and Overton 1977). One hundred usable responses were returned within two weeks of the initial mailing. After the return of the first 100 responses, there was an interval of approximately 12 days in the mail delivery due to a delay by the postal service. The number of usable responses received after the interval was 92, thus making it convenient to compare the responses in two groups for a non-response test.

Pearson's Chi-square analysis was the statistic used for the test of non-response bias. A frequency table was generated for all of the measurement variables for the testing of variance. When the responses of the first 100 respondents were compared with those of the second 92 respondents on each of the variables measured, a significant difference (at  $p < .05$ ) was noted only on the four variables summarized in Table 6.

Chi-square statistics do not provide a directional relationship as associated with significant differences. However,

when the frequency tables were examined, it was apparent that:

- . Regarding the differences with respect to expectations on "variety and quality of Norfolk's tourism attractions," the first group of the respondents generally showed a higher expectation.
- . Regarding the differences on perceptions of "easy accessibility to the area," the first group of respondents generally showed a more favorable response.
- . Regarding the differences in the "age" variable, the first group generally appeared to be older.
- . Regarding the differences in the "state of residence," the first group consisted of predominantly Virginia residents and while the second group consisted of predominantly non-Virginia residents.

The above differences could have been associated with the delay in the mail service. It would be logical to assume that the responses of the non-Virginia respondents were returned later due to a longer geographical distance. Therefore, it would be logical to assume that significant differences on the other three variables in Table 6 could have been associated with the differences in the state of residence among respondents. Based on these assumptions, it can be generalized that the non-response bias would not be a matter of concern in this study.

Table 6  
DIFFERENCES BETWEEN EARLY RESPONDENTS AND LATE RESPONDENTS

<u>Questionnaire Item With Different Results</u>	<u>Chi-square</u>	<u>p</u>
Part II, A, 15 Expectations on "variety and quality of attractions" in Norfolk	11.4	.04*
Part II, B, 14 Perceptions on "easy accessibility to the area"	14.3	.01*
Part IV, 3, C Age	11.4	.04*
Part IV, 3, E State of residence	79.7	.0001*

\*Significant

## DEPENDENT VARIABLE

The dependent variable in this study is the tourist's satisfaction/dissatisfaction with Norfolk as a place to visit. The theoretical range of the scale would be 1 (lowest satisfaction or highest dissatisfaction) to 7 (highest satisfaction). The actual score ranged from 1.33 to 7, with a mean score of 5.45 and a median of 5.75.

## OPERATIONALIZATION OF EVALUATIVE CONGRUITY MODELS

The tourist's functional evaluative congruity (FEC) and the symbolic evaluative congruity (SEC) were operationalized using the models reviewed and suggested by Sirgy (1982c, 1987b, personal communication):

$$FEC = \sum_{i=1}^n [PO_{ij} + (PO_{ij} - PE_{ij})] / n$$

where, FEC is the functional evaluative congruity  
 $PO_{ij}$  is perceived outcome of attribute  $i$  by individual  $j$   
 $PE_{ij}$  is perceived expectation about attribute  $i$  by individual  $j$

$$SFEC = \sum_{i=1}^n SFC_{ij} / n$$

where, SFEC is the subjective functional evaluative congruity  
 $SFC$  is the subjective functional congruity score for attribute  $i$  by individual  $j$

$$SEC = [ \sum_{i=1}^n /PI_{ij} - ISI_{ij} / + \sum_{i=1}^n /PI_{ij} - ASI_{ij} / ] / n$$

where, SEC is the symbolic evaluative congruity  
 $PI_{ij}$  is destination image perception on attribute  $i$  by individual  $j$   
 $ISI_{ij}$  is ideal self-image of individual  $j$  relative to attribute  $i$

ASIIj is actual self-image of individual j relative to attribute i

$$SSEC = \left[ \sum_{i=1}^n SISCij + \sum_{i=1}^n SASCIj \right] / n$$

where, SSEC is the subjective symbolic evaluative congruity

SISCij is subjective ideal self congruity of individual j relative to attribute i

SASCIj is subjective actual self congruity of individual j relative to attribute i

Using the above mathematical models, the individual subject's composite scores for each of the functional and symbolic evaluative congruity were computed. Then the composite scores were correlated to the subject's overall satisfaction score (CS/D) using different statistical methods described next.

#### HYPOTHESIS TESTING

The principal purpose of this study was to investigate the relationship between (1) functional evaluative congruity (the process of match or mismatch between a tourist's expectations and perceived outcomes) and the tourist's CS/D; and (2) symbolic evaluative congruity (the process of match or mismatch between a tourist's self concept and the destination image perception) and the tourist's CS/D. Chapter Three presented the basic research model guiding this study and four hypotheses explained in specific terms. This section reports the results of the statistical tests performed on these research hypotheses. Each hypothesis is reiterated below, and then the results of statistical analyses are

reported. The discussion arising from these results is presented in Chapter Five.

Hypothesis 1:

It is hypothesized that the tourist's satisfaction is a positive function of the tourist's expectation of a destination and perceived performance outcome; and (2) the symbolic evaluative congruity between the tourist's self-image perception and his/her destination image perception.

With respect to the testing of the above research hypothesis, primary statistics of significance testing was multiple regression analysis. The multiple regression analysis was carried out using the following equation:

$$CS/D = a + B_1(FEC) + B_2(SEC) + e$$

where, CS/D is consumer satisfaction/dissatisfaction

a is a constant

B<sub>1</sub> and B<sub>2</sub> are regression coefficients for FEC and SEC

FEC is Functional Evaluative Congruity

SEC is Symbolic Evaluative Congruity

e is an error term

Table 7 provides the results of multiple regression analysis using the functional evaluative congruity as the first predictor variable and the indirect (mathematical) measure of the symbolic evaluative congruity as the second predictor variable. The model was significant overall ( $p < .0001$ ) in predicting the tourist's satisfaction, with an R-square value of 0.3535. However, when further analyzing the results, only the functional evaluative

congruity significantly contributes to the prediction of the tourist's satisfaction ( $p < .0001$ ), while the symbolic evaluative congruity did not significantly contribute to the model ( $p < .3241$ ).

When a multiple regression was run using the functional evaluative congruity as the first predictor variable and the subjective (direct) measure of the symbolic evaluative congruity as the second predictor variable, it was found that the model was significant overall ( $p < .0001$ ) in predicting the tourist's satisfaction, with an R-square value of 0.3790. When comparing the R-square values obtained from the two separate multiple regression tests, it appears that the subjective measure of the symbolic evaluative congruity was more powerful in explaining the tourist satisfaction. When further analyzing the second multiple regression test, it was found again that only the functional evaluative congruity alone significantly contributes the tourist's satisfaction ( $p < .0001$ ), while the symbolic evaluative congruity marginally contributed to the model ( $p < .1037$ ).

The Beta weights in the regression results indicate the relative importance of the predictor variables. It appears from each of the two tests that the functional evaluative congruity was considered far more important than the symbolic evaluative congruity by the subjects in the study.

Table 7  
 REGRESSION ANALYSIS: CS/D, FUNCTIONAL EVALUATIVE  
 CONGRUITY AND SYMBOLIC EVALUATIVE  
 CONGRUITY (INDIRECT MEASURE)

---

DEPENDENT VARIABLE: CS/D

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB > F
MODEL	2	99.0658	49.5329	47.846	0.0001
ERROR	175	181.1687	1.0352		
TOTAL	177	280.2345			

ROOT MSE	1.0174	R-SQUARE	0.3535
DEP MEAN	5.4719	ADJ R-SQ	0.3461
C.V.	18.5944		

PARAMETER ESTIMATES:

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	BETA WEIGHT	T FOR HO: PARAMETER=0	PROB > F
INTERCEPT	1	5.4587	0.0762		71.567	0.0001*
FEC	1	0.4902	0.0780	0.7622	9.764	0.0001*
SSEC	1	0.0798	0.0769	0.0760	0.989	0.3241

\* SIGNIFICANT

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Table 8  
 REGRESSION ANALYSIS: CS/D, FUNCTIONAL EVALUATIVE  
 CONGRUITY AND SYMBOLIC EVALUATIVE  
 CONGRUITY (DIRECT MEASURE)

---

DEPENDENT VARIABLE: CS/D

SOURCE	DF	SUM OF SQUARES	MEAN SQUARE	F VALUE	PROB > F
MODEL	2	101.5024	50.7512	47.599	0.0001*
ERROR	156	166.3327	1.0662		
TOTAL	158	267.8352			

ROOT MSE	1.0325	R-SQUARE	0.3790
DEP MEAN	5.4737	ADJ R-SQ	0.3710
C.V.	18.8641		

PARAMETER ESTIMATES:

VARIABLE	DF	PARAMETER ESTIMATE	STANDARD ERROR	BETA WEIGHT	T FOR HO: PARAMETER=0	PROB > F
INTERCEPT	1	5.4551	0.8191		66.597	0.0001*
FEC	1	0.0462	0.0917	0.7186	7.829	0.0001*
SSEC	1	0.1813	0.1523	0.1523	1.637	0.1037

\* SIGNIFICANT

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Based on these two tests, hypothesis 1 was moderately supported. When reviewing the Beta weights for each of the tests, it appears that the functional evaluative congruity was found much stronger than the symbolic evaluative congruity in predicting the tourist's satisfaction.

Hypothesis 2:

It is hypothesized that the tourist's satisfaction is a function of functional evaluative congruity between a tourist's expectation of a destination's attributes and his/her perceived outcome. Specifically, it is

hypothesized that:

- Under a positive incongruity condition in which the tourist's expectation of a destination is negative but his/her perceived outcome is positive, he/she would be most satisfied.

- Under a positive congruity condition in which the tourist's expectation of a destination is positive and his/her perceived performance outcome is positive, the tourist would be moderately satisfied.

- Under a negative congruity condition in which the tourist's expectation of a destination is negative and his/her

perceived outcome is positive, his/her satisfaction level would be lower than that of a positive congruity condition.

- Under a negative incongruity condition in which the tourist's expectation of a destination is positive and his/her perceived outcome is negative, he/she would be least satisfied.

With respect to the testing of the above research hypothesis, primary statistical technique of significance testing was the one-way analysis of variance (ANOVA). The ANOVA process for the

testing of hypotheses 2 was carried out using the following steps.

The tourist's functional evaluative congruity (FEC) scores were computed using the linear model described earlier. In order to test the hypothesis, grouping of the subjects was necessary based on the scores of performance expectation (PE) and perceived outcome (PO). That is, it was necessary to categorize the subjects into four groups representing the four different congruity conditions. As the first step, the average score of PE and PO was computed by using the following equation:

$$PE_j = \sum_{i=1}^n PE_{ij} / n$$

where,  $PE_j$  is the average perceived expectation score by individual  $j$

$PE_i$  is the perceived expectation of attribute  $i$  by individual  $j$

$$PO_j = \sum_{i=1}^n PO_{ij} / n$$

where,  $PO_j$  is the average perceived outcome score by individual  $j$

$PO_i$  is the perceived outcome of attribute  $i$  by individual  $j$

The average score of PE and PO for each subject could theoretically range from 1 to 5, with 5 associated with more positive feelings. However, when the actual scores were entered into the model " $FEC = \sum_{i=1}^n [PO_{ij} + (PO_{ij} - PE_{ij})] / n$ ," there was an extremely uneven balance of the sample distribution across the four functional evaluative congruity (FEC) conditions. For example, the cell size for the positive congruity condition (positive expectations and positive perceptions) was 159, whereas

the cell size for the positive incongruity condition, the negative congruity condition, and the negative incongruity condition was only nine ( $n=9$ ), fourteen ( $n=14$ ) and one ( $n=1$ ), respectively. For this reason, it was necessary to group the respondents into four cells by examining the relative range of response scores. As a result, the subjects were grouped into four cells based on the relative distribution of PO and PE scores.

The median scores for PO and PE were 3.66 and 3.46, respectively. These scores were used as cutoff points for positive/negative PO and PE, respectively. When the subjects were grouped into four cells based on these cutoff points, 48 subjects were categorized into Group 1 (positive incongruity), 39 were categorized into Group 2 (positive congruity), 49 were categorized into Group 3 (negative congruity) and 47 were categorized into Group 4 (negative incongruity). The FEC scores by each of the congruity groups were entered into the above mentioned general linear model for the functional evaluative congruity as the dependent variable.

Table 9 summarizes the results of the one-way ANOVA test. The results show a significant relationship between each of the four functional evaluative congruity conditions (FEC) and CS/D at  $p < .0001$ . The results of Duncan's multiple range comparison test shows non-significance in terms of the differences among and between positive incongruity condition (low expectations and high

perceptions), positive congruity condition (high expectations and high perceptions), and negative congruity condition (low expectations and low perceptions). However, a significant difference ( $p > .05$ ) was noted between the negative incongruity condition (high expectations and low conditions) and the other three congruity conditions.

Table 10 shows the result of Pearson's product moment correlation analysis between the CS/D score and the overall functional evaluative congruity (FEC) score. The correlation coefficient was 0.57921, which is significant at  $p < 0.0001$ .

Hypotheses 2 was also tested using the subjective functional evaluative congruity (SFEC) as a dependent variable. SFEC was measured using multiple choice type of question, wherein the respondent was forced to choose one answer from possible evaluative congruity conditions. For this reason, the categorization of the evaluative congruity groups had to be done based on the actual answers provided, resulting in an uneven distribution of the cell sizes. The cell sizes for each of the four evaluative congruity conditions are shown in Table 10.

One-way ANOVA was run using CS/D as the dependent variable and the SFEC composite score as an independent variable. Table 11 summarizes the results of ANOVA process. The results again show a

Table 9  
ANALYSIS OF VARIANCE TEST: CS/D AND  
FUNCTIONAL EVALUATIVE CONGRUITY (FEC)

---

GENERAL LINEAR MODEL PROCEDURE				
DEPENDENT VARIABLE: CS/D				
Source	DF	Sum of Squares	Mean Square	F Value
Model	3	62.2989	20.766	16.47
Error	179	225.6450	1.260	PR > F
Total	182	287.9439		0.0001*

DUNCAN'S MULTIPLE RANGE TEST FOR VARIABLE: FEC  
Alpha = 0.05 DF=179 MSE=1.2609

MEANS WITH THE SAME LETTER ARE NOT SIGNIFICANTLY DIFFERENT.

DUNCAN GROUPING	MEAN	N	FEC GROUP
A	6.01	48	+ INCONGRUITY
A	5.84	39	+ CONGRUITY
A B	5.58	49	- CONGRUITY
B	4.52	47	- INCONGRUITY

\* Significant

---

Table 10  
 CORRELATION ANALYSIS: CS/D AND  
 FUNCTIONAL EVALUATIVE CONGRUITY

---

PEARSON CORRELATION COEFFICIENTS

PROB > /R/ UNDER HO:RHO=0 / NUMBER OF OBSERVATIONS

	CSD
FEC	0.57921
	0.0001*
	183

\*Significant

---

significant relationship between each of the four subjective evaluative congruity conditions (SFEC) and CS/D at  $p < .0001$ . The results of Duncan's multiple range comparison test indicate non-significance between the positive incongruity condition and positive congruity conditions; between positive congruity and negative incongruity conditions; and between negative congruity and positive congruity conditions. However, a significant difference ( $p < 0.05$ ) was noted between and among other congruity conditions.

Table 12 shows the result of Pearson product moment correlation analysis between the CS/D score and the SFEC score. The correlation coefficient was 0.5666, which is significant at  $p < 0.0001$ .

Based on the multiple methods of hypothesis testing, it was noted that: (1) there exists a significant relationship between functional evaluative congruity and CS/D in tourism; (2) each of the four evaluative congruity conditions is positively correlated with CS/D; and (3) the difference between and among the four evaluative congruity conditions is generally significant. Therefore, hypothesis 2 is generally supported.

### Hypothesis 3:

It is hypothesized that the tourist's satisfaction is a function of symbolic evaluative congruity between a destination's image and the tourist's self-image.



Table 11  
ONE-WAY ANALYSIS OF VARIANCE: CS/D AND SUBJECTIVE  
FUNCTIONAL EVALUATIVE CONGRUITY (SFEC)

---

GENERAL LINEAR MODEL PROCEDURE				
DEPENDENT VARIABLE: CS/D				
Source	DF	Sum of Squares	Mean Square	F Value
Model	3	128.1168	32.0292	33.81
Error	183	172.4298	0.9474	PR > F
Total	186	300.5466		0.0001*

DUNCAN'S MULTIPLE RANGE TEST FOR VARIABLE: SFEC  
Alpha = 0.05 DF=182 MSE=0.947417

MEANS WITH THE SAME LETTER ARE NOT SIGNIFICANTLY DIFFERENT.

DUNCAN GROUPING	MEAN	N	SFEC GROUP
A	6.09	18	+ INCONGRUITY
A B	5.71	140	+ CONGRUITY
B C	4.37	19	- CONGRUITY
C	2.29	10	- INCONGRUITY

\* Significant

---

Table 11  
CORRELATION ANALYSIS: CS/D AND SUBJECTIVE  
FUNCTIONAL EVALUATIVE CONGRUITY

---

PEARSON CORRELATION COEFFICIENTS

PROB > /R/ UNDER HO:RHO=0 / NUMBER OF OBSERVATIONS

	CSD
SFEC	0.56660
	0.0001*
	187

\* Significant

---

Specifically, it is hypothesized that:

- Under a situation in which there is a congruity between a destination's image and the tourist's positive self-image, the tourist would be most satisfied.
- Under a situation in which there is an incongruity between a destination's image and the tourist's negative self-image, the tourist would be moderately satisfied.
- Under a situation in which there is a congruity between a destination's image and the tourist's negative self-image, the tourist would be moderately satisfied.
- Under a situation in which there is an incongruity between a destination's image and the tourist's positive self-image, the tourist would be least satisfied.

With respect to the testing of the above research hypothesis, primary statistical technique of significance testing was one-way ANOVA. The ANOVA process for the testing of hypothesis 3 was carried out using the following steps.

The tourist's symbolic evaluative congruity (SEC) scores were computed using the linear model described earlier. In order to test the hypothesis, grouping of the subjects was necessary based on the scores of the ideal self congruity (ISC) and the actual self-congruity (ASI). The average scores for the individual subject's ISC and ASC were computed using the following models:

$$ISC_j = \sum PI_{ij} - \sum ISI_{ij} /$$

where,  $ISC_j$  is an average ideal self congruity score by individual  $j$

$PI_{ij}$  is destination image as perceived by individual  $j$  respective to attribute  $i$

$ISI_{ij}$  is ideal self-image as perceived by individual  $j$  respective to attribute  $i$

$$ASC_j = \sum PI_{ij} - \sum ASI_{ij} /$$

where,  $ASC_j$  is an average actual self congruity score by individual  $j$

$PI_{ij}$  is destination image as perceived by individual  $j$   
 respective to attribute  $i$   
 $AS_{ij}$  is actual self-image as perceived by individual  $j$   
 respective to attribute  $i$

The relative range of the ISC and the ASC scores was examined and the median score was used as the cutoff points between positive and negative ISC or ASC. When the subjects were grouped into four cells based on these cutoff points, 73 subjects were categorized into the positive self-image congruity group, 2 subjects were categorized into the positive-image self-incongruity group, 21 subjects were categorized into the positive self-image incongruity group, and 67 subjects were categorized into the negative self-image incongruity group.

Table 13 summarizes the results of the one-way ANOVA test. The results indicate no significance between each of the four symbolic evaluative congruity conditions (SEC) and CS/D ( $p < .4048$ ). The results of Duncan's multiple range comparison test shows that the satisfaction rank order is generally consistent with the hypothesized rank order of satisfaction. The Pearson's correlation coefficient was  $-0.0428$  ( $p < .6040$ ).

Hypothesis 3 was also tested using the subjective measure of the symbolic evaluative congruity (SSEC) as an independent variable. In order to categorize the subjects into four evaluative congruity groups, it was necessary to examine the relative range of the composite scores for the ideal self congruity (ISC) and the actual self congruity (ASI). By using the

Table 13  
ONE-WAY ANALYSIS OF VARIANCE: CS/D AND SYMBOLIC  
EVALUATIVE CONGRUITY (SEC)

---

GENERAL LINEAR MODEL PROCEDURE				
DEPENDENT VARIABLE: CS/D				
Source	DF	Sum of Squares	Mean Square	F Value
Model	3	4.52831	1.50943	0.98
Error	145	223.6886	1.54268	PR > F
Total	148	228.2170		0.4048

---

DUNCAN'S MULTIPLE RANGE TEST FOR VARIABLE: SEC  
Alpha = 0.05 DF=145 MSE=1.5428

MEANS WITH THE SAME LETTER ARE NOT SIGNIFICANTLY DIFFERENT.

---

DUNCAN GROUPING	CS/D MEAN	N	SC/IC	SELF-IMAGE CONGRUITY
A	5.63	73	+SC/+IC	+ SELF-IMAGE CONGRUITY
A	5.33	2	-SC/+IC	+ SELF-IMAGE INCONG.
A	5.27	21	+SC/-IC	- SELF-IMAGE CONGRUITY
A	5.28	67	-SC/-IC	- SELF-IMAGE INCONG.

---

Table 14  
CORRELATION ANALYSIS: CS/D AND  
SYMBOLIC EVALUATIVE CONGRUITY (SEC)

---

PEARSON CORRELATION COEFFICIENTS

PROB > /R/ UNDER  $H_0: \rho = 0$  / NUMBER OF OBSERVATIONS

	CSD
SEC	-0.0428
	0.6040
	149

---

median score as the cutoff points between positive and negative ISC and ASC, the subjects were grouped into four cells which represent the four symbolic evaluative congruity conditions. As a result, 55 subjects belonged to the positive self-image congruity group, 4 subjects belonged to the self-image incongruity group, 34 subjects belonged to the positive self-image congruity group and 65 subjects belonged to the negative self-image incongruity group.

The uneven balance of the cell sizes for each of the four congruity conditions renders a limitation in this analysis. As in the mathematical (indirect) measure model of the symbolic evaluative congruity, the subjects which belonged to the self-image congruity group was smaller than the other three groups. This perhaps indicates that in tourism the consumer would not purchase the tourism product (i.e. visit the destination) unless his/her actual self-image does not matches the destination's personality image.

Table 15 provides the results of one-way ANOVA. The results show that there exists a statistically significant relationship between the four subjective symbolic evaluative congruity (SSEC) conditions and CS/D at  $p < .018$ . The rank order of the congruity conditions in terms of the CS/D scores was consistent with the order it was hypothesized to be: 1) positive self-image congruity > 2) positive self-image incongruity > 3) negative self-image congruity > and 4) negative self-image incongruity. The results

of Duncan's multiple range comparison test indicates no significant differences of the CS/D scores among the four symbolic evaluative congruity conditions at  $p < .05$ .

Pearson's product moment correlation (Table 16) also shows a significant relationship between CS/D and SSEC with a coefficient value of .373 ( $p < .0001$ ). Therefore, hypothesis 3 is generally supported based on the subjective symbolic evaluative congruity (SSEC) but not supported by the symbolic evaluative congruity (SEC).

#### Hypothesis 4:

It is hypothesized that the tourist's degree of emotional involvement in his/her visit to a destination would affect his/her satisfaction. Specifically, it is hypothesized that, under high involvement conditions, functional evaluative congruity will be more predictive of consumer satisfaction than under low involvement conditions. Conversely, under low involvement conditions, symbolic evaluative congruity would be more predictive of consumer satisfaction than under high involvement condition.

Hypothesis 4 examines the contention that under high involvement conditions, functional evaluative congruity (FEC) will make a difference between high and low satisfaction. On the other hand, under low involvement conditions, symbolic evaluative congruity (SEC) will make a difference between high and low



Table 15  
ONE-WAY ANALYSIS OF VARIANCE: CS/D AND  
SUBJECTIVE SYMBOLIC EVALUATIVE CONGRUITY (SSEC)

---

GENERAL LINEAR MODEL PROCEDURE				
DEPENDENT VARIABLE: CS/D				
Source	DF	Sum of Squares	Mean Square	F Value
Model	3	16.70709	5.5690	3.40
Error	154	249.71800	1.6215	PR > F
Total	157	266.42510		0.018*

---

DUNCAN'S MULTIPLE RANGE TEST FOR VARIABLE: SSEC  
Alpha = 0.05 DF=157

MEANS WITH THE SAME LETTER ARE NOT SIGNIFICANTLY DIFFERENT.

DUNCAN GROUPING	CS/D MEAN	N	SC/IC	SELF-IMAGE CONGRUITY
A	5.88	55	+SC/+IC	+ SELF-IMAGE CONGRUITY
A	5.54	4	-SC/+IC	+ SELF-IMAGE INCONGRUITY
A	5.40	34	+SC/-IC	- SELF-IMAGE CONGRUITY
A	5.14	65	-SC/-IC	- SELF-IMAGE INCONGRUITY

\* Significant

---

Table 16  
CORRELATION ANALYSIS: CS/D AND SUBJECTIVE  
SYMBOLIC EVALUATIVE CONGRUITY (SSEC)

---

PEARSON CORRELATION COEFFICIENTS

PROB > /R/ UNDER  $H_0: \rho = 0$  / NUMBER OF OBSERVATIONS

	CSD
SSEC	0.37308
	0.0001*
	158

\* Significant

---

satisfaction.

In order to test hypothesis 4, a two-way ANOVA was run. In the general linear model, FEC or SSEC was used as one independent variable (high and low FEC; high and low SSEC), the involvement level was used as the second variable (high and low involvement), and both FEC and involvement or SSEC and involvement was used as the third independent variable. In order to support the hypothesis, it will have to be shown that there is an interaction effect between (1) involvement and FEC; and (2) between involvement and SSEC.

The levels (low and high) of FEC and SSEC were determined by equally splitting the sample into two groups based on the median score. Likewise, levels of involvement (high- and low-involvement) were determined by equally splitting the sample into two groups based on the median involvement score. The average score of involvement for each subject could range from 1 to 7, with 3.5 as the median and with the higher scores associated with more involvement. Actual scores ranged from 1.5 to 7 and the median was 5.5. Therefore, the subjects with the involvement score of higher than 5.5 was categorized as the "high involvement group" and the other group (below 5.5) was labeled the "low involvement group."

In testing the relationship between symbolic evaluative congruity and involvement interaction in predicting CS/D, the

subjective symbolic evaluative congruity (SSEC) scores were used instead of symbolic evaluative congruity (SEC) scores. This decision was necessary because, in previous data analysis that was conducted for the test of hypothesis 3, it was found that SSEC only showed a significant correlation with CS/D.

The results of the two-way ANOVA presented in Table 17 indicate that, while FEC alone or involvement alone shows a significant relationship with CS/D, there is no statistically significant interaction effect of the tourist's involvement x functional evaluative congruity (FEC) combination on CS/D. The mean CS/D scores for the four cells in Table 17 provide information on how FEC and involvement are matched in relation to performance. The cell means, in conjunction with the significance testing, also indicate that FEC and involvement alone has a significant correlation with CS/D, however, there is no interaction effect between these two variables.

Table 18 shows the results of the two-way ANOVA on the subjective symbolic evaluative congruity (SSEC) and involvement combination. The results indicate that there is no statistically significant interaction effect of the tourist's involvement x SSEC combination on the tourist's satisfaction. The cell means for the CS/D presented in Table 18 provide information on how SSEC and involvement are matched in relation to performance. The cell means, in conjunction with the results of a significance testing, show that only SSEC or involvement alone would affect CS/D, while

Table 17  
 TWO-WAY ANALYSIS OF VARIANCE: CS/D, FUNCTIONAL  
 EVALUATIVE CONGRUITY (FEC) AND INVOLVEMENT

GENERAL LINEAR MODELS PROCEDURE				
DEPENDENT VARIABLE: CS/D				
Source	DF	TYPE III SS	F VALUE	PR > F
FEC	1	21.3798	17.04	0.0001*
INVOLVEMENT	1	12.0861	9.63	0.0002*
FEC X INVOLVEMENT	1	0.1401	0.11	0.738
CELL MEANS COMPARED				
FEC	INVOLVEMENT	N	CS/D	RANK
LOW	LOW	58	4.90	4
LOW	HIGH	34	5.38	3
HIGH	LOW	30	5.56	2
HIGH	HIGH	55	6.17	1
* Significant				

Table 18  
TWO-WAY ANALYSIS OF VARIANCE: CS/D, SUBJECTIVE  
SYMBOLIC EVALUATIVE CONGRUITY (SSEC) AND INVOLVEMENT

GENERAL LINEAR MODELS PROCEDURE				
DEPENDENT VARIABLE: CS/D				
Source	DF	TYPE III SS	F VALUE	PR > F
SSEC	1	4.00730	2.68	0.0039*
INVOLVEMENT	1	13.08127	8.74	0.0036*
SSEC X INVOLVEMENT	1	0.11554	0.08	0.7815
CELL MEANS COMPARED				
SSEC	INVOLVEMENT	N	CS/D	RANK
LOW	LOW	44	5.06	4
LOW	HIGH	31	5.62	2
HIGH	LOW	25	5.34	3
HIGH	HIGH	49	6.01	1
* Significant				

the SSEC and involvement combination would not affect CS/D.

In order to further examine the evaluative congruity and involvement effect, the evaluative congruity conditions were compared with the "primary purpose of visiting Norfolk." This analysis was implemented under the belief that the travelers who visited a travel destination to spend their vacation in Norfolk would be more emotionally involved with their travel purchases. Therefore, those respondents who visited Norfolk for a primary purpose of vacationing in Norfolk were categorized as a high involvement group (hereafter the "vacation group") and those who participated in pleasure travel activities while visiting Norfolk for other primary purposes were categorized as a low involvement group (hereafter the "non-vacation group"). The vacation group consisted of 132 individuals and the non-vacation group consisted of 50 individuals.

A two-way ANOVA was run with FEC or SSEC as one independent variable, the new involvement grouping as the second independent variable and the FEC and new involvement or SSEC and new involvement as the third variable. Table 19 presents the results with regard to the functional evaluative congruity and the new involvement grouping interaction. The results do not show any significance of the new involvement grouping in relation to CS/D. No interaction effect is shown between FEC and the new involvement groupings either.

Table 19  
TWO-WAY ANALYSIS OF VARIANCE: CS/D, FUNCTIONAL  
EVALUATIVE CONGRUITY (FEC) AND  
PRIMARY PURPOSE OF VISITS

---

GENERAL LINEAR MODELS PROCEDURE				
DEPENDENT VARIABLE: CS/D				
Source	DF	TYPE III SS	F VALUE	PR > F
FEC	1	27.6878	19.74	0.0001*
INVOLVEMENT	1	3.4115	2.74	0.1206
FEC X INVOLVEMENT	1	0.0042	0.00	0.9560

---

## CELL MEANS COMPARED

FEC	INVOLVEMENT	N	CS/D	RANK
LOW	LOW	35	5.26	3
LOW	HIGH	61	4.95	4
HIGH	LOW	15	6.21	1
HIGH	HIGH	71	5.87	2

\* Significant

---



Table 20  
TWO-WAY ANALYSIS OF VARIANCE: CS/D, SUBJECTIVE  
SYMBOLIC EVALUATIVE CONGRUITY (SSEC)  
AND PRIMARY PURPOSE OF VISITS

GENERAL LINEAR MODELS PROCEDURE				
DEPENDENT VARIABLE: CS/D				
Source	DF	TYPE III SS	F VALUE	PR > F
SSEC	1	7.81345	4.68	0.0321*
INVOLVEMENT	1	0.59032	0.35	0.5530
SSEC X INVOLVEMENT	1	0.18171	0.11	0.7419
CELL MEANS COMPARED				
SSEC	INVOLVEMENT	N	CS/D	RANK
LOW	LOW	22	5.39	3
LOW	HIGH	56	5.11	4
HIGH	LOW	17	5.83	1
HIGH	HIGH	56	5.76	2
* Significant				

Table 20 presents the results with regard to the SSEC and the new involvement grouping interaction. A similar result is shown, with only the SSEC showing a significant relationship with CS/D. Based on the multiple methods of hypothesis testing conducted with regard to hypothesis 4, the hypothesis is not supported.

#### SUMMARY AND CONCLUSION

This chapter has presented a profile of the individuals who participated in this study and statistical tests to examine the relationships among the variables being studied were presented.

1. Hypothesis 1 was moderately supported. The functional evaluative congruity and the symbolic evaluative congruity together positively affect the tourist satisfaction significantly. However, when each of the evaluative congruity models was examined separately, it was found that only the functional evaluative congruity significantly contributed to the prediction of the tourist satisfaction.
2. Hypothesis 2 was generally supported because functional evaluative conditions were highly correlated to the tourist's satisfaction to the direction which was hypothesized to occur. That is, the level of satisfaction was the highest among the individuals who

had a lower expectation about the destination but perceived the destination positively, followed by the individuals who had a higher expectation and higher perception, those who had a lower expectation and lower perception, and those with a higher expectation and lower perception.

3. Hypothesis 3 was generally supported when the hypothesis was tested using the subjective evaluative congruity measure. That is, the tourists who experienced high actual self congruity and high ideal self-congruity between the destination image and his/her self concept were most satisfied with the destination. On the other hand, the tourists who had low actual self congruity and low ideal self congruity between the destination image and his/her self-concept were least satisfied. The tourists who experienced high actual self congruity but low ideal self congruity (or those who experienced low actual and high ideal self-congruity) between the destination image and his/her self concept were moderately satisfied. When the hypothesis was examined using an indirect measure of the symbolic evaluative congruity, it was not supported.
4. Hypothesis 4 was not supported because there was no interaction effect of functional evaluative congruity

(or symbolic evaluative) and involvement in affecting the tourist's satisfaction.

The next chapter will present a discussion on the findings with respect to the hypothesis testing.

## CHAPTER FIVE

### DISCUSSION

#### INTRODUCTION

In the previous chapter the results of the analyses conducted on the data collected for this study were presented. In this chapter, these findings will be discussed, related to the theoretical underpinnings on which this study is based, and implications for theory and tourism marketing are discussed.

To reiterate the major findings with respect to the research hypotheses, it was found in this study that:

1. A tourist's satisfaction is correlated to his/her expectations of a destination and perceptions. When the tourist's expectation of a destination was negative but perceptions were positive, the tourist was most satisfied. When the expectation was positive and perceptions were positive, the level of satisfaction was moderate. When the tourist's expectation was negative and perceptions were negative, the tourist's satisfaction was lower than the first two congruity conditions. Finally, when the tourist's expectation was

positive but perceptions were negative, the tourist was least satisfied. In testing the related hypotheses, both mathematical (objective) measures of evaluative congruity and direct (subjective) measures of evaluative congruity produced the same results.

2. A tourist's satisfaction is correlated with self-image congruity. That is, the tourists who experienced high actual self congruity had high ideal self-congruity between the destination image and his/her self concept were most satisfied with the destination. On the other hand, the tourists who experienced low actual self congruity and low ideal self-congruity between the destination image and his/her self-concept were least satisfied. The tourists who experienced high actual self congruity but low ideal self congruity (or those who experienced a low actual self congruity but high ideal self congruity) between the destination image and his/her self-concept were moderately satisfied. When the hypotheses were examined using the indirect (mathematical) measures of the symbolic evaluative congruity, they were not supported.
3. No interaction effect was found between functional congruity and involvement in affecting satisfaction/dissatisfaction. Similarly, no interaction effect was found between symbolic congruity and

involvement. That is, the functional congruity, symbolic congruity or involvement alone affects satisfaction/dissatisfaction. However, either the functional congruity and involvement combination or the symbolic congruity and involvement combination do not affect CS/D. Further, the primary purpose of visiting the destination did not affect CS/D.

#### DEPENDENT VARIABLE

The dependent variable in this study was the tourist's satisfaction/dissatisfaction with tourism in Norfolk. The average score of CS/D for each subject could theoretically range from 1 to 7, with 1 indicating lowest satisfaction (or highest dissatisfaction), 7 indicating highest satisfaction (or least dissatisfaction), and 3.5 indicating neither satisfaction or dissatisfaction. However, actual scores ranged from 1.33 to 7, with a mean score of 5.45 and a median of 5.75. This indicates that the tourists in this study were generally highly satisfied. These findings, in conjunction with previous findings reported in the literature, indicate that this "high satisfaction phenomenon" could be universal in tourism. In Pizam, Neumann and Reichel's (1978) study which measured vacation travelers' satisfaction with 32 dimensions of Cape Cod, Massachusetts, as a travel destination, the subjects rated higher than average satisfaction on all dimensions but one.

The high tourist satisfaction phenomenon could be explained through the dissonance theory, from which the disconfirmation paradigm of CS/D was advanced (Suprenant 1977). The dissonance theory postulates that dissonant or inconsistent cognitions arouse distress in human beings, therefore people naturally make efforts to reduce dissonance and restore consistency (Carlsmith and Aronson 1963, Festinger 1957).

According to a recent study with regard to the average expenditures of tourists to Norfolk, an average travel party visiting Norfolk spent approximately \$270 during their stay in Norfolk (Center for Hospitality Research and Service 1990). In tourism the consumer undertakes a significant economic sacrifice with no expectation of material and economic return on his/her purchase of an intangible experience. Related to the above dissonance theory, it can be speculated that a tourist would "try to become satisfied" with his/her travel experiences in order to "justify" his/her investment for intangible return.

It requires further research using other tourist destinations in order to fully understand whether this high satisfaction phenomenon is universal in tourism.



## HYPOTHESES TESTS DISCUSSED

It was hypothesized that CS/D is a function of both: (1) the functional evaluative congruity between the individual tourist's expectation of a destination and perceived performance outcome; and (2) the symbolic evaluative congruity between the tourist's self-image perception and his/her destination image perception. It was found in this study that the functional evaluative congruity and the symbolic evaluative congruity together positively affect the tourist satisfaction significantly as these two variables explain over 37% of the tourist's satisfaction. However, when each of the evaluative congruity models was examined separately, it was found that only the functional evaluative congruity significantly contributed to the prediction of the tourist satisfaction.

With respect to the functional congruity as related to CS/D, this study supports previous findings by Pizam, Newman and Reichel (1979), Whipple and Thach (1988) and Ashmed (1989) who respectively reported that the tourist's satisfaction or dissatisfaction is a function of both performance expectation and performance outcome as associated with his/her travel. These three studies had their theoretical basis on the disconfirmation paradigm of CS/D. However, this current study, by introducing the more elaborate evaluative congruity theory which explains the relative strength of performance expectations and outcome perceptions in relation to CS/D, further advances the findings

from the previous research. That is, the results of this study indicate that a tourist's satisfaction/dissatisfaction is not only merely a function of expectations and performance but also a function of the relative strength of the expectations and performance.

When the subjects were categorized into four functional evaluative congruity groups based on the absolute median for PE and PO, 159 subjects belonged to the positive congruity condition (high expectations and high or positive perceptions). This finding could be closely related to the fact that a majority of the respondents were moderately to highly satisfied with overall experiences in the destination. Due to the nature of tourism consumption in which the consumer makes a purchase free from obligations, it would be logical to assume that the consumer would not purchase the destination (i.e. visit the tourist area) if he/she did not have a high or positive expectation. At the same time, in relation to the dissonance theory mentioned earlier, it would be logical to assume that the positive congruity condition was most common among the subjects because the subjects sought to maintain consistency with their expectations.

When the functional congruity hypothesis was tested using a direct (subjective) measurement approach, 140 subjects were categorized into the positive congruity group. This fact also supports the findings discussed above.

Most significant strategic marketing implications would be that a destination, in order to be successful in tourism, should create positive images of the destination and, at the same time, deliver what the destination had promised for. It would be equally important for a destination that it does not "over promise" what the area can deliver to its visitors because the unfulfilled expectations would lead to lower satisfaction.

With respect to the relative strength of predicting CS/D between the objective (mathematical) measures and the subjective (direct) measures of functional congruity and symbolic congruity, it was expected that the subjective (direct) approach would show a stronger correlation between the independent and dependent variables (Rice, McFarlin and Bennett). Duncan's multiple range comparison test for the functional congruity indicated that the direct approach was more powerful in explaining CS/D. That is, the direct approach showed clearer differences between and among the congruity conditions with respect to the CS/D scores. However, contrary to what was expected, when Pearson's correlation coefficients were compared between the two approaches, the indirect approach showed an equal correlation value ( $r = 0.579$ ,  $p < .0001$ ) compared with the direct approach ( $r = 0.566$ ,  $p < .0001$ ).

In the symbolic evaluative congruity measures, the direct (subjective) measure was found to be much superior to the mathematical measure in predicting the tourist satisfaction.

The correlation coefficient for the direct measure was 0.3730 ( $p < .0001$ ), while the mathematical measure showed a correlation coefficient of -0.0428 ( $p < .604$ ).

With regard to the indirect and direct measures of functional evaluative congruity, it is believed that both measures were strong in measuring CS/D because, when the subjects were responding to the questionnaire, the functional attributes of the destination were much more concrete in their cognition, thus enabling the capturing of the respondents' feelings clearly in either approaches. However, in the case of self congruity, the direct measure was found to be much stronger because only the direct approach more effective in capturing the respondents' feelings.

From the theory point of view, this finding adds a significant meaning in the tourism marketing literature. Dann (1979) argued that, to truly understand tourist's satisfaction or dissatisfaction, one should investigate the personality aspects of the tourist in conjunction with the destination's personality. The findings in this study clearly indicate the relationship between the tourist's self-concept and his/her satisfaction/dissatisfaction with tourism.

Most significant strategic marketing implications would be that, a destination marketing organization, in planning marketing programs, should focus on both functional and symbolic attributes

of the destination in tourism product development and promotion. This would be particularly important in designing promotional messages aimed at creating a desirable image of the destination in relation to specific market segments. In this regard, it would be highly important for the destination area to identify the symbolic image of the area as perceived by the target market segment and adjust the product development efforts and promotional activities accordingly.

In the fourth hypothesis in this research, it was stated that the tourist's degree of emotional involvement in his/her visit to a destination would affect his/her satisfaction. Specifically it was stated that, under high involvement condition, functional congruity would be more predictive of CS/D, and conversely, under low involvement condition, symbolic congruity would be more predictive of CS/D.

The average score of involvement for each subject could range from 1 to 7, with 3.5 as the median. According to the original validity tests of the Personal Involvement Inventory (PII) which was used in this study, the average PII scores ranged 3.3 to 6.1 depending on the product. For example, the PII for instant coffee was the lowest by 3.1, the score for red wine was 4.2, and the score for automobile was 6.1 (Zaichkowsky 1985). The average score for tourism in Norfolk in this study was 5.4 and the median score was 5.5. This indicates that, in general, the subjects in this study were highly involved with their travel to Norfolk. It

would be logical to assume that, due to the nature of tourism consumption which occur free from any obligations, the tourist would not make the purchase unless he/she is involved with the purchase.

With respect to the testing of the hypothesis, no support was found in this study. That is, it was found in the study that the evaluative congruity and involvement combinations do not affect CS/D. Nonetheless, the findings indicate that the higher the tourist was involved with his/her visit to Norfolk, the more he/she was satisfied with Norfolk as a travel destination. A natural question comes as to why the more involved tourist is more satisfied with tourism. The answer could be sought in relation to an earlier discussion of the dissonance theory. That is, it would be logical to assume that the more involved the tourist is, the more actively the individual would seek to find ways to satisfy himself/herself in order that he/she can maintain consistency with the expectations.

#### SUMMARY

In this chapter, results presented in Chapter Four were discussed. The variables and relationships were discussed whenever the statistical results suggested or supported a significant relationship. With respect to the hypotheses tested, theoretical and practical implications of the findings were discussed. In the following chapter, conclusions will be drawn as

to the extent the research objectives were met, study limitations will be discussed and suggestions for future research will be presented.

## CHAPTER SIX

### CONCLUSION

#### SIGNIFICANT FINDINGS

The following would be the most significant findings from the empirical analyses:

1. With regard to the relative strength of functional congruity and symbolic congruity in explaining consumer satisfaction in tourism, functional congruity was found to explain satisfaction better than the symbolic congruity.
2. In measuring the consumer satisfaction, a direct (subjective) measure was found to be superior to an indirect approach both in the functional evaluative congruity and the symbolic evaluative congruity.
3. It was found that the tourist's emotional involvement in the tourism purchase affects his/her satisfaction. The findings indicate that, the more the tourist is involved in the travel to the destination, the more satisfied he/she was. However, the tourist's emotional involvement and his/her evaluative congruity states



interaction would not affect his/her satisfaction. Further, it was found that tourism is a product which is associated with high emotional involvement by the consumer.

The most significant contribution of the above findings is summarized below:

First, this study introduced an encompassing model of consumer satisfaction in tourism. The findings discussed in the previous chapter constitute substantive contributions to an understanding of consumer satisfaction in tourism.

Second, this study also contributes to the existing consumer behavior literature in marketing by providing empirical research results for the already advanced evaluative congruity theory. Further, this study provides empirical support with regard to the relative strength of functional and symbolic congruity models in predicting consumer satisfaction.

Lastly, from the strategic marketing point of view, the findings of this study will aid the planning of strategic marketing programs for tourist destinations (Chon and Olsen 1990). That is, the results of this study can aid the design of tourist directed promotional messages and the improvement of tourist facilities for the maximization of tourists' satisfaction with the destination.

## LIMITATIONS

One limitation of this study is that the relative size of the subjects in the congruity/incongruity groups both in the functional and symbolic congruity models was not in balance. This by itself renders limitations in this study. However, due to the nature of a survey research, plus the fact that tourism is a highly involved product which influences the tourist's expectations and perceptions, there would be a limitation in expecting the number of subjects balanced across the congruity/incongruity conditions.

Another limitation of this study is that this study did not consider the process of the tourist's comparison of his/her travel experiences with Norfolk to similar experiences with other destinations. A tourist's prior experiences with other similar destinations could have affected his/her satisfaction with the destination in the study.

## RECOMMENDATIONS FOR FUTURE RESEARCH

This study provided a conceptual foundation for a model of CS/D in tourism as related to destination image perceptions. It is suggested that future researchers test each component of the model at different regional, national and international destinations and further advance the theoretical underpinnings inherent in the model.

Second, the most important consideration in attitude research is to reduce the measurement error. In this study, multi-item scales to measure consumer satisfaction/dissatisfaction in tourism were initially developed using a deductive research process. Although the measures used in this study cannot be applied universally, the method of developing the scales would be applicable to other research situations. It is suggested that the components of the CS/D model in tourism should be tested in other destinations by using the method of scale development in this study.

Another suggestion for future research efforts involves overcoming the limitations of this study presented above. A study is suggested with multiple comparison of similar tourist destinations.

Lastly, a similar study is suggested for business travelers and group pleasure travelers. As many destination areas are increasingly dependent on business travelers and convention delegates as a source of tourism revenue, it would be equally important for the destination to identify the ways to satisfy the business travelers' needs. This study was delimited to the individual pleasure travelers. In this regard, a similar study is suggested for group travelers.

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APPENDIX A  
PRE-TEST QUESTIONNAIRE





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COLLEGE OF HUMAN RESOURCES

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

Blacksburg, Virginia 24061-0429

DEPARTMENT OF HOTEL RESTAURANT & INSTITUTIONAL MANAGEMENT  
(703) 231-5515 - Facsimile (703) 231-7826 - Telex 9103331861

October 1990

Dear (Mr. Mrs. Ms. Last Name):

As a university research center specialized in Travel and Tourism, we are conducting a study to learn more about the opinions of the people traveling to Virginia. The following questionnaire was designed to let you express your opinions about the City of Norfolk as a place to visit. In addition, there are questions concerning other characteristics about you that will be useful in the study.

For a meaningful completion of this study, we are interested in your TRUE feelings. (There is no right or wrong answer; The important thing is your personal opinion, so please answer each question frankly.) It is extremely important to us that you complete the questionnaire. The success of this study depends largely on your participation.

As an incentive to participate in the study, the names of all people who complete and return this questionnaire will be placed in a raffle and drawn for a prize. One out of every 30 respondents will have a chance to win a prize which is a weekend for two in a first-class hotel in Norfolk with all accommodation and meal expenses paid.

Once you have completed the questionnaire, please seal in the enclosed envelope and drop in any mail box. Postage is prepaid.

Thank you for your thoughtfulness and participation.

Sincerely,

A handwritten signature in cursive script, appearing to read "Kaye Chon".

K. S. (Kaye) Chon  
Researcher,  
The Center for Hospitality  
Research and Service

enclosures (2)

There is no right or wrong answer. WE ARE INTERESTED IN YOUR PERSONAL OPINIONS, so please answer each question frankly. Thank you for your participation.

---

Have you visited Norfolk in 1990?

- \_\_\_\_\_ 1) Yes  
\_\_\_\_\_ 2) No

If your answer to the above question was "yes," what was the primary purpose of your visit?

- 1) Pleasure travel (annual vacation)
  - 2) Pleasure travel (short, mini-vacation)
  - 3) Stopped in Norfolk for less than one day on the way to another vacation destination
  - 4) Purpose of visit was for business or convention reason
  - 5) Other (Please specify): \_\_\_\_\_
- 

PLEASE CONTINUE ON THE NEXT PAGE!

PART I. VISITOR PERCEPTIONS OF NORFOLK

The purpose of this part is to obtain your opinions regarding the City of Norfolk as a place to visit. Please give your TRUE feelings in response to the following questions.

A. Your Expectations With Visit to Norfolk:

What were your EXPECTATIONS of Norfolk as a place to visit? After reading the statements which follow, please CIRCLE a number which best indicates the expectations you held prior to your visit about various activities and tourism attributes in Norfolk. Circle N.O. for activities and attributes you are not familiar with or which you do not have any opinions about.

-2	-1	0	+1	+2	N.O.
Expected	Expected	Average	Expected	Expected	No
Very Little	Somewhat Little	Expected	Somewhat Much	Very Much	Opinion

My Expectation of Activities in Norfolk Was:

1. Facilities for water activities (e.g. swimming, sail boating, cruise ships, swimming, etc.)	-2	-1	0	+1	+2	N.O.
2. Facilities for golfing and other sports activities in Norfolk.	-2	-1	0	+1	+2	N.O.
3. Historical interests.	-2	-1	0	+1	+2	N.O.
4. Cultural interests.	-2	-1	0	+1	+2	N.O.
5. Festivals.	-2	-1	0	+1	+2	N.O.
6. Scenic beauty.	-2	-1	0	+1	+2	N.O.
7. Pleasant attitudes of local people.	-2	-1	0	+1	+2	N.O.
8. Restful and relaxing atmospheres.	-2	-1	0	+1	+2	N.O.
9. Shopping facilities and opportunities.	-2	-1	0	+1	+2	N.O.
10. Variety and quality of restaurants.	-2	-1	0	+1	+2	N.O.
11. Availability of entertainment (e.g. night life).	-2	-1	0	+1	+2	N.O.
12. Availability of suitable accommodations (e.g. hotels, motels).	-2	-1	0	+1	+2	N.O.
13. Tours of naval base and naval ships.	-2	-1	0	+1	+2	N.O.
14. Easy accessibility to the area.	-2	-1	0	+1	+2	N.O.
15. Variety and quality of attractions.	-2	-1	0	+1	+2	N.O.

Please continue on next page.

B. Performance of Norfolk As a Place to Visit:

How did the City of Norfolk perform in terms of its tourist attracting features? After reading the following statements, please indicate (by circling) your feelings about the performance of Norfolk's tourism features.

-2	-1	0	+1	+2	N.O.
Very				Very	No
Poor	Poor	Average	Good	Good	Opinion

Norfolk's Performance As a Tourist Destination Was:

1. Facilities for water activities (e.g. swimming, sail boating, cruise ships, swimming, etc.)	-2	-1	0	+1	+2	N.O.
2. Facilities for golfing and other sports activities in Norfolk.	-2	-1	0	+1	+2	N.O.
3. Historical interests.	-2	-1	0	+1	+2	N.O.
4. Cultural interests.	-2	-1	0	+1	+2	N.O.
5. Festivals.	-2	-1	0	+1	+2	N.O.
6. Scenic beauty.	-2	-1	0	+1	+2	N.O.
7. Pleasant attitudes of local people.	-2	-1	0	+1	+2	N.O.
8. Restful and relaxing atmospheres.	-2	-1	0	+1	+2	N.O.
9. Shopping facilities and opportunities.	-2	-1	0	+1	+2	N.O.
10. Variety and quality of restaurants.	-2	-1	0	+1	+2	N.O.
11. Availability of entertainment (e.g. night life).	-2	-1	0	+1	+2	N.O.
12. Availability of suitable accommodations (e.g. hotels, motels).	-2	-1	0	+1	+2	N.O.
13. Tours of naval base and naval ships.	-2	-1	0	+1	+2	N.O.
14. Easy accessibility to the area.	-2	-1	0	+1	+2	N.O.
15. Variety and quality of attractions.	-2	-1	0	+1	+2	N.O.

C. Importance of Norfolk's Tourist Related Attributes for You:

How important were the following activities or tourism attributes of the City of Norfolk for you? After reading the statements which follow, please CIRCLE a number to indicate your rated importance of the items listed below.

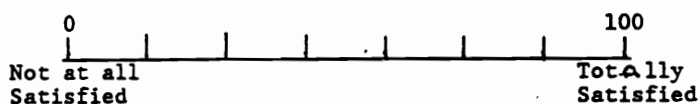
-2	-1	0	+1	+2
Not	Slightly	Average	Moderately	Very
Important	Important	Important	Important	Important

Importance of Items:

1. Facilities for water activities (e.g. swimming, sail boating, cruise ships, swimming, etc.)	-2	-1	0	+1	+2
2. Facilities for golfing and other sports activities in Norfolk.	-2	-1	0	+1	+2
3. Historical interests.	-2	-1	0	+1	+2
4. Cultural interests.	-2	-1	0	+1	+2
5. Festivals.	-2	-1	0	+1	+2
6. Scenic beauty.	-2	-1	0	+1	+2
7. Pleasant attitudes of local people.	-2	-1	0	+1	+2
8. Restful and relaxing atmospheres.	-2	-1	0	+1	+2
9. Shopping facilities and opportunities.	-2	-1	0	+1	+2
10. Variety and quality of restaurants.	-2	-1	0	+1	+2
11. Availability of entertainment (e.g. night life).	-2	-1	0	+1	+2
12. Availability of suitable accommodations (e.g. hotels, motels).	-2	-1	0	+1	+2
13. Tours of naval base and naval ships.	-2	-1	0	+1	+2
14. Easy accessibility to the area.	-2	-1	0	+1	+2
15. Variety and quality of attractions.	-2	-1	0	+1	+2

D. Overall, how satisfied were you with your visit to Norfolk?

Place an "X" on the line to show how satisfied you were with tourism in Norfolk.



Please continue on the next page.

E. Evaluation of Your Actual Experience with a Visit to Norfolk:

How would you evaluate your own experience regarding your visit to the City of Norfolk? After reading the statements which follow on the next page, please CIRCLE a number to indicate whether your actual experience was less than or better than what you expected. Circle N/A for activities and attributes you are not familiar with.

	-2	-1	0	+1	+2	N/A
	Much Less Than I Expected	Less Than I Expected	About What I Expected	Better Than I Expected	Much Better Than I Expected	Did Not Experience
<u>My Evaluation of the Performance of Norfolk Was:</u>						
1. Facilities for water activities (e.g. swimming, sail boating, cruise ships, swimming, etc.)	-2	-1	0	+1	+2	N/A
2. Facilities for golfing and other sports activities in Norfolk.	-2	-1	0	+1	+2	N/A
3. Historical interests.	-2	-1	0	+1	+2	N/A
4. Cultural interests.	-2	-1	0	+1	+2	N/A
5. Festivals.	-2	-1	0	+1	+2	N/A
6. Scenic beauty.	-2	-1	0	+1	+2	N/A
7. Pleasant attitudes of local people.	-2	-1	0	+1	+2	N/A
8. Restful and relaxing atmospheres.	-2	-1	0	+1	+2	N/A
9. Shopping facilities and opportunities.	-2	-1	0	+1	+2	N/A
10. Variety and quality of restaurants.	-2	-1	0	+1	+2	N/A
11. Availability of entertainment (e.g. night life).	-2	-1	0	+1	+2	N/A
12. Availability of suitable accommodations (e.g. hotels, motels).	-2	-1	0	+1	+2	N/A
13. Tours of naval base and naval ships.	-2	-1	0	+1	+2	N/A
14. Easy accessibility to the area.	-2	-1	0	+1	+2	N/A
15. Variety and quality of attractions.	-2	-1	0	+1	+2	N/A

Please continue on the next page.

F. Your Perception of Typical Tourists (Visitors) to Norfolk:

Imagine a typical tourist who visits Norfolk and indicate your agreement or disagreement to the following statements.

	<u>Strongly</u> <u>Disagree</u>	<u>Disagree</u>	<u>Neutral</u> <u>Opinion</u>	<u>Agree</u>	<u>Strongly</u> <u>Agree</u>
1. The type of tourists who visit Norfolk are <u>family oriented</u> persons.	-2	-1	0	+1	+2
2. The type of tourists who visit Norfolk are <u>conservative</u> persons.	-2	-1	0	+1	+2
3. The type of tourists who visit Norfolk are <u>practical</u> persons.	-2	-1	0	+1	+2
4. The type of tourists who visit Norfolk are <u>artistic</u> persons.	-2	-1	0	+1	+2
5. The type of tourists who visit Norfolk are <u>friendly</u> persons.	-2	-1	0	+1	+2

Now, please indicate your agreement or disagreement on the following statements:

	<u>Strongly</u> <u>Disagree</u>	<u>Disagree</u>	<u>Neutral</u> <u>Opinion</u>	<u>Agree</u>	<u>Strongly</u> <u>agree</u>
1. I am a <u>family oriented</u> person.	-2	-1	0	+1	+2
2. I am a <u>conservative</u> person.	-2	-1	0	+1	+2
3. I am a <u>practical</u> person.	-2	-1	0	+1	+2
4. I am an <u>artistic</u> type of person.	-2	-1	0	+1	+2
5. I am a <u>friendly</u> person.	-2	-1	0	+1	+2

G. Overall how do you feel about your visit to Norfolk?: (Please circle the number that best describes your overall feeling).

- +3 - Delighted
- +2 - Pleased
- +1 - Most Satisfied
- 0 - Mixed (about equally satisfied and dissatisfied)
- 1 - Mostly Dissatisfied
- 2 - Unhappy
- 3 - Terrible

Please continue on next page.

### PART III. INVOLVEMENT MEASURES

The purpose of this section is to measure "a person's involvement or interest in various purchase decisions people make." Please describe your involvement in your visit to Norfolk against a series of descriptive scales. Mark an "X" at that point on each scale that best describes your involvement with your visit to Norfolk.

My visit to Norfolk was:

important	_____	_____	_____	_____	_____	_____	_____	unimportant
of no concern	_____	_____	_____	_____	_____	_____	_____	of concern to me
irrelevant	_____	_____	_____	_____	_____	_____	_____	relevant
means a lot to me	_____	_____	_____	_____	_____	_____	_____	means nothing to me
useless	_____	_____	_____	_____	_____	_____	_____	useful
valuable	_____	_____	_____	_____	_____	_____	_____	worthless
trivial	_____	_____	_____	_____	_____	_____	_____	fundamental
beneficial	_____	_____	_____	_____	_____	_____	_____	not beneficial
matters to me	_____	_____	_____	_____	_____	_____	_____	doesn't matter
uninterested	_____	_____	_____	_____	_____	_____	_____	interested
significant	_____	_____	_____	_____	_____	_____	_____	insignificant
vital	_____	_____	_____	_____	_____	_____	_____	superfluous
boring	_____	_____	_____	_____	_____	_____	_____	interesting
unexciting	_____	_____	_____	_____	_____	_____	_____	exciting
appealing	_____	_____	_____	_____	_____	_____	_____	unappealing
mundane	_____	_____	_____	_____	_____	_____	_____	fascinating
essential	_____	_____	_____	_____	_____	_____	_____	nonessential
undesirable	_____	_____	_____	_____	_____	_____	_____	desirable
wanted	_____	_____	_____	_____	_____	_____	_____	unwanted
not needed	_____	_____	_____	_____	_____	_____	_____	needed

Please go to the next page for a final part of the survey.



PART III. DEMOGRAPHIC INFORMATION

In order to complete the survey, please provide us with some information about yourself by circling the number that best describes yourself.

1. Your gender: (1) Male (2) Female
2. Marital Status: (1) Married (2) Single (3) Widowed/Divorced/Separated
3. Age: (1) Under 20 years (4) 41-50 years  
(2) 20-30 years (5) 51-60 years  
(3) 31-40 years (6) 61 years and above
4. Household Income:  
(1) Under \$20,000 (5) \$50,001-60,000  
(2) \$20,001-30,000 (6) \$60,001-70,000  
(3) \$30,001-40,000 (7) Over \$70,000  
(4) \$40,001-50,000

\*\*\*\*\*

THANK YOU FOR YOUR COOPERATION! Please return the completed survey using the return envelope which has been provided. Postages are pre-paid.

Please fill out the following information for the prize drawing as described in the cover letter (Optional).

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone No. \_\_\_\_\_

APPENDIX B  
FINAL QUESTIONNAIRE



## VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

Blacksburg, Virginia 24061-0429

DEPARTMENT OF HOTEL, RESTAURANT & INSTITUTIONAL MANAGEMENT  
(703) 231-5515 - Facsimile (703) 231-7826 - Telex 9103331861

October 22, 1990

Dear Mr./Mrs./Ms. (Last Name):

As a university research center specializing in Travel and Tourism, we are conducting a study to learn more about the opinions of the people traveling to Virginia. The following questionnaire was designed to let you express your opinions about the City of Norfolk as a place to visit. In addition, there are questions concerning other characteristics about you that will be useful in the study. The results of this study will help the tourism community of Norfolk by guiding the growth and development of visitor facilities and services.

For a meaningful completion of this study, we are interested in your TRUE feelings, so please answer each question frankly. We are sending this survey only to a small number of people who have been to Norfolk, therefore, it is extremely important to us that you complete the questionnaire. The success of this study depends largely on your participation.

As an incentive to participate in the study, the names of all people who complete and return this questionnaire will be placed in a raffle. The first prize is a weekend for two at a first-class hotel in Norfolk with all accommodations and meal expenses paid. The second prize is a dinner harbor cruise for two persons. If you win, the prizes can be used by yourself or your friends any time through September 1991.

Once you have completed the questionnaire, please put it in the enclosed envelope and drop it in any mail box. The postage is prepaid.

Thank you for your thoughtfulness and participation.

Sincerely,

A handwritten signature in cursive script, reading "Kaye Chon".

Kaye Chon, Researcher  
Center for Hospitality Research  
and Service

enclosures (2)

## DIRECTIONS

There is no right or wrong answer. WE ARE INTERESTED IN YOUR PERSONAL OPINIONS, so please answer each question frankly. This information will be used for statistical purposes only and it will be kept confidential.

.....

## PART I.

1. Have you visited Norfolk in 1990?

- ☐ 1) Yes (Please go to 1-1)  
☐ 2) No (Please go to 1-2)

1-1 If your answer to the above question was "yes," what was the primary purpose of your visit? Please circle one.

- 1) Pleasure travel (major annual vacation)  
 2) Pleasure travel (short, mini-vacation)  
 3) Stopped in Norfolk for less than one day on the way to another vacation destination  
 4) Purpose of visit was for business or convention reason  
 5) To visit friends or relatives  
 6) Other (Please specify):

1-2 If your answer to the above question was "no," when was the last time you visited Norfolk?: In Year 19 \_\_ \_\_

2. Which of the following shows how you felt about your most recent visit to Norfolk? Please mark one. If you did not have any feelings at all, do not mark any and skip to Question 3.



PLEASE CONTINUE ON TO THE NEXT PAGE!

PART II

The purpose of this part is to obtain your opinions about the City of Norfolk as a place to visit. Please express your feelings about your most recent visit to Norfolk by answering the questions in each of the following categories of EXPECTATIONS, PERCEPTIONS AND EVALUATION.

## EXPECTATIONS

A. What were your EXPECTATIONS of Norfolk as a place to visit? Please CIRCLE the number which best indicates the expectations you had BEFORE your visit about various activities, features and places of interests in Norfolk. Circle N.A. for activities, features and places of interest for which you had no expectations.

USE THE FOLLOWING SCALE:

-2	-1	0	+1	+2	N.A.
Expected	Expected	Expected	Expected	Expected	Did Not
Very Little	Somewhat Little	Average	Somewhat Much	Very Much	Expect

My Expectations of Norfolk As A Tourist Destination Were:

1. Places for water activities such as swimming, sail boating, and cruise ships	-2	-1	0	+1	+2	N.A.
2. Places for golfing and other sports in Norfolk	-2	-1	0	+1	+2	N.A.
3. Places of historical interests	-2	-1	0	+1	+2	N.A.
4. Places of cultural interests	-2	-1	0	+1	+2	N.A.
5. Festivals in Norfolk	-2	-1	0	+1	+2	N.A.
6. Places of scenic beauty	-2	-1	0	+1	+2	N.A.
7. Nice treatment from local people	-2	-1	0	+1	+2	N.A.
8. Restful and relaxing atmosphere	-2	-1	0	+1	+2	N.A.
9. Good shopping places	-2	-1	0	+1	+2	N.A.
10. Variety and quality of restaurants	-2	-1	0	+1	+2	N.A.
11. Availability of entertainment or night life	-2	-1	0	+1	+2	N.A.
12. Availability of suitable accommodations such as hotels or motels	-2	-1	0	+1	+2	N.A.
13. Tours of naval base and naval ships	-2	-1	0	+1	+2	N.A.
14. Easy accessibility to the area	-2	-1	0	+1	+2	N.A.
15. Variety and quality of attractions	-2	-1	0	+1	+2	N.A.

## PERCEPTIONS

### B. Your Perceptions of Norfolk Based on Your Experience:

When you visited Norfolk, how did you PERCEIVE the area in terms of its tourist attracting features? Please CIRCLE the number which best indicates how you perceived Norfolk's activities, features, and places of interests.

#### USE THE FOLLOWING SCALE:

-2	-1	0	+1	+2	N.A.
Norfolk Offers	Norfolk Offers	Neither	Norfolk Offers	Norfolk Offers	Did Not
Very Little	Somewhat Little	Little or Much	Somewhat Much	Very Much	Experience

#### My Perception of Norfolk as a Tourist Destination:

1. Places for water activities such as swimming, sail boating, and cruise ships	-2	-1	0	+1	+2	N.A.
2. Places for golfing and other sports in Norfolk	-2	-1	0	+1	+2	N.A.
3. Places of historical interests	-2	-1	0	+1	+2	N.A.
4. Places of cultural interests	-2	-1	0	+1	+2	N.A.
5. Festivals in Norfolk	-2	-1	0	+1	+2	N.A.
6. Places of scenic beauty	-2	-1	0	+1	+2	N.A.
7. Nice treatment from local people	-2	-1	0	+1	+2	N.A.
8. Restful and relaxing atmosphere	-2	-1	0	+1	+2	N.A.
9. Good shopping places	-2	-1	0	+1	+2	N.A.
10. Variety and quality of restaurants	-2	-1	0	+1	+2	N.A.
11. Availability of entertainment or night life	-2	-1	0	+1	+2	N.A.
12. Availability of suitable accommodations such as hotels or motels	-2	-1	0	+1	+2	N.A.
13. Tours of naval base and naval ships	-2	-1	0	+1	+2	N.A.
14. Easy accessibility to the area	-2	-1	0	+1	+2	N.A.
15. Variety and quality of attractions	-2	-1	0	+1	+2	N.A.

# EVALUATION

## D. Evaluation of Your Actual Experience with a Visit to Norfolk:

Please CIRCLE the response that best describes your feelings about what you experienced in evaluating your visit to Norfolk.

1. Regarding Norfolk's water related activities such as swimming, sail boating and cruise ships.,
  - a) My expectation was LOW and I was pleasantly surprised to see Norfolk's GOOD water activities.
  - b) My expectation was HIGH and I found Norfolk had GOOD water activities.
  - c) My expectation was LOW and I found Norfolk's water activities to be consistent with my LOW expectations.
  - d) My expectation was HIGH and I was disappointed to find Norfolk DID NOT HAVE good water activities.
  - e) I can't judge because I didn't see or experience water activities in Norfolk.
2. Regarding places for golfing and other sports activities in Norfolk,
  - a) My expectation was LOW and I was pleasantly surprised to see Norfolk had GOOD places for golfing and other sports.
  - b) My expectation was HIGH and I found Norfolk had GOOD places for golfing and other sports.
  - c) My expectation was LOW and I found Norfolk DID NOT HAVE good places for golfing and other sports.
  - d) My expectation was HIGH and I was disappointed to find it not as good.
  - e) I can't judge because I didn't see or participate in such activities.
3. Regarding places of historical interests in Norfolk,
  - a) My expectation was LOW and I was pleasantly surprised to see Norfolk had interesting historical places.
  - b) My expectation was HIGH and I found Norfolk had interesting historical places.
  - c) My expectation was LOW and I found Norfolk did not have interesting historical places.
  - d) My expectation was HIGH and I was disappointed to find Norfolk did not have interesting historical places.
  - e) I can't judge because I did not see any historical places in Norfolk.
4. Regarding places of cultural interests in Norfolk,
  - a) My expectation was LOW and I was pleasantly surprised to see Norfolk had interesting cultural places.
  - b) My expectation was HIGH and I found Norfolk had interesting historical places.
  - c) My expectation was LOW and I found Norfolk did not have interesting historical places.
  - d) My expectation was HIGH and I was disappointed to find Norfolk did not have interesting cultural places.
  - e) I can't judge because I did not see any cultural places in Norfolk.

5. Regarding festivals in Norfolk,

- a) My expectation was LOW and I was pleasantly surprised to see Norfolk had good festivals.
- b) My expectation was HIGH and I found Norfolk had good festivals.
- c) My expectation was LOW and I found Norfolk did not have good festivals.
- d) My expectation was HIGH and I was disappointed to find Norfolk did not have good festivals.
- e) I can't judge because I did not see or experience any festivals in Norfolk.

6. Regarding places of scenic beauty in Norfolk,

- a) My expectation was LOW and I was pleasantly surprised with places of scenic beauty in Norfolk.
- b) My expectation was HIGH and I found Norfolk had good scenic places.
- c) My expectation was LOW and I found Norfolk did not have good scenic places.
- d) My expectation was HIGH and I was disappointed to find Norfolk did not have good scenic places.
- e) I can't judge because I did not see any scenic places in Norfolk.

7. Regarding the friendliness of the people in Norfolk,

- a) My expectation was LOW and I was pleasantly surprised with the people's friendliness in Norfolk.
- b) My expectation was HIGH and I found Norfolk's people being friendly to visitors.
- c) My expectation was LOW and I found that Norfolk's people were not friendly to visitors.
- d) My expectation was HIGH and I was disappointed to find that Norfolk's people were not friendly to visitors.
- e) I can't judge because I did not have any contacts with the local people.

8. Regarding "restful and relaxing atmosphere" in Norfolk,

- a) My expectation was LOW and I was pleasantly surprised to see Norfolk offering restful and relaxing atmosphere.
- b) My expectation was HIGH and I found Norfolk offering restful and relaxing atmosphere.
- c) My expectation was LOW and I found Norfolk not offering restful and relaxing atmospheres.
- d) My expectation was HIGH and I was disappointed to find Norfolk not offering restful and relaxing atmosphere.
- e) I can't judge because I did not have any experience of it in Norfolk.

9. Regarding shopping places in Norfolk,

- a) My expectation was LOW and I was pleasantly surprised to see Norfolk had good shopping places.
- b) My expectation was HIGH and I found Norfolk had good shopping places.
- c) My expectation was LOW and I found Norfolk did not have good shopping places.
- d) My expectation was HIGH and I was disappointed to find Norfolk did not have good shopping places.
- e) I can't judge because I did not see or experience any shopping activities in Norfolk.



10. Regarding the variety and quality of restaurants,

- a) My expectation was LOW and I was pleasantly surprised to see Norfolk had good restaurants.
- b) My expectation was HIGH and I found Norfolk had good restaurants.
- c) My expectation was LOW and I found Norfolk did not have good restaurants.
- d) My expectation was HIGH and I was disappointed to find Norfolk did not have good restaurants.
- e) I can't judge because I did not eat at any restaurants in Norfolk.

11. Regarding the availability of entertainment and night life,

- a) My expectation was LOW and I was pleasantly surprised to see Norfolk had good places of entertainment and night life.
- b) My expectation was HIGH and I found Norfolk had good entertainment and night life.
- c) My expectation was LOW and I found Norfolk did not have good places of entertainment and night life.
- d) My expectation was HIGH and I was disappointed to find Norfolk did not have good entertainment and night life.
- e) I can't judge because I did not have any experience with regard to entertainment and night life in Norfolk.

12. Regarding the availability of suitable accommodations (hotels, motels),

- a) My expectation was LOW and I was pleasantly surprised to see Norfolk had good lodging accommodations.
- b) My expectation was HIGH and I found Norfolk offering good lodging accommodations.
- c) My expectation was LOW and I found Norfolk did not have good lodging accommodations.
- d) My expectation was HIGH and I was disappointed to find Norfolk did not have good lodging accommodations.
- e) I can't judge because I did not have any experience regarding this question.

13. Regarding the tours of naval base and naval ships,

- a) My expectation was LOW and I was pleasantly surprised to see Norfolk had good tours of naval base and naval ships.
- b) My expectation was HIGH and I found Norfolk had good tours of naval base and naval ships.
- c) My expectation was LOW and I found Norfolk did not have good tours of naval base and naval ships.
- d) My expectation was HIGH and I was disappointed to find Norfolk did not have good naval base and naval ships.
- e) I can't judge because I did not have any experience.

14. Regarding the aspects of easy accessibility to the area,

- a) My expectation was LOW and I was pleasantly surprised to find Norfolk offering easy accessibility.
- b) My expectation was HIGH and I found Norfolk offering easy accessibility.
- c) My expectation was LOW and I found Norfolk not offering easy accessibility to the area.
- d) My expectation was HIGH and I was disappointed to find Norfolk not offering easy accessibility.

7.

15. Regarding the variety and quality of attractions in Norfolk,

- a) My expectation was LOW and I was pleasantly surprised to find Norfolk had variety and quality of attractions.
- b) My expectation was HIGH and I found Norfolk had variety and quality of attractions.
- c) My expectation was LOW and I found Norfolk did not have variety and quality of attractions.
- d) My expectation was HIGH and I was disappointed to find Norfolk did not have variety and quality of attractions.
- e) I can't judge because I didn't have any experience regarding this question.

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16. OVERALL, how do you feel about your visit to Norfolk?: (Please circle the number that best describes your OVERALL FEELING). If you don't have any feelings about your visit to Norfolk, please do not respond.

- +3 = Delighted
  - +2 = Pleased
  - +1 = Mostly Satisfied
  - 0 = Mixed (about equally satisfied and dissatisfied)
  - 1 = Mostly Dissatisfied
  - 2 = Unhappy
  - 3 = Terrible
- .....

## PART III.

A. Your Perception of Typical Tourists (Visitors) to Norfolk:

Imagine a typical tourist who visits Norfolk and indicate your agreement or disagreement to the following statements. Please circle N/A for those statements which you do not have any feelings for or simply don't know.

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Don't Know
1) The type of tourists who visit Norfolk are <u>FAMILY-ORIENTED</u> people.	- 2	-1	0	+1	+2	N/A
2) The type of tourists who visit Norfolk are <u>CONSERVATIVE</u> people.	- 2	-1	0	+1	+2	N/A
3) The type of tourists who visit Norfolk are <u>PRACTICAL</u> people.	-2	-1	0	+1	+2	N/A
4) The type of tourists who visit Norfolk are <u>ARTISTIC</u> people.	-2	-1	0	+1	+2	N/A
5) The type of tourists who visit Norfolk are <u>FRIENDLY</u> people.	-2	-1	0	+1	+2	N/A

B. Please indicate your agreement or disagreement to the following statements.

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
1) I am a <u>family-oriented type</u> person.	-2	-1	0	+1	+2
2) I <u>like to be</u> a family-oriented type person.	-2	-1	0	+1	+2
3) I am a <u>conservative-type</u> person.	-2	-1	0	+1	+2
4) I <u>like to be</u> a conservative-type person.	-2	-1	0	+1	+2
5) I am a <u>practical-type</u> person.	-2	-1	0	+1	+2
6) I <u>like to be</u> a practical-type person.	-2	-1	0	+1	+2
7) I am an <u>artistic-type</u> of person.	-2	-1	0	+1	+2
8) I <u>like to be</u> an artistic-type of person.	-2	-1	0	+1	+2
9) I am a <u>friendly-type</u> person.	-2	-1	0	+1	+2
10) I <u>like to be</u> a friendly-type person.	-2	-1	0	+1	+2

C. In reference to the above questions, please indicate your level of agreement or disagreement with the following questions.

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly agree	Don't Know
1) The typical visitors (or tourists) to Norfolk reflect the type of person who I am.	-2	-1	0	+1	+2	N/A
2) The typical visitors to Norfolk reflect the type of person who I like to be.	-2	-1	0	+1	+2	N/A
3) The typical visitors to Norfolk are similar to me.	-2	-1	0	+1	+2	N/A
4) The typical visitors to Norfolk are consistent with how I like to see myself.	-2	-1	0	+1	+2	N/A
5) The typical visitors of Norfolk are very much like me.	-2	-1	0	+1	+2	N/A
6) The typical visitors of Norfolk are very much the kind of person I like to be.	-2	-1	0	+1	+2	N/A



3. Now, to complete the survey, please provide us with some information about yourself by circling the response that best describes you.

A. Your gender: 1) Male 2) Female

B. Marital Status (Optional): 1) Married 2) Single  
3) Widowed 4) Divorced/Separated

C. Age (Optional): 1) Under 19 years 4) 40-49 years  
2) 20-29 years 5) 50-59 years  
3) 30-39 years 6) 60 years and above

D. Household Income (Optional):  
1) Under \$20,000 5) \$50,001-60,000  
2) \$20,001-30,000 7) \$60,001-70,000  
3) \$30,001-40,000 8) \$70,001-80,000  
4) \$40,001-50,000 9) Over \$80,000

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**THANK YOU FOR YOUR COOPERATION!** Please return the completed survey using the return envelope which has been provided. Postages are pre-paid. Please fill out the following information for the prize drawing as described in the cover letter (Will not be used for any other purposes).

Name: \_\_\_\_\_

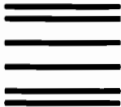
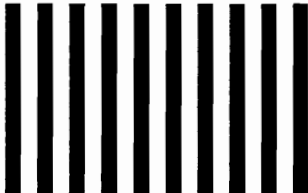
Address: \_\_\_\_\_

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Business Return Envelope

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## VITA

Kye-Sung (Kaye) Chon, son of Eulsoo and Chomsoon Chon, was born on May 25, 1953, in Chonbuk, Korea. After serving in the Republic of Korea Army from 1974 to 1977, he worked for the Special U.S. Liaison Advisor, Korea as an information analyst and a translator. He married Mee-Sook Kim in 1979 and he is now the father of June H. Chon (age 10) and Harah Chon (age 8).

He graduated from the University of Maryland (1982, A.A. with honor, Management), Georgia State University (1984, B.S. with honor, Hotel, Restaurant and Travel Administration), and the University of Nevada, Las Vegas (1985, M.S., Hotel Administration; James F. Adams Fellowship Recipient). While pursuing a master's degree UNLV, he was employed as a graduate teaching and research assistant. Upon completion of his master's degree, he was briefly employed by the UNLV as a Lecturer.

Between 1981 and 1986, he held various industry positions in hospitality, tourism and marketing including hotel manager, marketing consultant, and hotel/casino/travel industry consultant. Since 1986, he has been a member of the faculty in the Department of Hotel, Restaurant and Institutional Management at Virginia Tech. He has undertaken a number of research projects related to tourism marketing and management, and he has been published in Tourism Management, The Tourist Review, The Cornell H.R.A. Quarterly, Hospitality Education and Research Journal, FIU Hospitality Review, Journal of Travel Research, Hospitality and Tourism Educator, SECHRIE Research and Review Journal, Annals of Tourism Research, and various conference proceedings and trade journals. His research works were also translated and published in Spain (Estudios Turisticos) and Korea (Hotel and Tourism Management Review).

He is currently a Board Member, Chairman of Research Papers Committee, and Editor of Conference Proceedings for the Society of Travel and Tourism Educators (STTE), while a Treasurer of Southeast Council on Hotel, Restaurant and Institutional Education (SECHRIE) and an Associate Editor of SECHRIE Research and Review Journal. His other professional affiliations include Association of International Scientific Experts in Tourism (AIST), International Academy of Hospitality Research (IAHR), Travel and Tourism Research Association (TTTRA), Academy of Marketing Science (AMS), and International CHRIE.

Effective January 1991, he will assume the editorship of Journal of Travel and Tourism Marketing.