DESTINATION PERCEIVED VALUE AND POST- TOUR BEHAVIOURAL INTENTION OF TOURISTS- ROLE OF DESTINATION SELF- CONGRUITY

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This is to certify that the thesis entitled **"Destination Perceived Value and Post- Tour Behavioural Intention of Tourists- Role of Destination Self- Congruity"** is the record of bonafide research work done by Ms. Meera Prathapan under my supervision and guidance at the School of Management Studies, in partial fulfillment of the requirements for the Degree of Doctor of Philosophy under the Faculty of Social Sciences, Cochin University of Science and Technology. It is also certified that all the relevant corrections and modifications suggested by the audience during the pre-synopsis seminar and recommended by the Doctoral Committee of the candidate have been incorporated in the thesis. Plagiarism was checked for the thesis at the University Library and found to be satisfactory.

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Declaration

I, *Meera Prathapan* hereby declare that the thesis entitled *"Destination Perceived Value and Post- Tour Behavioural Intention of Tourists- Role of Destination Self- Congruity"* is a bonafide record of the work done by me under the guidance of Dr*. Zakkariya K. A.,* Professor, School of Management Studies, CUSAT, Cochin-22 for the Ph.D Programme in School of Management Studies of Cochin University of Science and Technology. I also declare that this research work is the result of my own effort and has not previously formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other similar titles of recognition.

Kalamassery   *Meera Prathapan*

04/07/2018

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
BPC	Brand's personality Congruity
BI	Behavioural Intention
CFA	Confirmatory factor Analysis
CR	*Composite Reliability*
DMZ	Destination management Zones
DSC	Destination Self- Congruity
EVS	Experiential Value Scale
ELM	Elaborate Likelihood Model
KMO	Kaiser- Meyer- Olkin
MCM	Miniard & Cohen Model
PERVAL	Perceived Value Scale
PV	Perceived Value
PQ	Perceived Quality
PMC	Perceived Monetary Cost
PNMC	Perceived Non- Monetary Cost
PSV	Perceived Social Value
PEV	Perceived Emotional Value
PCA	Principal Component Analysis
SEM	Structural Equation Model

SIC	Self- Image Congruence
SAC	Sacrifice
SQ	Service Quality
SV	Service Value
SC	Self- Congruity
SAT	Satisfaction
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behaviour
TR	Tourism Resources
TA	Tourism Activities
TS	Tourism Services
WOM	Word of Mouth

Chapter **1**

INTRODUCTION

Contents	**1.1**	Introduction
	1.2	Background of the Study
	1.3	Statement of the problem
	1.4	Research Objectives
	1.5	Proposed Model
	1.6	Organization of thesis

This chapter gives an introduction about the study. In the introduction, the study begins with showcasing the importance of tourism in the global and Kerala context. Then, the background of the study, statement of the problem, research objectives, proposed model is discussed. The chapter ends with organization of chapters in thesis.

1.1. Introduction

"Kerala is one among the 50 destinations that a person should visit in his lifetime" - *National Geographic Traveler, 2010*

In the world, tourism has turned out to be the standout and fastest growing in the service sectors. Despite any sort of economic crisis, tourism has grown tremendously worldwide fostering local development and creating employment opportunities as stated by *UNWTO, 2012*. Tourism is considered as one of the primary income earning sector in various developing and developed countries. The above quote by the National Geographic Traveler depicts that Kerala has grown tremendously as a global tourism destination and has strong potential to attract many tourists.

Kerala tourism statistics, 2012 predictions state that Asia will have one of the fastest growing tourist populations in the world, where India being the one which has got a strong potential to increase the number of tourists. According to a study conducted by *TCS Bangalore*, 2011, Kerala has remarkably progressed in tourism over the recent years and has become a global tourism brand. Tourism is one of the success stories of the 20th century and is concerned more with the satisfaction of individuals stated on the *Kerala tourism statistics, 2012.*

It was in 1986, the Government of Kerala proclaimed tourism as an industry in the service sector. From there the tourism as an industry started to develop in Kerala. Efforts were taken in the late 1980's for developing tourism in Kerala as a major brand in the world. Tourism policies of the Government of Kerala aimed at improving the tourism potential of the state in domestic and global market. Through the spending of the tourists, tourism activities have a wider impact on the economy in terms of foreign tourist arrivals, foreign exchange earnings, creating jobs and income for the households. According to the *Kerala tourism statistics, 2016* foreign tourist and domestic tourist arrival to Kerala shows an increase of 6.23% and 5.67 % respectively in 2016 over the previous year. Foreign exchange and total revenue has also recorded an increase of 11.51% and 11.12% respectively over the last year's figure. Kerala tourism expects to have 8% increase in tourist arrivals during 2017 stated by the *Times of India, 2017*.

Ministry of Tourism & Culture, 2004 has done a case study on Kerala's approach to tourism development. It states that Kerala is a role model for the development of tourism in India. Today, Kerala positions themselves globally with Ayurveda and Backwaters. To the WTTC, Kerala is called as a 'partner state'- *World Tourism and Travel Council, 2012*.

According to *Brady & Cronin, 2001; Cronin et al, 2000* there are a wide variety of products in the market and the consumers are becoming more careful

in spending their money on high value products. To understand how Kerala is perceived as a tourist destination, it is important to study the perception of tourist visiting Kerala. A study done by *Kerala Tourism Trends, Trade Survey, 2016* announced that the destination product is the most critical factor for tourist arrivals. The brand's perceived value is also a major force for attracting tourists. The perceived image of a destination has dissimilarities in various places because of culture, history, society and so on. This dissimilarity has made it relevant to understand how tourists perceive a destination. Brand value can only be created based on the satisfaction and behavioral intention of the tourist said *Brady & Cronin, 2001*.

Tourism is an industry where the choice of the customer is immense. So, the tourism products need to be marketed, just like any other products. However, the marketing of tourism is quite different from consumer goods. So, it is necessary to find out the best method to market the tourism products. For marketing the destination, it is important to know how the tourist perceive the destination. As applied to consumer behaviour, some studies have shown that consumers perceived values are affected by one's self-congruity. *Petrick, 2002* pointed out that there can be differences in the perception values and self- congruity. Hence, the researcher thought of exploring these differences in the context of tourism destination to understand whether this has any impact on the post - tour behavioural intention of tourists- intention to revisit or not to revisit and recommend the destination.

1.2. Background of the Study

Kerala tourism has gained an industry status by 1986 and subsequently adopted the tagline 'God's Own Country' in its advertising campaigns. By the mid-2000s, tourism had developed into an undeniable, multi-billion-dollar industry

in the State and is currently anticipated as India's tourism super brand as stated by the *Economic Review, 2010*. Since tourism is a highly competitive industry, many States in India are working hard to strengthen their position in the field of tourism. Tourism is revered as 'people industry' as vouched by *Morrison, 1989.* In fact, compared to other industries, tourism is the most sensitive service industry where meeting of diverse cultures take place.

Initially, the different marketing initiatives tried to position Kerala as 'the place to be,' marketing every aspect of the state from the towns, cities, beaches, ayurveda, backwaters, cuisine, rich cultural and heritage, wildlife etc. stated by *ICMR, 2002*. A drastic change has happened in 2010, when the very famous advertisement was launched 'Your Moment is Waiting', directed by Prakash Varma. This advertisement has shown a distinct perspective of visiting Kerala. Through this advertisement they were trying to connect the tourist image with the image of Kerala destination. Like no other destination, this has gone long beyond just being a commercial, to capture the spirit of Kerala. This was vouched by *Venu, 2010* Secretary, Kerala Tourism and has stated "Normally one tries to identify iconic images of a destination which is an easy task because they know the beautiful landscapes, colourful scenes which becomes iconic for the traveller. But in this advertisement, however we tried different routes. It's about connecting mentally and spiritually the tourist and the destination. This is a route which no other tourism board has taken before."

This connection between the tourist and the destination or the match/mismatch between the tourist image and destination image was referred by *Chon, 1992* as destination self- congruity. Thus, the concept of destination self- congruity has emerged as one of the important concepts in tourism behavior. Tourists devour travel and tourism products as a method of self-expression said *Gross and Brown, 2006.* This self- expression was stated by *Sirgy et.al, 1991* as self-

congruity theory, which denotes the theory as consumers positive evaluations of a product that has a typical brand- user images congruent with their self- image. The positive effect of self- congruity on brand evaluation is known as the self-congruity effect.

In 2006, Elizabeth Gilbert wrote a book titled "Eat, Pray and Love". In the book, she expounded on venturing out to three distinct countries to find her mental self- image. At first, she travelled four months through Italy, eating and getting a charge out of life ("Eat"). For three months, she then moved on to India for discovering spirituality in her ("Pray"). She finished the year in Bali, Indonesia, searching for balancing the two and finally will find her love ("Love"). This value perception of Elizabeth to match with her self- image was also explained by *Agapito et.al, 2012,* where he stated that to create a favorable destination image it is necessary to explore those factors that creates destination image. Perceived value is one among such factors.

Oh, 2003; Dumond, 2000 considered perceived value as an essential tool for marketing activities. Perceived value is gaining more consideration among the marketers in today's world stated by the *Marketing Science Institute, 2001.* The detailed knowledge about this value perception in tourists would enhance in-depth knowledge about the destination. *Cronin et.al, 2000* stated that customer's value perception is the most crucial factor that drives them towards repurchases intention and willingness to recommend.

Aaker, 1996 stated that individuals will purchase/ repurchase such products which shows similarity between their perceived value and products image. Self-congruence affects the consumer decision making by influencing perceived value vouched by *Kwak and Kang, 2009.* This made the researcher to explore more on the role of destination self- congruity and perceived value on post tour

behavioral intention. Further, literatures were reviewed to identify the research gap.

1.3. Statement of the Problem

According to the *U.S. Travel Association, 2012*, tourism has contributed a lot for the economic growth and serves as a solution to the various economic challenges. All destinations are promoting themselves with the destination features like beaches, scenic beauty and comfortable stay and so on. However, the question is whether these marketing techniques alone can bring more tourists to a destination? Will this make a destination different from its competitors? Both from academic point of view and management of tourism organizations, there are many factors that influence a tourist to choose a destination as stated by *Crouch, 1994*. There are studies which explains what, where and how tourists buy. These studies never consider the aspect of "why" they buy as vouched by *Sirgy and Su, 2000.* So, there is a need to comprehend the reasons for these decisions.

The literature points out that to comprehend the congruence of the tourist with a destination, it is important to assess how a tourist perceive value. *Xu Wenyan, 2006* brings up that in this competitive market the comparability among the tourism products has brought down the product differentiation procedure and along these lines perceived value is considered as having an upper hand in marketing. Meanwhile, to enhance the customer perceived value it is important to study the quality, cost, time as well as relationship. Yet, the literatures state the lack of researches on tourist-perceived value.

Clarke, 2000 stated that the choice of travel destination is now increasingly considered as a status symbol and a means of self- expression. Considering the personality of the destination and its congruence with the tourist would help in

building destination brands. This can be a reasonable tool for marketing the destination said *Ekinci & Hosany, 2006*. In this sense, understanding self-congruity can be an inspiration for tourism administrators to know how to advertise the destination and along these lines to pull in potential tourist to their destination. In a study conducted by *Kressmann et al., 2006,* it was stated that the managers who are associated with managing the brand should first identify the self- concept of their target consumers and then build a match between them and the brand.

Some researchers have pointed out the benefits of extending self- congruity concept to post-consumption evaluations like intention to recommend and revisit *e.g., Sirgy et. al, 1990, Ekinci et al, 2008.* The success of a destination depends on its ability to create intention to recommend and revisit in the minds of the tourists. Till date, the utilization of self-congruity theory to post-travel assessments are constrained stated by *Sameer Hosany and Drew Martin, 2011.* This demonstrates the essentialness of studying perceived value and self-congruity on post visit behaviour. *Gross and Brown, 2006 and King, 2002* said that there are no known studies till date that simultaneously investigates the relationship between perceived value, self-congruity and intention to recommend and return to a destination.

As indicated by *Heung and Qu, 2000,* the present tourism studies have for the most part revealed findings about tourist perceptions and behavioural intentions towards travelling in Western societies, but there are very few studies in the Asian context. This gives a significant motivation in conducting the study in Kerala which is a destination one should visit at least once in his life- time. The research gap demands further enquiry on this relationship and shows the need for a research model which states the relationship between destination perceived

value, destination self- congruity and post tour behavioral intention of tourist (intention to revisit and recommend a destination).

1.3. Research Objectives

To study the gap that has been identified through literature review the objectives that have been formulated are:

1. To study the relationship between the different dimensions of tourists' destination perceived value (quality, monetary cost value, non- monetary cost value, social value, emotional value) and intention to revisit and recommend a destination.

2. To examine the mediating effect of tourists' destination self- congruity between different dimensions of destination perceived values (quality, monetary cost value, non- monetary cost value, social value, emotional value) and intention to revisit and recommend a destination.

3. To evolve an attested model that explains the relationship between different dimensions of tourists' destination perceived values and destination self-congruity on intention to revisit and recommend a tourist destination.

4. To verify the applicability of the model among the international and domestic tourist categories.

1.4 Proposed Model

The researcher in the present study was able to propose a conceptual model that depicts relationship between different dimensions of perceived value (PV) – Perceived Quality Value (PQV), Perceived Monetary Cost (PMC), Perceived Non-monetary Cost (PNMC), Perceived Social Value (PSV) and Perceived Emotional Value (PEV) and post tour Behavioral Intentions (BI) - Intention to revisit (IRV)

and Intention to recommend (IRC). The researcher states that this relationship between perceived value and behavioral intentions is mediated by Destination Self- Congruity (SC) – Actual Congruity, Ideal Congruity, Social Congruity and Ideal Social Congruity. The conceptual framework of this study is depicted in figure 1.
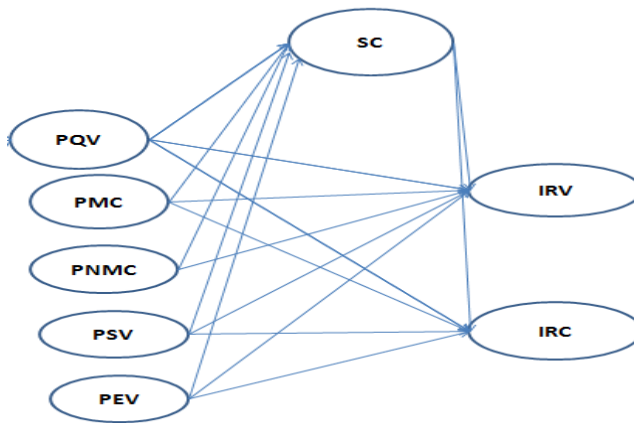
Fig 1: Proposed conceptual model

1.5 Organization of the Thesis

Chapter 1 gives an introduction about the research, background of the study, problem statement and objectives. Chapter 2 is primarily devoted to the review of literature and identification of research gaps. Chapter 3 details the conceptual model development process. Chapter 4 depicts the research methodology that includes various methodological details such as operational definitions of variables, hypotheses, population, sample, tools of data collection. This gives a detailed description of research design used in this study. Chapter 5 presents the analysis done for this study which also includes hypotheses testing. Chapter 6 presents the findings and discussions of the study. Finally, Chapter 7 looks into an overview of the study, major objectives that were discussed, research and practical implications, limitations of the study and extension for future research.

Chapter **2**

REVIEW OF LITERATURE

C o n t e n t s	**2.1**	Perceived Value
	2.2	Research in Self Congruity
	2.3	Perceived Value and Self- Congruity
	2.4	Research in Behavioural Intentions
	2.5	Self- Congruity and Behavioural Intention
	2.6	Research Gap

This study is focused to investigate the relationship between perceived values (Functional value, social value and emotional value), self- congruity and behavioral intentions (intention to revisit and intention to recommend) of tourists. The objective of this chapter is to review and summarize the available literature for the better understanding of these variables and their relationships. Therefore, all relevant aspects of the construct perceived values, self- congruity and behavioral intentions (intention to revisit and intention to recommend) are thoroughly reviewed and the relevant studies found during the process as such has reported here under various headings. Literatures were collected from various publications and platforms like Emerald, EBSCO, Taylor and Francis, Shodhganga, ResearchGate, Academia and so on.

2.1 Perceived Value

While choosing product consumers are influenced by several factors. Of these the most crucial factor is the value. There are many ways to describe value. *Woo, 1992* describe value in four ways. Firstly, value is "what is genuine to individuals in the context of prosperity and survival of individuals." Secondly, "What a society on

the whole observe as essential, paying little attention to whether this would contribute to his or her prosperity." Third, value refers to "What is worth for the individuals to possess." Fourth, value refers to the "consumers act of trying to maximize buying". Previous researchers have used different terms for the construct value, even though most of it meant the same concept. Values as stated by different authors are listed in the following table:

Table 1: Types of Values

Types of Value	Author
Consumer Value	Holbrook, 1999
Consumption Value	Sheth, Newman and Gross, 1991
Customer Value	Gale, 1994
Perceived Value	Chang and Wildt, 1994
Service Value	Bolton and Drew, 1991
Acquisition and transaction Value	Monroe, 1990
Value for Money	Ashworth and Johnson, 1996

The concept of value in this study refers to the value of the product as perceived by the consumers (Perceived Value). Customers' value perception is an important area that has gained much attention from various researchers like *Holbrook, 1999; Sheth et.al, 1991; Sweeney and Soutar, 2001 etc*. Now, the market offer variety of products and services at high quality and better price. Due to this fact, the customers are becoming more careful in spending their money. They look in for the value that they get after purchase of any products. *Cronin et al., 2000*, stated that customer's value perception is the most important factor that drives them towards future behavioral intentions like repurchase and willingness to recommend. Since the value perception is so important for the consumer behavior theory, it has become important to know the antecedences and consequences of the same.

According to *Zeithaml, 1988* "perceived value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given". Depending on the type of product there can be changes in this representation. This is because for some products customers seek good price but for others they seek more than monetary gains. This is why Zeithaml's study gives four meanings of value- low price, what one wants in a product, quality received and what the customer gets versus gives. The last dimension i.e., what the customer gets versus gives has been the main interest for perceived value studies in marketing. There are several studies like *Chen and Chen, 2010; Meng, Liang and Yang, 2011* that recognize perceived value as an important antecedent for customer's future behavioral intentions.

Over the years perceived value is gaining wide attention from the researchers. The only difference was with the dimensions that were taken differently. Perceived value was taken with different dimensions by the researchers. Initially the concept of value in the marketing literature was purely uni- dimensional especially it was based on price stated *Monroe, 1990*. Many argued that the consumers' value perceptions are the result of a comparison between distinct types of prices. *Sanchez and Iniesta, 2007* has done a wide review on the variable perceived value and states that perceived value was studied as two dimension- uni-dimensional and multi- dimensional approach. In uni-dimensional approach, studies were conducted in three streams- Monroe's proposition, Zeithaml's approach and some additional researches. The contributions by different authors in these streams are listed in table 2.

According to *Oh, 2003* perceived value was later configured into two parts. One is the benefits received like economic, social etc and another is the sacrifices made like time, effort etc.

Table 2: Uni- dimensional Perspective of Perceived Value

Research Area	Contributions by Authors
Monroe's Proposition	Monroe, 1990; Agarwal and Teas, 2001; Oh, 2003
Zeithaml's Approach	Bolton and Drew, 1991; Chang and Wildt, 1994; Sweeney et.al, 1999; Zeithaml, 1988
Other Research	Blackwell et.al, 1999; Cronin et.al, 1997; Cronin et.al, 2000; Gallarza and Gil, 2006

Source: (Sanchez and Iniesta, 2007), The concept of perceived value: A systematic review of the research, Sage publications.

Changing the concept to multi dimensional scale the major studies started with Sheth et. al model. In *Sheth, Newman and Gross, 1991,* the study was focused on five dimensions of perceived value called functional, social, emotional, epistemic and conditional values. They also argued that these values are different for different individuals. *Sheth et.al, 1991* has defined the values as:

➢ Functional Value: "The perceived utility acquired from an alternative's capacity for functional, utilitarian or physical performance." For eg: price, quality, durability and so on.

➢ Social Value: "The perceived utility acquired from an alternative's association with one or more specific social groups."

➢ Emotional Value: "The perceived utility acquired from an alternative's capacity to arouse feelings or affective states."

- Epistemic Value: "The perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty and satisfy a desire for knowledge."
- Conditional Value: "The perceived utility acquired by an alternative as a result of a specific set of circumstances facing the choice maker."

Giving a different dimension on perceived value, *Groth, 1995* pointed out the values as cognitive: perceived utility, psychological - Internal and external. While *Gronroos, 1997* used the values as emotional and cognitive in his study. He also viewed "perceived value as a dynamic variable experienced before purchase, after purchase, at the moment of purchase, after use and at the time of use". In the same year *De Ruyter et.al, 1997* classified perceived value in three dimensions- emotional or intrinsic value, functional or extrinsic value and logical dimension.

Later, *Sweeney, Soutar and Johnson, 1999* has studied perceived value using the dimensions social value, emotional value and functional value like price, performance and versatility. *Sweeney and Soutar, 2001* further studied economic and quality as functional dimension, social and emotional dimension as another variable. They have developed a major scale for measuring perceived value called PERVAL scale, which become a major tool for measuring perceived values in many studies.

This multi- dimensional approach has given importance for the feelings in consumption and buying patterns rather than studying only the traditional approach of economic utility.

Multi- dimensional approach as reviewed by *Sanchez-Fernandez & Iniesta-Bonillo, 2007,* gives the following contribution by different authors:

Table 3: Multi- dimensional Perspective of Perceived Value

Research Stream	Contributions by Authors
The Customer Value	Woodruff, 1997; Woodruff and Gardial, 1996
Utilitarian and Hedonic Value	Babin and Babin, 2001; Lee and Overby, 2004
Axiology Value	De Ruyter et.al, 1997; Mattsson, 1991
Consumption Value	Sheth et.al, 1991; Sweeney and Soutar, 2001, William and Soutar, 2000; Wang et.al, 2004
Holbrook's Customer Value	Holbrook, 1994; smith, 1999; Solomon, 1999

Source: (Sanchez Fernandez and Iniesta Bonillo, 2007), The concept of perceived value: A systematic review of the research, Sage publications.

Similarly, *Sanchez Fernandez and Iniesta Bonillo, 2007* has done a comparison of the uni- dimensional and multi- dimensional approaches of perceived value and arrived at the following conclusion:

Table 4: Comparison of Uni- dimensional & Multi- dimensional Perspectives of Perceived Value

Uni- dimensional	Multi- dimensional
Origin is from economic and cognitive theory	Origin from consumer- behavior psychology
Conception is utilitarian and economic	Conception is behavioural
Approach is cognitive	Approach is cognitive- affective
Simple	Complex
Emphasis on how value is evaluated	Emphasis on how to improve value
More concentrated on antecedents of value	More concentrated on components of value
Widely accepted in literature	Hardly accepted in literature

Source: (Sanchez Fernandez and Iniesta Bonillo, 2007), The concept of perceived value: A systematic review of the research, Sage publication

Sanchez-Fernandez & Iniesta-Bonillo, 2007 has done a systematic review of the concept perceived value. The major conclusions of the study were that both uni-dimensional and multi- dimensional models of perceived value have their own roles to play in understanding the concept. The nature of the perceived value is complex and multi- dimensional and this implies an interaction between consumer and a product. This study provides a comprehensive framework for the future studies on perceived value.

2.1.1 Perceived Value in Tourism Sector

In recent years, perceived value started to gain much attention in the tourism sector. There are few studies conducted using uni- dimensional as well as multi-dimensional approaches. *Xiucheng Fan and Haicheng Luo, 2003* has taken a multi- dimensional approach of perceived value and measured it on the basis of Sweeney's theory. Though there are many dimensions for perceived value, this research has divided it into three dimensions: functional value, emotional value and social value, among which functional value includes quality value and cost value. This study has excluded conditional value and epistemic value on the basis of *Sweeney and Soutar, 2001,* who has developed PERVAL scale to measure perceived value. In his study he has omitted conditional and epistemic value, stating that these values are less critical for the general measure of perceived value.

It was *Zeithaml, 1988*, who split up functional value into quality and price arguing that some consumers perceive value as low price, whereas others perceive it when there is a balance between quality and price. The two components have different effects on perceived value. He viewed price as cost. This is because price is a financial sacrifice, but it also positively influences perception of value through increased product quality. However, the net effect of price on perception is negative; it is often placed among the cost.

Perceived cost is considered as a very important dimension of perceived value. Perceived cost is divided into two- monetary cost and non- monetary cost. Monetary cost is the money tourist pay for the services. Non- monetary cost includes time, energy and physical strength and so on. In other words, consumers or tourist always interpret their perception of what they get and give up on the basis of monetary and non- monetary cost said *Cronin, Brady, & Hult, 2000.*

The definitions of functional, social and emotional value are stated above as per *Sheth, Newman and Gross, 1991.* The perceived cost is taken as perceived monetary cost and perceived non- monetary cost.

Gallarza and Gil, 2006 stated that tourism and hospitality research has shown an interest in value in recent years especially with quality as a dimension. She has conducted a study with two objectives. One is to investigate the dimensionality of consumer value using Holbrook's typology in travel related context, combining it with negative inputs of value. The other is to explore the relationship between perceived value, satisfaction and loyalty using LISREL model. The findings of this study stated that there is a need to surpass the utilitarian approaches such as value for money and quality for the price paid approach. The result of the study also confirms quality as an important variable for travel related studies.

Sánchez, Callarisa, Rodríguez and Moliner, 2006 conducted a study to develop a scale for overall measurement of perceived value after purchase of the product. In the scale they have developed 24 items grouped into six dimensions. They named this scale as GLOVAL scale. This study also has given importance to the quality, price, emotional value and social value. Thus, shows the importance of studying these values in tourism context. This study also states that though quality and price are called as functional value, it is treated separately. This is

because quality has a positive influence and price has negative influence, which is similar to the findings of *Sweeney and Soutar, 2001*. So, both should be treated separately. This study points out that the real concept of value arises after the decision to purchase and consume the product i.e., post- purchase perceived value. This is because, here the evaluation implies review of conscious and unconscious decisions made during the consumption.

Williams and Soutar, 2005 used a multi-dimensional framework to measure value in the context of adventure tour operators. Along with the functional dimension of value, he has also included the emotional value, social value and epistemic value for his study. The study finds out that the adventure tour operators who provides more of emotional value, value for money and novelty tends to get more satisfied customers.

Lee, Yoon and Lee, 2007 examined the relationship between perceived value, satisfaction and recommendations in the Korean Destination Management Zones (DMZ). They have tested multiple dimensions of perceived value on Korean DMZ and analyzed its effects using SEM. This study finds out that the perceived functional value and emotional value has a strong influence on the destination. The findings of this study confirm that perceived value is a strong predictor of satisfaction as well as behavioral intentions.

2.1.2 Perceived Value and Behavioral Intentions

There are only few studies that tried to study the direct relationship between perceived value and behavioral intentions like intention to recommend and intention to revisit. Behavioral Intention is mostly considered as an outcome of satisfaction. Some studies like *Shen, Fan, Zhan and Zhao, 2014* tried to establish the direct relationship between perceived value and behavioural intention. They conducted this study among the Chinese Cruise tourist. The

findings of this study revealed that the brand value has little significant impact on behavioral intention, Emotional value has positive impact on behavioral intention, Social value has positive impact on behavioral intention, Quality of service value has positive impact on behavioral intention, perceived cost has a negative impact on behavioral intention.

The market share of a tourism enterprise can be enhanced through tourist perceived value. *Petrick, 2004* stated that the tourist perceived value is also an important predictor of tourists' behavioral intentions. For this, he conducted a study in cruise tourism with first time customers and returned customers. The study finds that quality and perceived value are the best predictors of repurchase intention.

Chang and Wildt, 1994 go further and examined the relationship between quality and value perceptions. Their studies suggest that there are links between quality, value and the intent to repurchase. Perceived quality value is having a direct relationship on repeat purchase intentions.

Murphy, Pritchard and Smith, 2000 examined perception of tourist on destination products. They have examined the visitors' perception of quality, value and intention to return. This study was conducted in a destination called Victoria. Results of this research predict that perceived quality value has a strong positive relation on intention to return. Perceived value is also having a strong relationship with intention to return.

Chen, 2008 presented a relationship model between perceived value, quality, overall satisfaction and behavioral intentions for international airlines. Study was conducted in Taiwan. The analysis shows that perceived value is having a direct influence on passenger's behavioral intentions. This study states that unless the perceived value is not considered, there is no guarantee for

customer satisfaction or positive behavioral intentions. This shows that perceived value is an important factor in the airline industry.

Now a days, corporate are using the concept of perceived value to evaluate the post purchase intention and proved that it is having a direct relationship on repurchase intention and WOM said *Petrick, 2002.*

The influence of perceived quality value on behavioral intentions was studied by many researchers like *Abdalla, 2008,* who has studied Egypt's destination image. The study was conducted to test the relationship between image of destination and behavioral intentions. Empirically this study was conducted at Hurrahed for recreational tourism and at Cairo for cultural tourism. The findings indicated that recreational tourism image has significant relation on behavioral intentions. On the contrary, cultural tourism image affected the quality of both the destination. Perceived quality value also has a positive influence on willingness to return.

2.2 Research in Self- Congruity

In consumer behavior literature it is evident that consumers buy products that are having symbolic images similar to their self- image, which helps to attain self- image congruence as stated by *Heath and Scott, 1998. He and Mukherjee, 2007* is able to predict through his study that self- congruity is able to explain different aspects of consumer behavior. This concept of self-congruity was arrived from self- concept.

According to *Rosenberg, 1979,* Self- concept is defined as "the totality of the individual's thoughts and feelings having reference to him as an object." Initially self- concept was considered as a uni- dimensional construct. Later, *Malhotra, 1988* conceptualized it as two dimensional i.e., having the two-dimension called actual and ideal self- concept. The initiation of the

relationship between self- congruity and consumer behavior started in 1955. Previous research has indicated that the product/ self- image congruity influences the following:

Table 5: Outcomes of Self- Image Congruity

Variable	Author
Product ownership	Heath & Scott, 1998
Product/ Brand Preference	Birdwell, 1968; Sirgy, 1980
Purchase intentions/ Product/ brand choice	Ericksen, 1996; Sirgy, 1980
Loyalty	Sirgy, 1980

It was *Sirgy, 1982,* who has given a four- dimensional construct for self-concept. This includes actual self-concept, ideal self-concept, social self-concept, and ideal social self-concept

According to *Sirgy, 1982,* the various self- concepts are defined as:

➢ Actual self-concept can be defined as how a person sees himself or herself.

➢ Ideal self-concept can be defined as how a person would like to see himself or herself.

➢ Social self-concept can be defined as how a person thinks others perceive him or her.

➢ Ideal social self-concept refers to the way a person desires to be perceived by others.

Sirgy, 1986 stated that there are four different approaches for the self- concept studies. One is product image as it relates to the stereotypic image of the generalised product users. Second is that product image is having a direct

association with self- concept. Third, there is sex- typed product image and fourth is that there is differentiated product images. He has done this research to critically review self- concept research. He stated that compared to consumer attitude research, the studies on self- concept is limited. It is important to build a strong theoretical, model and method development for the concept of self- concept. It is important to understand that the self-concept research can also contribute to consumer attitude modellig and consumer- decision making research.

Usakli and Baloglu, 2011 considered self- congruity as an extension of self-concept. This theory was first developed in the context of consumer behavior. It was *Sirgy, 1982* who hypothesized that consumers usually prefer products or brands that are congruent with their self- concept. This study has given a new dimension to the literature called Self- congruity theory. Just like the four major types of self- concept, four types of self- congruity was defined by Sirgy- actual, ideal, social, ideal social self- congruity. These dimensions were defined as follows:

➢ Actual self- congruity: Degree of match between a consumer's actual self-image and product/ brand image.
➢ Ideal self- congruity: Degree of match between a consumer's ideal self-image and product/ brand image.
➢ Social self – congruity: Degree of match between a consumer's social self-image and product/ brand image.
➢ Ideal social self- congruity: Degree of match between a consumer's ideal social self- image and product/ brand image.

Sirgy, 1982 defined the self image congruity model as the cognitive matching process between value- expressive attributes of a given product and consumer's self- concept. Consumer decisions such as product prefernce,

purchase behavior, purchase intentions, loyalty and so on is based on this matching process. In other words, self- congruity model accesses the consumer's specific value- laden self- image with a corresponding value-laden product image in connection with a product purchase.

It was *Malhotra, 1981,* who has operationalised the concept of self- congruity for product marketers. He has provided a scale which comprises of fifteen bipolar adjectives and seven response points to determine the actual and ideal self- image. After the comparison of the two test scores, the value reveals the respondent's self- image congruity. Higher the congruity, there is higher likelihood of purchase of the product. This scale was a foundation for many researches in multiple product categories.

Self- congruity theory was applied to the shopper's retail store behavior by *Ibrahim and Najjar, 2007.* The result supported a significant relationship between social self- image and retail patronage. This means that consumer prefer to visit a store which matches with his social self- image. The people are always preoccupied with the impression of others towards them.

Ericksen, 1985 conducted a study to determine the self- image/ product image of European consumers on American Automobile, Ford Escort. The result indicates that there exist relationship between self/ product image and purchase intention. The study also supports the necessity of differentiating actual self- image and ideal self – image. The study also suggest that in order to segment the market the marketers need not rely only on economic and demographic variables. They can also use self- congruity theory.

A moderation analysis was done by *Aguirre Rodriguez, Bosnjak and Sirgy, 2012* and revealed some insights on how consumers cognitively process self-congruity evaluations. First insight shows that consumers connect more

strongly with the concept brand- as- person. This helps the managers to position their products as a person on the basis of the personality of their targeted consumers. Second insight indicates that the product class stimuli render stronger self- congruity effects than the brand stimuli. Managers should concentrate to the product class via product packaging and marketing communications. Third, self- congruity effect is stronger when consumers' self- congruity evaluations are holistic. Managerially, this states that value-expressive brands should communicate a holistic brand personality image than individual trait.

Belch, George and Landon, 1977 conducted a study and found that the ownership of a product affects the self- concept ratings for that product. This increases the likelihood of a product being rated as congruent with self- image and ideal self- image.

Self- congruity theory has been studied among car owners by *Birdwell, 1968*. This study suggested that a significant high degree of congruity exist in the way respondents from all ownership groups perceive their cars and themselves. The degree of congruity between the owner's car and himself was greatest for high priced cars, somewhat less for owners of medium priced cars and little smaller for low- priced cars and smallest for the economy- minded respondents.

Often many people confuse brand personality and self- congruity as same. Both the variables are different constructs. It was *Das, 2014,* who tried to explore the impact of brand personality and self- congruity on store loyalty. They have done a discriminant validity test for brand personality and self-congruity and found that both are two distinct constructs. This was against the previous findings of *Sirgy et al., 1997*, who previously stated that this can be

used interchangeably. This study found that self – congruity has a positive impact on store loyalty.

Cowart, Kelly., Fox, Gavin and Wilson, 2008 consider the relationship among variety of construct that receives much attention in marketing literatures. It tests the multivariate relationship between innovativeness, perceived risk, self-congruity, satisfaction and behavioral intention. Here, self- congruity is considered as a mediating variable and shows an indirect relationship with behavioral intention.

Developing a brand image with respect to actual and ideal self- image might result in more buyers. If the ideal self- image is inconsistent with the product image this may reduce the potential buyers said *Dolich, 1969*.

Table 6: Summary of other studies in Self- Congruity

Author	Study Summary
Sirgy, Johar, Samli and Claiborne, 1991	Conducted study in different context to analyze the influence of self-congruity and functional congruity on consumer behavior and found that self- congruity is influenced by functional- congruity.
Sirgy, Grewal and Mangleburg, 2000	Study measures the role of self-congruity in retail environment. The model suggests an interrelationship among store environment, self-congruity, functional congruity and retail patronage.
Branaghan and Hildebrand, 2011	Conducted to measure self- congruity by combining brands and self- image into Pathfinder associative networks. Study is conducted among automobiles as well as soft drinks and suggests that the self- congruity can

	be measured and presented in networks.
Quester, Karunaratna and Kee Goh, 2000	Studied self- image, product image, self- congruity as important concepts in consumer behavior.
Parker, 2009	This study was conducted to analyze the role of brand personality on self- congruity model. The result suggests that brand personality based self- brand congruity should be treated as a separate construct.
Liu, Li, Mizerski and Soh, 2012	The study examines and found the effect of three self- congruity constructs- brand's personality congruity (BPC), brand's user imagery congruity, brand's usage imagery congruity in consumer attitude and brand loyalty towards two luxurious fashion brands using Australian consumers.
Kwak and Kang, 2009	In this study self- congruity theory was applied in the context of sports business. The proposed model incorporates self- image congruence (SIC), perceived quality value and purchase intention. The study revealed that both SIC and perceived quality has a direct effect on purchase intention.
Jamal and Al-Marri, 2007	Study has applied self- congruity model in automobile sector and found that there is a strong relationship between self- congruity and consumer choice. The findings suggest that though self- congruity is related to satisfaction but may not affect the

	judgements related to satisfaction if the expertise of the customers is high.
Ibrahim and Najjar, 2008	This research aims to develop a model including self- image congruence, attitude, satisfaction and explain their role on behavioral intentions. Result suggests that ideal self- image congruity had a stronger direct effect on attitude. Behavioral intentions were also directly influenced by to self- congruity.
Hong and Zinkhan, 1995	Studying a sample from both automobile and shampoo advertising, this study investigates the role of advertising appeal congruent with viewer's self- concept. Result shows that brand preference and purchase intention were influenced by self- congruity of the brand.
Helgeson and Supphellen, 2004	This study was conducted to compare and test the two constructs- self- congruity and brand personality. Study was conducted among Swedish female consumers. Result shows that both the construct is discriminant.
He and Mukherjee, 2007	Study shows the relationship between consumer image congruence and retail store choice and suggests that there exist four types of self- congruity- actual, ideal, social and ideal- social self- congruity.

Table 7: Summary of selected studies on self- congruity

Author	Areas of Study	Dependent variable
Birdwell, 1968	Automobile	Brand ownership
Dolich, 1969	Various products	Product Preference
Malhotra, 1988	Houses	Product Choice
Ericksen, 1996	Automobile	Product preference, Purchase intention
Sirgy et.al, 1997	Different product and services	Brand preference, consumer Satisfaction, brand attitude
Ekinci and Riley, 2003	Hospitality services	Satisfaction, attitude, service quality, purchase intention
Back, 2005	Hospitality services	Satisfaction
Chon, 1992	Tourism	Satisfaction
Litvin and Goh, 2002	Tourism	Interest to visit, likelihood of Visitation
Kastenholz, 2004	Tourism	Intention to recommend and Return
Beerli et.al, 2007	Tourism	Choice
Sreejesh et.al, 2015	Hospitality	Satisfaction, Behaviour outcomes

Source: (S. Hosany, D. Martin, 2012; Journal of Business Research)

2.2.1 Research on Self- Congruity in Tourism Sector

It was almost twenty years back the self- congruity theory was applied to tourist destinations. This was first applied by *Chon, 1992* in the context of tourism destination in Norfolk, Virginia. He found that self- congruity regarding destination image had a positive effect on tourist satisfaction. It is also considered as an important factor for understanding behavioral intentions,

loyalty and satisfaction. He has used five questions in a likert scale to measure self- image congruity in tourism.

Hung and Petrick, 2011 pointed out that the concept of self- congruity was recognized long time back but its empirical investigation in tourism area is limited.

Sirgy and Su, 2000 made a proposition that self- image affects the travel behavior. In the tourism context he has defined various dimensions of self-congruity as:

> ➢ Actual self- congruity: Degree of match between a tourist's actual self-image and destination image.
> ➢ Ideal self- congruity: Degree of match between a tourist's ideal self-image and destination image.
> ➢ Social self – congruity: Degree of match between a tourist's social self-image and destination image.
> ➢ Ideal social self- congruity: Degree of match between a tourist's ideal social self- image and destination image.

Sirgy and Su, 2000 have considered self- congruity as an important antecedent of tourist choice to visit a place.

Self- congruity is considered as an important variable in choosing a vacation destination stated by *Beerli, Meneses and Gil, 2007*. This study empirically tested and proved the validity of self- congruity theory in tourism. They also propose the use of a modified Malhotra's scale to measure self- congruity. They have applied a semantic differential scale on a Spanish sample to measure self- concept and visitor image. Destination preference was measured using likert scale. Analysis shows that the greater the similarity

between one's actual and ideal self- image and the destination image, the greater there is a tendency for the tourist to visit that destination.

Another terminology called destination- self- congruity (DSC) was proposed by *Elisabeth Kastenholz, 2004*, which is assumed to play a very important role in explaining tourist behavior. In this study DSC and its role in influencing future travel behavior are discussed in the context of rural tourism in Northern Portugal. The study finds out that the construct DSC is the best to measure the destination congruence. The impact of DSC on behavioral intention was also confirmed in this study. However, DSC was showing a significant relationship with repeat visitation and did not show any significant relationship with probability to recommend. Here, an ideal self- congruity judgment is also considered as more relevant. Moreover, this study proves self- congruity theory in the rural tourism context.

Destination personality is also considered as an antecedent to self- congruity and brand loyalty as another outcome of self- congruity said *Burhan and Serhat, 2012*. The study investigated the destination personality of Bodrum in Turkey and builds a relationship between destination personality, self-congruity and loyalty. Thirty eight personality traits were tested and measured. The result shows that a positive impact on loyalty to destination is sincerity. Here, ideal self- congruity emerged as the most effective self-congruity measure.

Questioning the applicability of self- congruity theory in tourism, *Boksberger, Dolnicar, Laesser and Randle, 2011* investigated the extent of applicability of the self- congruity theory in tourism. The results derived from the Swiss travelers revealed that more than half the trips under the study can be classified as self- congruent. The study also had a major finding that the

socio- demographic characteristics are very limited in their ability to explain the occurrence of self- congruity.

Abdallat and Emam, 2011 conducted a study to analyse the relationship between self congruity, customer satisfaction and tourist loyalty. Study was conducted among the people who visited Penang, Malaysia. This study developed actual and ideal self- image as a higher order construct of destination image.

The study on effects of image congruence on customer' brand loyalty in the upper middle- class hotel industry was conducted by *Back, 2005*. This provides an empirical evidence for the development of customers' repurchasing behavior which involves social and ideal- social congruity. Results support the findings about a customer's strong belief about brand quality and high degree of satisfaction. This study suggests the hotel marketers to develop marketing information systems to continuously monitor the perceptions of the customers' about the hotel brand image.

The relationship between self- concept and product- concept is studied in the context of restaurants by *Ekinci and Riley, 2003*. The degree of congruence was assessed by the gap score formula as well as direct score formula. The study highlights the importance of actual and ideal self- congruity. The most important contribution of this study was the development of product concept scale. This scale would help the future research to understand how the self-congruity and product image is related.

Ekinci, Dawes and Massey, 2008 conducted a study in the hotel industry to find out the significance of self- congruity. The study stated that it is important to analyze and understand self- congruity for customer satisfaction. The study gave an important suggestion that service firms should use

frontline employees effectively to form higher levels of self- congruity and positive customer experiences.

Han and Back, 2008 tested the role of image congruence on consumption emotions and customer loyalty in the lodging industry. Findings of this study contribute to the growing body of research on the role of consumption emotions in forming customer loyalty. *Kang, Tang and Lee, 2015* conducted a study to analyze congruity theory in name- brand coffee shops in Korea. Elaborate Likelihood model (ELM) was used for this study. Kang, Tang, Lee and Bosselman, 2012 studied the applicability of the self- congruity theory to explain Korean phenomena. This study stated that self- congruity is an antecedent of repurchase intention. The role of perceived service innovativeness in customer's image congruence was studied by *Sreejesh, Amarnath and Debjani, 2015*. They found a mediating relationship of image-congruity between perceived innovativeness and satisfaction.

2.3 Perceived Value and Self- Congruity

There are few research studies conducted with the variables perceived value and self- congruity. *Aaker, 1996* stated that individuals will purchase such products which shows similarities between their perceived selves and the characteristics of the brand.

Opiri, 2015 has carried out a study on the influence of self- congruity on perceived value and brand loyalty. This study was conducted among college students in the context of sportswear. The study identifies two clusters of consumers- consumers with high and low self- congruity. High self-congruity group considered price and quality as an important factor in perceived value. Thus, their brand loyalty was because of the quality and price value that they get from the brand. Low self- congruity considered

emotional and price as the most important value. This result confirms that self- congruity affects the consumer's consumption as reported earlier by *Sirgy, 1982. Opiri, 2015* has tested the moderating role of self- congruity on perceived value and loyalty and found that consumers with high self congruity moderates the relationship between price, quality value and brand loyalty. While consumers with low self- congruity moderates the relationship between emotional, price value and brand loyalty. Thus, it is important for the brand managers to improve their creative marketing strategies to enhance self- image congruity.

Kwak and Kang, 2009, examined the role of self-image on the perceived quality of sports team -licensed merchandise. They probed the implication that the self- congruence affects the consumer decision making process by influencing perceived value and intention to purchase. However, this study explored only one dimension of perceived value and suggests that in order to understand the relationship between perceived value and self- congruity it is necessary to incorporate other dimensions also.

2.4 Research in Behavioral Intentions

According to *Rayan, 2002,* tourist behavior has three stages- pre- visitation, during visitation and post- visitation. One of the main behavioral antecedent variables on the basis of intention based theoretical model is behavioral intention. Behavioral Intention comes from attitude. It is considered as a possible inclination to make specific behavior or activity towards a product after their consumption. It is also an important indicator for assessing future behavior said *Engel, 1995.*

According to *Lingling Fan, 2009,* studies on behavioral intention is very important, because the understanding of revisit intention and word- of- mouth

intention can help to forecast whether the customers are satisfied and would stay with them for a longer period.

Boulding, 1993 has done a study which showed that customer perceived quality value was positively correlated with repurchase intention and recommendation intention. Though behavioral intention has different dimensions like post- visit loyalty, repurchase intention, WOM or intention to recommend, intention to revisit and so on. In reviewing tourism literatures, it was found that positive WOM or intention to recommend and intention to revisit are the two major dimensions that are widely accepted and studied in tourism literatures as stated by *Yoon and Uysal, 2005; Chi and Qu, 2008.*

On this ground, the present study focuses only on the two major dimensions of behavioral intention – "Intention to recommend, Intention to revisit the destination". The question is whether there is any direct relationship on behavioral intention rather than through satisfaction. This direct relationship was empirically tested and proved by *Cronin, Brady and Hult, 2000; Hennessey, Ph and Yun, 2007*. The study both synthesizes and conceptualizes the effects of quality, satisfaction and value on consumers' behavioral intentions. This model of service encounters simultaneously tests the direct effect of these variables on behavioral intentions and found that all the variables are directly related.

2.4.1 Research on Behavioral Intentions in Tourism Sector

Chen and Tsai, 2007 stated that future behavioral intentions refer to visitor's likeliness to revisit and recommend to others. He has proposed a tourist behavioral model by including destination image, perceived value, satisfaction and behavioral intentions. The study investigates the structural relationship between all the variables with respect to different stages of tourist

behaviors. The result shows that destination image is having both direct and indirect relationship on behavioral intentions. The study also indicates that perceived value plays a significant role in assessing the satisfaction and future behavioral intentions of tourist.

Marketers are trying to create a favorable destination image with an aim to encourage tourists to revisit the destination. There are several other factors that contribute for this revisit and recommendation of tourist about a destination. Indeed, *Agapito, Valle and Mendes, 2012* conducted a study in Lagos to understand the attributes of a destination that can explain the willingness to recommend the destination. The result of this study shows that there is no significant dependent relationship between willingness to revisit and global image but there is a dependent relationship between willingness to recommend and global image. They have adopted a methodology called CHAID methodology, which allows the researcher to identify the attributes that can significantly explain willingness to recommend the destination. The greater the association between the defined attributes and the destination, the stronger is the intention to recommend it.

2.4.1.1 Revisit Intention

Tourist to a destination can be divided into two- first- timers and repeaters. Annual number of tourist arrival in a country consists of both the groups. The proportion of the two in a country represents the lifecycle of a destination *said Oppermann, 1998. Um, 1997* stated that the first timers' revisit intention could be because of destination performance. On the other hand, the repeaters' intentions are influenced on the promotional methods to recall positive memory and give them information about new attractions. In several studies satisfaction is considered as a major antecedent of revisit intention as stated by *Chi and Qu, 2008*. But, it was found that satisfaction is insignificant

in affecting revisit intention. This was stated by *Um et al, 2006* on the basis of a study conducted at Hong Kong for European and North American tourists. From this study, it is clear that behavioral intention need not be having an indirect relation through satisfaction but also is having a direct relation. This was well stated by *Cronin et al., 2000* that perceived value may be a better predictor of repurchase intention than either satisfaction or quality.

Jang and Feng, 2007 examined the effects of novelty- seeking and destination satisfaction on revisit intentions in short-term, mid-term, and long-term. They found that novelty seeking is an important antecedent of revisit intention because novelty-seeking influence tourists' intention for revisit in mid-term, and long term.

Puad, Som, Marzuki, Yousefi and Abukhalifeh, 2012 conducted a study in Sabah, Malaysia to identify why people undertake repeat visit and what are the characteristics that hold repeat visitation. Study stated that although revisit intention is an important topic of research in competitive market of tourism destinations, it remains unclear why people undertake repeat visits. The study reveals that destination image and relaxation and recreation are the most important attributes of the destination that motivates tourists to undertake repeat visits. It is not just the revisit intention, but respondents were also ready to recommend Sabah as holiday destination.

Satisfaction is considered an important antecedent for revisit intention in many studies like *Oh, 1999*. On the contrary, *Um, Chon and Ro, 2006* found that satisfaction is not a good indicator for revisit intention. This prediction was formulated through a study which was done to identify the relative weights of tourist evaluation affecting revisit intention to Hong Kong as a pleasure destination. The study also states that revisit intention was affected more by perceived attractiveness than overall satisfaction. Finally,the

research findings indicate that repeat visitation was affected more by quality of destination performance than overall satisfaction.

2.4.1.2 Intention to Recommend

Chi and Qu,2008 suggest that one of the most valuable information for people interested in travelling is to get recommendation from other people. WOM is considered critical in tourism marketing because, it is the most reliable source of information said *Yoon and Uysal, 2005*. Similarly, another study by *Wong and Kwong, 2004,* suggests that recommendation is one of the most important tool for attracting potential visitors.

Teng, 2014 has done an empirical Research on the Information Spreading Model through Word-of-mouth for Event Destinations. The paper takes Thailand as an event- driven destination. The study point out that word of mouth (WOM) plays a vital role in spreading information about a destination and is considered as an essential tool for marketing campaigns. He has developed a theoretical frame work to study the relationship among WOM, perceived value and tourist satisfaction of the event-driven destinations. The study proposes a WOM spreading model for the event-driven destinations. The empirical study suggest that WOM is significantly influenced by perceived quality value (tourism service system, tourist activities) and perceived value (social value, emotional value, perceived economic cost, perceived non-monetary cost.

At times Destination Loyalty is measured using intention to visit and recommend like *Mohamad, Izzati and Ghani, 2014.* He studied the loyalty of European tourists visiting Malaysia. He has analyzed loyalty through recommendation. A survey was done in Kuala Lumpur International airport with 261 samples. Despite the positive effect of satisfaction on destination

loyalty, the study also proved that tourists with a high level of satisfaction are willing to recommend the destination to others and are ready to spread word-of- mouth.

2.5 Self Congruity and Behavioral Intentions

After pointing out the limitation of having empirical investigation on self-congruity in tourism area *Hung and Petrick, 2011* have done an empirical study and proved a positive relationship for both self- congruity and functional- congruity in cruising intentions. They have also highlighted that both ideal self-congruity and ideal social self-congruity have more predictive power on people's cruising intentions than actual self-congruity and social self-congruity. They have suggested that the social self-congruity and ideal social self-congruity need to be further studied.

According to *Usakli and Baloglu,2011,* the greater the match between destination personality and tourist's self-concept, self-congruity can affect their decision making towards destination. The study has given empirical evidence that self-congruity partially mediates destination personality and behavioral intentions and shows a positive and significant influence on tourist's behavioral intentions.

A comprehensive congruity model of self-congruity was proposed by *Bosnjak, Sirgy, Hellriegel and Maurer,2011*. They have conducted their study using seven congruities: self, functional, hedonic, leisure, economic, safety, and moral congruity and find out that self-congruity, functional-congruity and hedonic-congruity have most of the total predictive effect. Their research suggested that self-congruity can be a determining factor of visitor's intentions.

According to the study conducted by *Lim,2013* to analyze the effect of destination personality and self-congruity on visitors' intentions, the study demonstrated that self-congruity as one dimension had a significant impact on visitors' intentions to return and to recommend. Study was conducted in a destination called San Antonio.

The correlation between actual and ideal self- image and likelihood of visiting a destination was studied by *Litvin and Goh,2002,* in three destinations- New Zealand, India and Japan and Singapore. The study used the scales adopted by both *Malhotra,1981; Chon,1992.* They found that self- image affects travel behavior. Study suggest that even though self- image congruity is a concept that marketers often use for market segmentation and product positioning in non- tourism sector, this requires further validation in tourism marketing. Chon's scale was much more promising than Malhotra's scale. Malhotra's scale failed to validate the relationship in a pre- trip environment.

Li,2009 developed a model proposing relationship among destination personality, self- concept, SC-DP congruence and tourist behavior. This study was conducted among leisure tourists. Overall findings of the study indicated a positive relationship between actual self- concept and destination personality and ideal SC-DP had a significant impact on tourist behavior.

After suggesting that the application of self- congruity theory to tourist post-travel evaluations is limited *Hosany and Martin, 2012,* conducted a study to test a model that includes self- image congruence, passenger experience satisfaction and behavioral intention. The study was conducted among cruise passengers. The study stated a significant relationship between self- image congruence and intention to recommend.

Landon, 1974 has conducted a study that presents support for self- congruity – intention link and indicates that some subjects match product image with actual image, while some tend to match ideal self- image.

2.6 Research Gap

The relevance of studying perceived value in the context of tourism destinations is quite evident from the literatures like *Sweeney and Soutar, 2001; Xiucheng Fan and Haicheng Luo, 2003*; *Zeithaml, 1988*; *Cronin et.al, 2000; Sheth et.al, 1991; Gallarza and Gil, 2006; Sánchez et.al, 2006.* The role of self- congruity theory in analysing tourist behavior has also been reported in litertaures like *Chon, 1992; Hung and Petrick, 2011; Sirgy and Su, 2000; Beerli et. al, 2007; Elisabeth Kastenholz, 2004; Burhan and serhat, 2012; Boksberger et. al, 2011; Abdallat and Emam, 2011; Ekinci and Riley, 2003.*

There are only a very few studies that establishes empirical relationship between perceived value and self- congruity like *Opiri, 2015; Kwak and Kang, 2009.* It was *Kwak and Kang, 2009,* who probed the implication that self- congruence affects the consumer decision making by influencing perceived value.

Behavioral intention i.e., intention to revisit and intention to recommend are a widely discussed topic in the tourism literatures like *Chen and Tsai, 2007; Agapito et. al, 2012; Chi and Qu, 2008; Um et al, 2006; Wong and Kwong, 2004; Teng, 2014. Sánchez, 2006* suggested that it is necessary to study the consequence of perceived value for the tourist's post- purchase behavior.

Agapito et. al, 2012, stated that the marketers are trying to create a favorable destination image with an aim to encourage tourists to revisit the destination. There are several other factors that contribute for this revisit and

recommendation of tourist about a destination. These factors need to be explored. However, there is a lack of empirical studies on this topic in the tourism literature vouched by *Kastenholz, 2004*. From the literatures that have been reviewed on the constructs- perceived value, self- congruity and behavioral intention, the researcher could not come across any study explaining the relationship between these three constructs together. This means that there is insufficient evidence on the effect of self- congruity on the intention to visit a destination as stated by *Chon, 1992; Litvin and Goh, 2002; Sirgy and Su, 2000.*

The researcher in this study has tried to collect the available literature in tourism in the Indian context using the variables perceived value, destination self- congruity and intention to revisit and recommend. Hence, could identify and reviewed a few studies in the context of Indian tourism which has already discussed above. Thus, from the literatures the identified gap helped the researcher in this study to propose a model which states the relationship between perceived value, self- congruity and behavioral intentions. The different dimensions of perceived value i.e. the quality value, monetary cost value, non- monetary cost value, social value and emotional value are studied. The two dimensions of behavioral intention that are taken for this study includes intention to revisit and intention to recommend the destination.

Chapter **3**

CONCEPTUAL FRAMEWORK

C o n t e n t s	**3.1**	Perceived Value
	3.2	Theories of Perceived Value
	3.3	Antecedents of Perceived Value
	3.4	Measurement of Perceived Value
	3.5	Consequence of Perceived Value
	3.6	Self- Congruity Theory
	3.7	Antecedents and Consequence of Self- Congruity
	3.8	Measurement of Self- Congruity
	3.9	Theory on Behavioural Intention
	3.10	Antecedents and Measurement Scale of Behavioural Intention
	3.11	Summary

The theoretical body of knowledge related to the three variables- perceived value, self- congruity ad behavioral intentions are shared in this chapter. The definitions, models, theories and measurement of all the variables are discussed. The factors that measure different dimensions of each variable are also depicted here. Reviewing the current literature helps in developing relationships between these variables based on the theories and models discussed in this chapter.

3.1 Perceived Value

In 2006- 2008, the Marketing Science Institute has included the definition of perceived value in its list of research priorities, reflecting the great interest on this phenomenon. Various definitions of perceived value are discussed in the marketing literature, including those of *Zeithmal, 1988; Holbrook, 1999* and so on. Of these one of the most commonly cited definition is that of *Zeithaml, 1988.* He defined perceived value as the consumer's overall assessment of the utility of a product based

on perceptions of what is received and what is given. This view measured perceived value as a uni- dimensional construct. However other authors like *Sweeney and Soutar, 2001* considered it as multi- dimensional. This multi- dimensional approach includes a variety of notions such as perceived price, quality, cost, benefits, sacrifices etc.

Thus, there is always a lack of agreement between the researchers on the dimension of perceived value. The construct of perceived value always differs between product types, individuals and circumstances said *Zeithaml, 1988. Gronroos*, *1997* viewed perceived value as a dynamic variable experienced before purchase, after purchase, at the moment of purchase, after use and at the time of use. The research streams on perceived value can be divided as depicted in the following diagram:
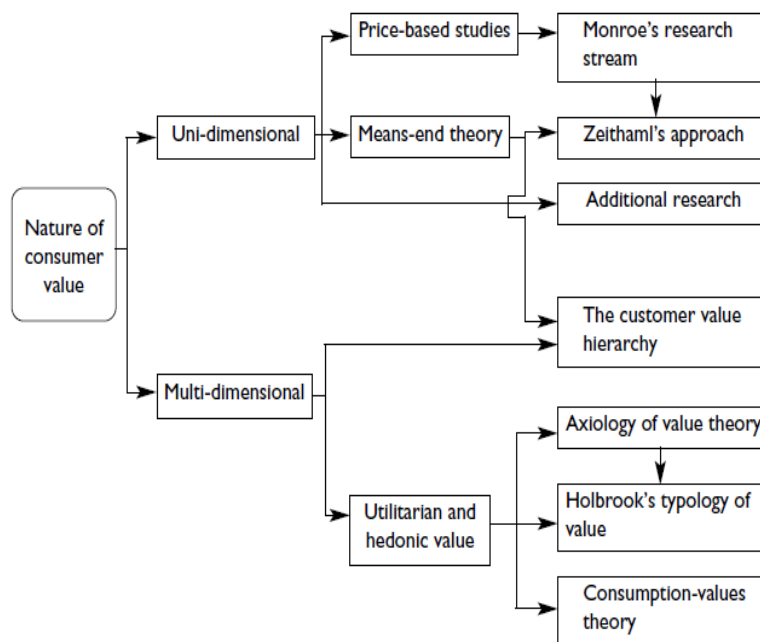
Fig 2: Division of researches on perceived value

Source: (Sanchez Fernandez and Iniesta Bonillo, 2007). The concept of perceived value: A systematic review of the research. Marketing Theory

3.2 Theories of Perceived Value

The various theories on perceived value can be divided into two different approaches- uni- dimensional and multi- dimensional approach. A detailed analysis of these dimensions is discussed below.

3.2.1 Uni- dimensional approach

This concept of the research represents the earlier stages of the study of perceived value. According to this concept perceived value is conceived with a utilitarian perspective, whereby economic ad cognitive reasoning is used to assess relevant benefits and cost.

Price- based studies: Initially it was *Monroe, 1979 & 1990*, who has given an emphasis on price- based studies. There are also studies by Monroe together with other researchers focusing on the categorization and analysis of the quality- price relationship. They initially conceptualized value as a cognitive trade- off between perceptions of quality and sacrifice.

Means- end theory: Another approach was by *Zeithaml, 1988* known as means- end theory, which was originally proposed by *Gutman, 1982.* This theory has provided a theoretical and conceptual structure that connects consumers' values with their behavior. The author has described perceived value as a bi- directional trade- off between 'giving' and 'getting'. According to the means- end model people evaluate products based on their perceptions of price, quality and value which are not objective. There are also many researches that have been conducted with perceived value as uni- dimensional.
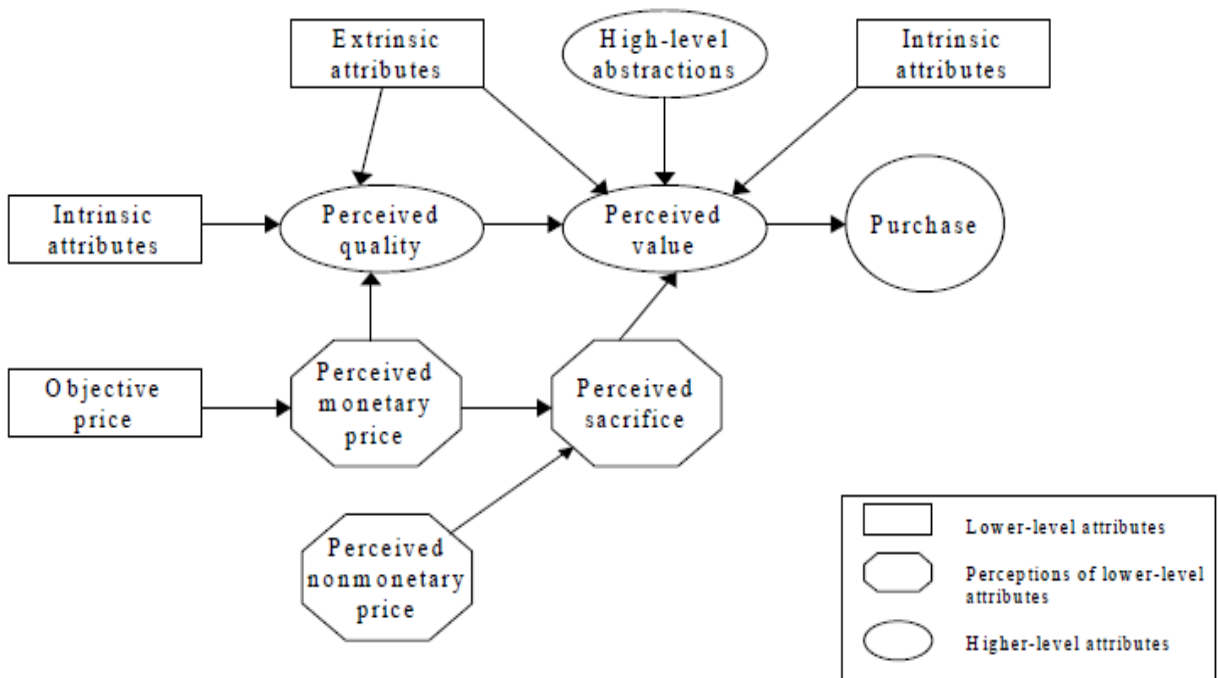
Fig 3: Means- End Model of Perceived Value

Source: Zeithaml's Means- end model, 1988

3.2.2 Multi- dimensional approach

Customer value hierarchy: As an extension of means- end theory by *Gutman, 1982*, *Woodruff and Gardial, 1996* adapted it to propose a 'Customer value hierarchy'. This hierarchy focuses on a boarder perspective of value than a narrow focus on product attributes. This hierarchical level includes attributes, consequences and desired end states.
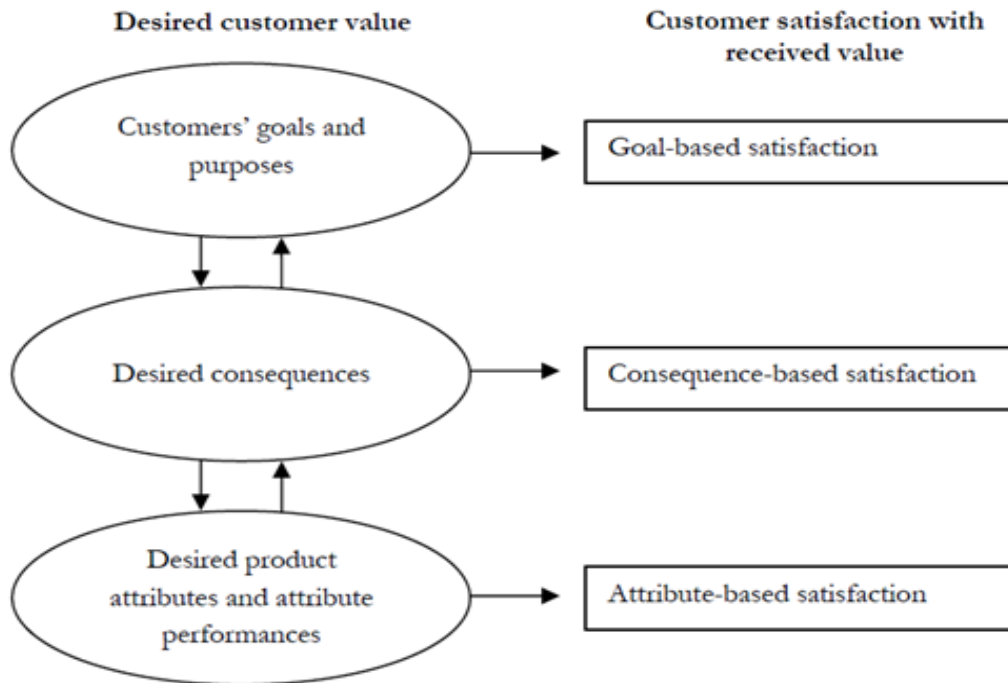
Fig 4: **Consumer Value Hierarchy Model of Perceived Value**

Consumer Value Hierarchy Model- Woodruff and Gardial, 1996

Utilitarian and Hedonic Values: Babin et.*al, 1994* developed a value scale that assessed consumers' evaluation of shopping experience along the dimensions of utilitarian value and hedonic value. Utilitarian value is instrumental, task- related, rational, functional, cognitive and means to an end. Hedonic value on the other hand reflects entertainment and motional worth of shopping i.e. non- instrumental, experiential and affective.

Axiology or Value theory: *Hartman, 1967, 1973* described an axiological model of the value in terms of extrinsic value, intrinsic value and systemic value. Extrinsic value reflects the utilitarian or instrumental use of a service. Intrinsic value

represents the emotional state of consumption. The term systemic value refers to the rational or logical aspects of the inherent relationships among concepts in their systematic interaction. Thus, the values are Emotional (E), Practical (P) and Logical (L) in the order of its importance.

Holbrook's Typology of Perceived Value: *Holbrook, 1994 & 1999* defined perceived value as an 'interactive relativistic preference experience.' He proposed a three dichotomies typology of consumer value.

➤ Extrinsic versus intrinsic value
➤ Self- oriented versus other- oriented value
➤ Active versus reactive value.

When all these values are combined in all possible combinations, this gives eight types of values, which is depicted in the following table:

Table 8: Holbrook's Typology of Perceived Value

		Extrinsic	Intrinsic
Self-oriented	Active	Efficiency (output/input, convenience)	Play (fun)
	Reactive	Excellence (quality)	Aesthetics (beauty)
Other-oriented	Active	Status (success, impression management)	Ethics (virtue, justice, morality)
	Reactive	Esteem (reputation, materialism, possessions)	Spirituality (faith, ecstasy, rapture, sacredness, magic)

Source: Holbrook, 1999- Holbrook's Typology of Perceived Value

Holbrook argued that all the eight types of perceived value tend to occur together to varying degrees in any given consumption experience.

Consumption- Value theory: The theory of consumption value was proposed by *Sheth et.al, 1991*. This theory states that there are a variety of forms of value. These forms can be categorized as functional, social, emotional, epistemic and conditional value.

➢ **Functional Value**: "The perceived utility acquired from an alternative's capacity for functional, utilitarian or physical performance." For eg: price, quality, durability and so on as vouched by *Sheth et.al, 1991*.

➢ **Social Value:** "The perceived utility acquired from an alternative's association with one or more specific social groups." For eg: social image that consumer wish to project as stated *Sheth et.al, 1991*.

➢ **Emotional Value:** "The perceived utility acquired from an alternative's capacity to arouse feelings or affective states." For eg: confident, excitement, fear, anger etc said *Sheth et.al, 1991*.

➢ **Epistemic Value**: "The perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty and satisfy a desire for knowledge" vouched by *Sheth et.al, 1991*.

➢ **Conditional Value:** "The perceived utility acquired by an alternative as a result of a specific set of circumstances facing the choice maker" stated by *Sheth et.al, 1991*.

Apart from Sheth et.al, there are also other authors who have given different multi-dimensions for perceived value. Their dimensions are listed as follows:

Table 9: Perceived value dimensions by different authors

Author	Dimension
Sheth et al., 1991a, b	Social value
	Emotional value
	Functional value
	Epistemic value
	Conditional value
Groth, 1995a, b	Cognitive: perceived utility
	Psychological
	Internal
	External
Gronroos, 1997	Cognitive
	Emotional (psychological)
De Ruyter, Wetzels, Lemmink, and Mattson,1997	Emotional dimension or intrinsic value
	Functional dimension or extrinsic value
	Logical dimension
Sweeney, Soutar, and Johnson, 1999	Social value (acceptability)
	Emotional value
	Functional value (price/value for money)
	Functional value (performance/quality)
	Functional value (versatility)
Sweeney and Soutar, 2001	Functional dimension (economic and quality)
	Social dimension
	Emotional dimension

Source: (Sánchez, Callarisa., Rodríguez and Moliner, 2006). Perceived value of the purchase of a tourism product. Tourism Management

3.3 Antecedents of Perceived value

Subsequent studies of *Sheth.et. al, 1991* theory have mainly focused on the lack of generalizability of its original operationalization. This has motivated *Sweeney et.al, 1999* to develop measures for the three dimensions of value- functional, social and emotional by omitting epistemic and conditional value. They have omitted conditional and epistemic value, stating that these values are transient and less critical for the general measure of perceived value. It was *William and Soutar, 2000* who has analyzed the measurement scale proposed by Sweeney in the tourism context. *Xiucheng Fan and Haicheng Luo, 2003*, also proposed the three dimension- perceived functional value (quality, price), social value and emotional value and measured it based on Sweeney's theory.

Based on theories of authors like Sweeney, William, Xiucheng fan, this study has taken the multi- dimensional approach and has divided it into three dimensions: functional value, emotional value and social value, among which functional value includes quality value and cost value. This study has excluded conditional value and epistemic value based on *Sweeney and Soutar, 2001*.

It was *Zeithaml, 1988*, who split the functional value into quality and price. The two components have different effects on perceived value. Zeithaml viewed price as cost. This is because price is a financial sacrifice, but it also positively influences perception of value through increased product quality. However, the net effect of price on perception is negative; it is often placed among the cost.

Perceived cost is considered as a very important dimension of perceived value. Perceived cost is divided into two- monetary cost and non- monetary cost. Monetary cost is the money tourist pay for the services. Non- monetary cost includes time, energy and physical strength and so on. In other words, consumers or tourist always interpret their perception of what they get and give

up on the basis of monetary and non- monetary cost as stated by *Cronin, Brady and Hult, 2000.*

In this context, present study has taken perceived quality value, perceived monetary value, perceived non- monetary value, perceived social value and perceived emotional value as the different dimensions to measure Kerala's perceived value.

3.4 Measurement of Perceived Value

As already discussed perceived value has two dimensions- uni- dimension and multi- dimensions. Initially studies have only measured the uni- dimensional aspect of perceived value. However, the validity of uni- dimensional measure is criticized due to its assumption that consumers have a shared meaning of value. On the other hand, this problem of validity can be overcome by operationalizing the perceived value as multi- dimensional.

Both qualitative and quantitative methods have been used to measure perceived value. Earlier measures of perceived value generally utilized qualitative techniques like *Woodruff and Gardial, 1996.* For example, *Zeithaml, 1988* used focus group and in- depth interview techniques to understand consumers' perception of price, quality, value. She used laddering technique as a questioning format. Multi- dimensional approach was later measured using different scales by researchers. They used quantitative methods for the measurement of the perceived value. The important scales that has been used to measure perceived value includes:

<div align="center">**Table 10: Measurement Scales for Perceived Value**</div>

Author	Scale	Measurement Dimensions
Grewal, Monroe and Krishnan, 1998	Two-dimensional scale	Developed two- dimensional scale to measure capturing value and exchange value.
Lapierre, 2000	Lapierre's Scale	This scale was developed to measure customers' perceived value in the industrial context. The findings provide empirical support for a value proposition with 13 value drivers.
Sweeney and Soutar, 2001	PERVAL scale	This scale was developed to measure the post- purchase perceived value of goods. This measures dimensions such as functional value (quality & price), social value and emotional value.
Mathwick, Malhotra and Rigdon, 2001	EVS scale	Experiential Value Scale reflect the benefits derived from perceptions of playfulness, aesthetic, customer return on investment and service excellence is tested in the context of internet and catalog shopping. This is considered as a useful tool in measuring perceived value in the retail patronage.
James. F. Petrick, 2002	SERV-PERVAL scale	The scale was developed to measure the customers' perceived value of leisure and tourism services. The five dimensions of perceived value used for measure measurement are- quality,

		monetary price, on- monetary price, reputation and emotional response. This was measured in the context of restaurants.
Huang and Huang, 2007	Tour- PERVAL scale	This is a practical measurement tool for measuring tourism destination. This measure different dimensions of perceived value of tourism destinations. The different dimensions include- perceived quality value (tourism resources, tourism services, tourism activities), perceived emotional value, perceived social value, perceived economic cost, perceived non- monetary cost.

From all the PERVAL Scales discussed above, this study has adopted the Tour-PERVAL scale developed by *Huang and Huang, 2007*. Since this tool is used to measure tourism destination, it fits well with the context of this study and the dimensions selected for the study. The dimensions to measure perceived value in this study includes perceived quality value (tourism resources, tourism services, tourism activities), perceived emotional value, perceived social value, perceived economic cost, perceived non- monetary cost. The same dimensions are tested using this scale. The context of measuring perceived value in the present study is Kerala destination.

3.5 Consequence of Perceived Value

Behavioral intention is considered as the most important consequence of perceived value. *Cronin et al., 2000*, one among the prominent researchers stated that customer's value perception is the most important factor that drives them towards future behavioral intentions like repurchase and willingness to recommend. *Chen and Chen, 2010; Meng, Liang and Yang, 2011,* recognized behavioral intentions as an important consequence of perceived value.

Satisfaction is considered as another consequence for perceived value. *Gallarza and Gil, 2006* conducted a study to find out the relationship between perceived value, satisfaction and loyalty and found a significant relationship between perceived value and satisfaction. *Williams and Soutar, 2005* used a multi-dimensional framework to measure value in the context of adventure tour operators and found a strong relationship between perceived value and satisfaction.

Loyalty is also considered as a consequent variable for perceived value like the studies by *Gallarza and Gil, 2006*. Loyalty is measured in different dimensions like affective loyalty, cognitive loyalty. Sometimes, WOM and intention to repurchase or intention to visit is also used to measure loyalty.

Though these are the major consequent variables of perceived value, this study considers behavioral intention (intention to revisit and intention to recommend) as the outcome or dependent variable.

3.6 Self- Congruity Theory

Sirgy, 1982, defined self- congruity as an extension of mismatch or match among the individuals' perceptions of the brand and product. *Sirgy et.al, 1991* stated self-congruity theory is that consumers positively evaluate a product that has a typical

brand- user images congruent with their self- image. The positive effect of self-congruity on brand evaluation is known as the self- congruity effect.

Meanwhile, the classification of self- congruity dimensions varies according to the perspective on the categorization of self- concept. *Sirgy, 2000* argued that the self-concept consists of private self and public self. So, the self- congruity dimensions are also classified as private and public self- congruity. Actual and ideal self-congruities correspond to private self- congruity. Social and ideal social self-congruities correspond to public self- congruity. With that note self- congruity consists of the following dimensions depicted in figure 5.
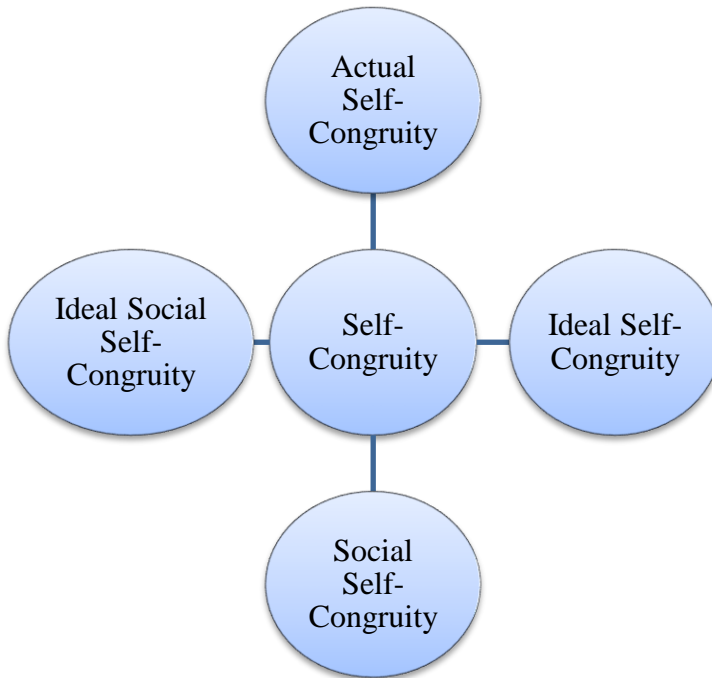
Fig 5: Dimensions of self- congruity

Source: Sirgy, 2000

Actual Self- Congruity: Degree of match between a consumer's actual self- image and product/ brand image said *Sirgy, 1982*. In the context of tourism destination, it is the match between tourists' self- image and destination image stated by *Sirgy and Su, 2000.*

Ideal Self- Congruity: Degree of match between a consumer's ideal self- image and product/ brand image said *Sirgy, 1982*. Ideal self- image is a certain part of private self. In the context of tourism destination, it is the match between tourists' ideal self-image and destination image vouched by *Sirgy and Su, 2000.*

Social Self – Congruity: It is the degree of match between a consumer's social self-image and product/ brand image said *Sirgy, 1982*. Social self- image might be consistent or in consistent with the ideal and actual self. It is a part of public self and not private self. Individuals will be motivated to keep the image other people have for them. In the context of tourism destination, it is the match between tourists' social self- image and destination image stated by *Sirgy and Su, 2000.*

Ideal social self- congruity: It is defined as the degree of match between a consumer's ideal social self- image and product/ brand image as stated by *Sirgy, 1982*. Ideal social self- image is also a part of public self. This image can affect the individual's behavior by the motive of social approval said *Johar and Sirgy, 1991*. In the context of tourism destination, it is the match between tourists' ideal social self-image and destination image vouched by *Sirgy and Su, 2000.*

3.7 Antecedents and Consequence of Self- Congruity

Self- congruity is considered as an important variable for research in the tourism context. The antecedents for the study of self- congruity include perceived value-*Opiri, 2015*, brand personality- *Helgeson and Supphellen, 2004*, functional congruity-*Sirgy, Johar, Samli and Claiborne, 1991* and destination personality- *Burhan and*

Serhat, 2012. Only few studies have been conducted where self- congruity mediates the relationship between independent and dependent variable.

It was *Aaker, 1996* stated that individuals will purchase such products which shows similarities between their perceived selves and the characteristics of the brand. *Opiri, 2015* studied the influence of self- congruity on perceived value.

The consequence variable of self- congruity that has been widely discussed among the researchers includes Product/ Brand Preference- *Birdwell, 1968; Sirgy, 1980,* Purchase intentions/ Product/ brand choice- *Ericksen, 1996; Sirgy, 1980,* Loyalty- *Sirgy, 1980.* In tourism literatures the most widely discussed consequent variable of self- congruity is behavioral intention (intention to revisit and intention to recommend)- *Elisabeth Kastenholz, 2004*, destination preference/ choice- *Sirgy and Su, 2000; Beerli, Meneses and Gil, 2007*, destination loyalty- *Abdallat and Emam, 2011* and tourist satisfaction- *Chon, 1992*. The present study focuses on perceived value as an antecedent of self- congruity and considers behavioral intention (intention to revisit and intention to recommend the destination) as the consequent variable for self- congruity.

3.8 Measurement of Self- Congruity

Over the years the concept of self- congruity has gone through different developmental processes. Primarily there are two ways to measure self- congruity- traditional measurement (difference score) and new method of measurement (direct/ global measure).

Traditional measurement (difference score): *Helgeson and Supphellen, 2004* stated that this measurement consisted of a two- step procedure. First, respondents rated a brand or product with a specified set of image characteristics for a typical user of the brand or product. Next step is that the self- concept of the respondents was rated with respect to the same characteristics. Then, congruence is estimated by computing a

difference score for each characteristic and then summing across all the characteristics. Different mathematical indexes have been used to estimate

discrepancies like geometry distance measure, absolute arithmetic difference measure, D_2 measure, generalized absolute difference measure etc.

Although, difference score measure has been applied extensively, there are several problems inherent in these measures as stated by *Sirgy et.al, 1997.* First problem is that the use of predetermined image characteristics forces respondents to indicate congruence with characteristics that may or may not be relevant to them. Second, it has got other problems like unreliability, systematic correlations with their components, spurious correlations with other variables, restricting variance and does not incorporate ay reference to the psychological congruity experience. Third, this forms a judgment because it employs a significant role in integrating self- congruity scores across all image dimensions with the underlying assumption that consumer experience self- congruity with more than one image dimension. To alleviate these problems, they have introduced global/ direct measures.

New method of measurement (direct/ global measure): In this method the respondents are asked directly to rate the congruence between a brands image ad their own self- concept. Thus, this method assumes the self- image congruence as holistic, gestalt- like perception. This method solves the problem of discrepancy scores by measuring self- congruity experience directly. It uses methodological procedure to induce subjects to conjure up the product- user image at the moment of response. In addition, the overall prediction of self- image congruity can be boosted by using this method said *Sirgy et.al, 1997.* Apart from this, there was measurement scales developed to measure self- congruity. This includes:

Malhotra Scale: *Malhotra, 1981* operationalized the concept of self- congruity for product marketers, providing a scale comprised of fifteen bipolar adjectives and

seven response points. A comparison of the two scores gives self- congruity. Malhotra's scale was a foundation for many growing body of research across multiple product categories. This scale was not that widely used in the tourism context.

Chon Scale: *Chon, 1992* has developed a scale using five- questions on likert scale. He applied this Self- image congruity (SIC) scale in the context of tourism. Through a post visit study, he found the correlation between SIC and tourist satisfaction. Since, Chon scale is the most important scale that has been used to measure SIC in the context of tourism destinations, present study also used this scale to measure SIC.

3.9 Theory on Behavioral Intentions

In consumer behavior studies, academic researchers are keen in explaining and predicting the human behavior. This is a very complex task, since the desire and needs of the consumers vary constantly. In tourism literature, this holds a prominent position. It is important to know how the visitors tend to behave after visiting destination. *Ajzen and Driver, 1992* pointed out that having a better predictive technique for predicting tourists' intention may be helpful in understanding the behavior of tourists'.

Behavioral Intention is considered as a possible inclination to make specific behavior or activity towards a product after their consumption. It is also an important indicator for assessing future behavior *Engel, 1995.* The intentions can be intention to revisit and intention to recommend.

There are several theories that have been developed and tested in different areas to understand the behavior of human beings. Of this the most important ones are - Theory of Reasoned Action (TORA), *Ajzen and Fishbein, 1980*; Theory of Planned Behavior (TOPB), *Ajzen, 1991;* Miniard and Cohen Model (MCM), *Miniard and*

Cohen, 1983 and so on. Two of the most influential theories on behavioral intention are discussed below.

Theory of Planned Behavior: This is the most influential concept to study the people's behavioral intentions. This theory stats that attitude towards behavior, subjective norms and perceived behavioral control together forms individual's behavioral intentions and behaviors *Ajzen and Fishbein, 1980*. This theory is an extension of theory of reasoned action. There are several studies that have applied theory of planned behavior. This theory states that people's intentions can predict his/her behavioral performance. Behavioral intention can best be stated as an intention for planning to perform a certain behavior *Ajzen, 2002*.

According to Ajzen, the theory states the combination of attitude, subjective norms and perceived behavioral control towards a specific behavior leads to behavioral intentions. Ajzen defined attitude as "A learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object." Attitude alone is hard to predict a behavior, so it is aggregated with other variables. So, the second predictor added is the subjective norms. It is the function of the normative beliefs, which means the perceived social pressure to perform the behavior or not.

The last predictor is the perceived behavioral control. Perceived Behavioral Control means the perceived ease or difficulty of performing the behavior and is assumed to reflect past experience and anticipated impediments and obstacles. Ajzen's theory predicts that the more favorable the attitude and subjective norm with respect to a behavior, and the greater the perceived behavioral control, the stronger should be an individual's intention to perform the behavior under consideration.
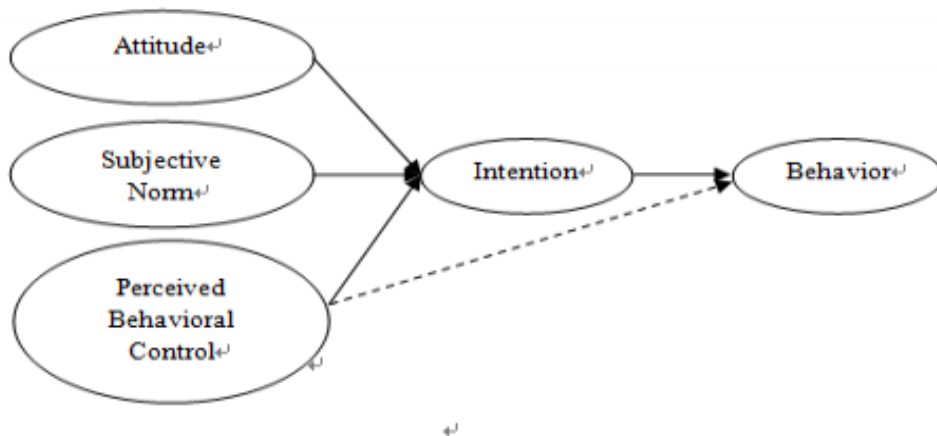
Fig 6: Theory of planned behavior

Source: Theory of Planned Behavior; Ajzen, 1991

Although TPB has received much attention, recent researchers mentioned that it should be extended to increase its predictive utility *Pierro et.al, 2003*.

A Model of Service: This model was proposed by *Cronin et.al, 2000.* This model synthesizes and builds relationship between sacrifice, quality, satisfaction and value on consumers' behavioral intentions. Specifically, this makes an empirical assessment of a model of service encounters that simultaneously considers the direct effects of these variables on behavioral intentions. This theory has contributed to the recent advances in the service marketing theory and has tested this model across multiple service industries. In this model, Cronin et.al stated that service quality, service value and satisfaction may all be directly related to behavioral intentions. Following is the research model:
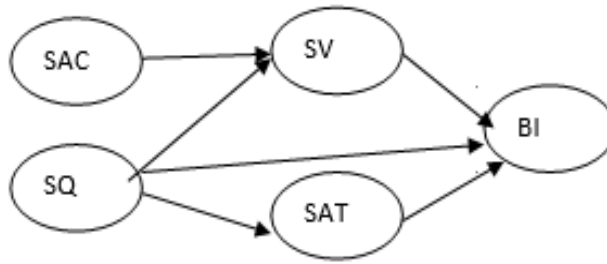
Fig 7: A model of Service

Source: A model of Service, Cronin et.al, 2000

In this model, SAC denotes Sacrifice, SQ- Service Quality, SV- Service Value, SAT- Satisfaction and BI- Behavioral Intentions. While developing this model Cronin et.al has considered various other models to analyze whether BI is directly influenced by a variable or it could have an effect only through satisfaction. This model states that BI can be directly influenced or indirect influence. There are studies that used this model to test its validity like *Hennessey and Yun, 2007.* He has empirically tested this model on golf tourists' as well.

Cronin et.al has suggested the need for considering various other variables to test the direct and indirect influence on behavioral intentions. This has given this study an insight on analyzing whether there is any direct effect of perceived value on behavioral intentions as well as to study the indirect effect through self- congruity. Another peculiarity of this model was that unlike other theories this model was developed for service industry and was analyzed by various researchers to study the behavioral intentions.

3.10 Antecedents and Measurement Scale of Behavioral Intentions

According to *Rayan, 2002,* tourist behavior has three stages- pre- visitation, during visitation and post- visitation. According to *Lingling Fan, 2009,* studies on behavioral intention is very important, because the understanding of revisit intention and word- of- mouth intention can help to forecast whether the customers are satisfied and

would stay with them for a longer period. Though behavioral intention has different dimensions like post- visit loyalty, repurchase intention, WOM or intention to recommend, intention to revisit and so on, present study focus only on intention to revisit and intention to recommend a destination.

There are many antecedents for behavioral intentions such as satisfaction- *Petrick, 2002; Oh, 1999,* novelty seeking- *Jang and Feng, 2007*, perceived value- *Chen and Tsai, 2007,* Past vacation experience- *Petrick, 2001*, destination attributes- *Agapito, Valle and Mendes, 2012,* self- congruity- *Hung and Petrick, 2011 and so on.* Present study has taken only different dimensions of perceived value and self- congruity as antecedents for behavioral intention.

Perceived Value: There are only few studies that tried to study the direct relationship between perceived value and behavioral intentions like intention to recommend and intention to revisit. Some studies like *Shen, Fan, Zhan and Zhao, 2014; Petrick, 2004, Chang and Wildt, 1994* tried to establish this direct relationship.

Self- Congruity: Few studies have been conducted with different dimensions of self-congruity on behavioral intentions like *Hung and Petrick, 2011; Bosnjak, Sirgy, Hellriegel and Maurer, 2011; Lim, 2013.* There are also studies like *Usakli and Baloglu, 2011,* who has taken self- congruity as a mediator and depicts a partial mediation.

The measurement scale used for measuring intention to revisit and intention to recommend is adapted from *Murphy et.al, 2000; Kozak and Rimmimgton, 2000; Petrick et.al, 2001.* They have used a total of six items for measuring behavioral intentions- three for intention to revisit and three for intention to recommend a destination.

3.11 Summary

Since this study is new in the area of tourism in Kerala, there is no one single theory in which the model can be formulated. The researcher has already discussed about the possible theories where the framework of the model can be brought together. From the literatures and theories reviewed and the gaps identified, the researcher in the present study was able to propose a conceptual model that depicts relationship between different dimensions of perceived value (PV) – Perceived Quality Value (PQV), Perceived Monetary Cost (PMC), Perceived Non- monetary Cost (PNMC), Perceived Social Value (PSV) and Perceived Emotional Value (PEV) and Behavioral Intentions (BI) - Intention to revisit (IRV) and Intention to recommend (IRC). The researcher states that this relationship between perceived value and behavioral intentions is mediated by Destination Self- Congruity (SC) – Actual Congruity, Ideal Congruity, Social Congruity and Ideal Social Congruity. The conceptual framework of this study is depicted as below:
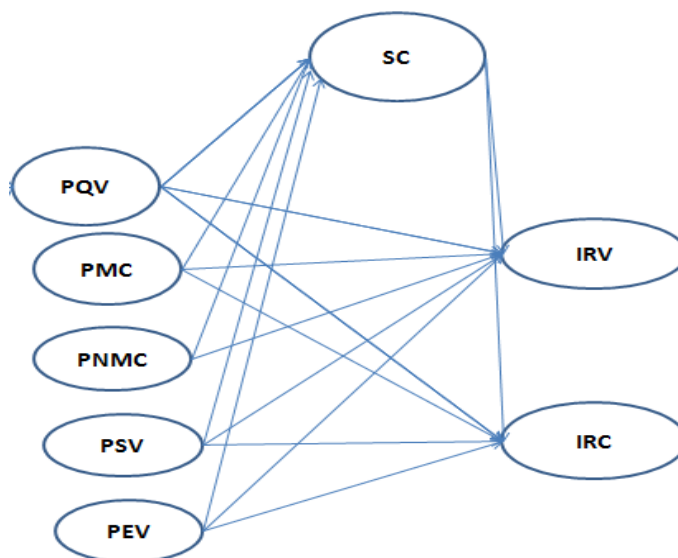
Fig 8: Proposed model

The researcher was able to propose this model on the conclusion that there are no studies which has empirically tested and validated the relationship between these three constructs together. It was *Kwak and Kang, 2009,* who probed the implication that self-congruence affects the consumer decision making by influencing perceived value.

However, this study explored only one dimension of perceived value and suggests that in order to understand the relationship between perceived value and self- congruity it is necessary to incorporate other dimensions also. *Chon, 1992; Litvin and Goh, 2002; Sirgy and Su, 2000* stated that there is insufficient evidence on the effect of self-congruity on the intention to visit a destination. The other dimensions also need to be explored.

Chapter **4**

RESEARCH METHODOLOGY

C o n t e n t s	**4.1**	Variables of the Study and their Operational Definitions
	4.2	Research Hypotheses
	4.3	Population of the Study
	4.4	Sample Design and Sample Selection
	4.5	Questionnaire Design and Instruments Used for Data Collection
	4.6	Method of Data collection
		Pilot Test and Cronbach's Alpha Score
		Techniques of Data Analysis
		Chapter Summary

This chapter details the methodology used to conduct this study. The present study aimed at understanding the influence of self- congruity on perceived value and behavioral intentions, with respect to Kerala as a tourism destination. Specifically, the relationship between all the dimensions of perceived value, self- congruity and behavioral intentions are investigated in this study. This operating paradigm as a foundation, this chapter discusses the methodology used for this study which includes variables, hypothesis, definitions, population and sample, measurement scales, data collection methods and tools used to analyze data. Present study is exploratory in nature.

4.1 Variables of the Study and Operational Definitions

Variables used in the study are perceived value, self- congruity and behavioral intentions. The variable perceived value is treated in first order dimension. While measuring self- congruity its different dimensions- Actual- congruity, ideal-

congruity, social- congruity and ideal social- congruity are considered. Behavioral intentions are measured separately as intention to revisit and intention to recommend the destination. Thus, the study has the following variables:

Independent Variables: The independent variable of this study is perceived value. Perceived value is measured with its dimensions- Perceived Quality Value, Perceived Monetary Cost, Perceived Non- Monetary Cost, Perceived Social Value, Perceived Emotional Value. Perceived value is measured as a first order dimension.

Mediating Variable: The mediating variable of this study is Destination Self- Congruity.

Dependent Variable: The dependent variables are the two dimensions of behavioural intention- Intention to Revisit and Intention to Recommend

4.1.1 Perceived Value

Perceived value is defined as "The mental estimate that consumers make of the travel product, where perceptions of value are drawn from a personal cost/ benefit assessment" said *Morrison, 1989*.

Thus, for the purpose of this study perceived value is defined as tourist perception on the cost/ benefit assessment of a destination is based on four values (perceived quality value, monetary cost, non- monetary cost, social and emotional values) and is evaluated after the visit to the destination. Perceived value is operationally taken in this study as the scores obtained by the respondents on Tour- PERVAL Scale developed by *Huang and Huang, 2007*.

4.1.2 Self- Congruity

Sirgy, 1982, defined self- congruity as "An extension of mismatch or match of the product's image with the consumer's self- concept". *Sirgy et.al, 1991* stated self-

congruity theory is that consumers positively evaluate a product that has a typical brand- user images congruent with their self- image. The positive effect of self- congruity on brand evaluation is known as the self- congruity effect.

For the purpose of this study self- congruity is defined as an extension of match or mismatch among the tourists' perception of the destination image with their self- image and is measured in the form of SIC score obtained from Chon's SIC scale by *Chon, 1992*.

4.1.3   Behavioral Intentions

Behavioral Intention is considered as a possible inclination to make specific behavior or activity towards a product after their consumption. It is also an important indicator for assessing future behavior stated *Engel, 1995.*

This study has taken behavioral intention as an important indicator for future behavior of the tourist and is defined as a possible inclination to make revisit and recommend intention towards a destination after visiting the destination. Behavioral intention is operationally taken in this study as the scores obtained from behavioral intention scale which was adapted and validated from *Murphy et.al, 2000; Kozak and Rimmimgton, 2000; Petrick et.al, 2001*.

4.1.4   Destination

A destination is defined as "A location that a person travels to, and that is distinct from their usual place of residence" said *Dredge et. al, 2011*. This study has chosen Kerala as a tourist destination and Kerala comprises of many tourist locations such as Fort Kochi, Munnar, Kumarakom, Kovalam, Thekkady etc.

4.1.5   Tourist

According to *UNWTO, 2008*, "A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/ her trip includes an overnight stay,

or as a same- day visitor (or excursionist) otherwise". This study has taken both international tourists and domestic tourists as tourist provided, they should have visited at least two locations in Kerala and have stayed at least for one night. Pilgrimage tourists are excluded for the purpose of this study.

4.2 Research Hypotheses

Based on the information gathered through literature review, various hypotheses were formulated presuming relationship between different variables of the study. The various relationships were stated between the variables perceived quality value, perceived monetary cost, perceived non- monetary cost, perceived social value, perceived emotional value, self- congruity, intention to revisit, intention to recommend. Accordingly, the various hypotheses formulated are:

H1: Tourists' destination perceived quality value has a significant relationship with intention to revisit the destination.

H2: Tourists' destination perceived monetary cost has a significant relationship with intention to revisit the destination.

H3: Tourists' destination perceived non- monetary cost has a significant relationship with intention to revisit the destination.

H4: Tourists' destination perceived social value has a significant relationship with intention to revisit the destination.

H5: Tourists' destination perceived emotional value has a significant relationship with intention to revisit the destination.

H6: Tourists' destination perceived quality value has a significant relationship with intention to recommend the destination.

H7: Tourists' destination perceived monetary cost has a significant relationship with intention to recommend the destination.

H8: Tourists' destination perceived non- monetary cost has a significant relationship with intention to recommend the destination.

H9: Tourists' destination perceived social value has a significant relationship with intention to recommend the destination.

H10: Tourists' destination perceived emotional value has a significant relationship with intention to recommend the destination.

H11: Tourists' destination self- congruity mediates the relationship between destination perceived quality value and intention to revisit the destination.

H12: Tourists' destination self- congruity mediates the relationship between destination perceived monetary cost and intention to revisit the destination

H13: Tourists' destination self- congruity mediates the relationship between destination perceived non-monetary cost and intention to revisit the destination.

H14: Tourists' destination self- congruity mediates the relationship between destination perceived social value and intention to revisit the destination.

H15: Tourists' destination self- congruity mediates the relationship between destination perceived emotional value and intention to revisit the destination.

H16: Tourists' destination self- congruity mediates the relationship between destination perceived quality value and intention to recommend the destination.

H17: Tourists' destination self- congruity mediates the relationship between destination perceived monetary cost and intention to recommend the destination.

H18: Tourists' destination self- congruity mediates the relationship between destination perceived non-monetary cost and intention to recommend the destination.

H19: Tourists' destination self- congruity mediates the relationship between destination perceived social value and intention to recommend the destination.

H20: Tourists' destination self- congruity mediates the relationship between destination perceived emotional value and intention to recommend the destination.

4.3 Population of the Study

The present study was conducted with an intention to understand the influence of self- congruity on tourists' perceived value and behavioral intentions after visiting Kerala as a tourism destination. Hence, the population of the study includes all the International and Domestic tourists' who had visited at least two tourist locations in Kerala and has stayed at least for one night. Though the arrival reports of international and domestic tourists are available from Kerala tourism official statistics, this has not listed separately whether it is inclusive of pilgrimage tourist or not. Present study does not include pilgrimage tourists, so the population size was assumed as unknown.

4.4 Sample Design and Sample Selection

The researcher decided to adopt purposive sampling for the present study. The accessibility of tourists was a complex task. So, the overall sample selection was made based on the possible tourist available for collecting the data. At first, in order to define the population, the researcher has divided the tourists who are visiting Kerala into two- International tourist and Domestic tourist. Then, certain sample selection criteria were adopted to choose the sample. These criteria are:

- ➢ Tourist should be above 18 years of age.

- ➢ Tourist who have already visited Kerala or on the last day of the visit in Kerala.

- ➢ Tourist who visited Kerala for the period 2013-2016.

- ➢ Should have visited at least two locations in Kerala.

- ➢ Should have stayed in Kerala at least for one nights.

- ➢ Excluded pilgrimage tourist.

- ➢ Tourist are considered as International or Domestic not based on citizenship or country of arrival but on the basis of country of origin.

- ➢ The study tried to include international and domestic tourist based on the official report of Kerala tourism, which has ranked the countries based on their arrival to Kerala.

In the next stage, data from tourists are collected from exit points. For international tourist data is collected from the three major airports in Kerala - Cochin, Trivandrum and Calicut airport. The sample from each destination is the possible data that could be received. From these identified circuits, the data collected from each destination which is considered as exit points is as follows:

Table 11: Sample collected from International Tourists

Destination	Data collected
Cochin	160
Trivandrum	130
Calicut	109
Total	**399**

For domestic tourist the exit points are identified using the different tourist circuits in Kerala. Accordingly, various tourist circuits identified are:

➢ Kochi- Munnar- Thekkady- Kochi

➢ Koch<u>i</u>- Kumarakom- Alappuzha- Kochi

➢ Kochi- Munnar- Thekkady- Kumarakom- Alappuzha- Thiruvananthapuram

➢ Thrissur- Palakkad- Wayanad

➢ Thrissur- Palakkad- Kozhikode- Wayanad

Accordingly, the possible data collected from each destination which is considered as exit points is as follows:

Table 12: Sample collected from Domestic Tourists

Destination	Data Collected
Kochi	110
Thiruvananthapuram	90
Thrissur	85
Palakkad	50
Wayanad	66
Total	**401**

Altogether 1500 questionnaires were distributed, of which 1033 questionnaires were received. After screening, a total of 800 valid questionnaires were chosen for this study. Out of the total 800 respondents, the international respondents are 399 and domestic respondents are 401.

4.5 Questionnaire Design and Instruments used for Data Collection

The researcher has designed the questionnaire in two parts- Part I- consist of questions to collect the demographic profile of the tourists visiting Kerala. The questions were related to the tourist's age, gender, country of origin etc. Part II- Included scales to measure the variables of the study. Three scales were used to measure the variables used for the study. All the questions to measure the variables were asked on a five- point likert scale ranging from "1- Strongly Disagree to 5- Strongly Agree".

The scale used for measuring perceived value was Tour-PERVAL scale developed by *Huang and Huang in 2007*. Self- congruity was measured using the Self- congruity scale of *Chon, 1992*. Behavioral intentions i.e, intention to revisit and intention to recommend a destination was adapted and validated from *Murphy et.al, 2000; Kozak and Rimmimgton, 2000; Petrick et.al, 2001*.

4.5.1 Tour-PERVAL scale, *Huang and Huang in 2007*

This is a practical measurement tool for measuring perceived value of tourism destination. This scale is composed of subscales: Perceived Quality Value (Tourism resources, Tourism activities and Tourism services), Perceived monetary cost, Perceived non- monetary cost, Perceived social value and Perceived emotional value. A total of twenty-six items are there to measure perceived value.

Perceived quality value of tourism resources has four items. The items are "Enjoy the beauty of landscape, Enjoy special culture and customs, Beaches are attractive, Ecology is well preserved." Perceived quality value of tourism services is measured using five items, which includes "Enjoy tasty food, Restaurants are comfortable, Traffic is convenient, Service and management is good, Travel information is easy to get." Three items are used to measure

perceived quality value of tourism activities, which includes "Participate in adventurous and exciting activities, Recreations, Experience splendid nightlife."

Social value was measured using four items; "Increase others good impression, Trip can make me more popular, Represents my personality, Consistent with the image of myself in the heart of others." The items used to measure emotional value includes "Feel happy, Relaxed, Everything is new and interesting, Experience different things", which is altogether four items. Monetary cost is measured using three items "Spend a lot of money, Local price level is high, Cost of the trip is high. Finally, non- monetary cost is measured using three items "Plan process is complicated, Experience a lot of difficulties, Hope to get more help." Respondents were asked to indicate their level of agreement on a five-point scale ranging from "1- Strongly disagree to 5- Strongly agree."

4.5.2 Chon's Self- Image Congruity Scale, *Chon, 1992*

Self- congruity scale was originally developed by Sirgy et.al, 1997. Later, *Chon, 1992* has adapted self- congruity scale from *Sirgy, 1997* and applied it in the context of tourism using five items on a likert scale. The items include- "The personality/ image of the destination Kerala is similar to my personality" (actual image), "Kerala destination matches with my personality and helps me to be the person ideally I would like to be" (ideal image), "The image of Kerala is similar to how I believe others see me" (social image), "Kerala's image is similar to how I want others to see me" (ideal- social image). The respondents were asked to indicate their level of agreement on a five-point scale ranging from "1- Strongly disagree to 5- Strongly agree."

4.5.3   Behavioral Intentions Scale

The measurement scale used for measuring behavioral intentions- intention to revisit and intention to recommend is adapted and validated from different authors like

Murphy et.al, 2000; Kozak and Rimmimgton, 2000; Petrick et.al, 2001. From their scales a total of six items were adapted and validated for measuring behavioral intentions- three for intention to revisit and three for intention to recommend a destination. Accordingly, the following questions were framed. Three items to measure intention to recommend includes "I Will say positive things about Kerala to other people", "I will recommend Kerala to family & friends", "I will encourage my family and friends to visit Kerala". Three items to measure Intention to revisit are "In my future visit I would like to return to the same destinations that I have visited in Kerala", "In my future visit I would like to explore new destinations in Kerala", "I will stay longer in Kerala in my next visit".

4.5.4 Personal Profile of the Respondents

Demographic data like age, gender, occupation, nationality was requested from each respondent to analyze the data. Despite this, the questions like "Which among the following destinations have you visited in Kerala", "Purpose of travel", "Length of stay in Kerala", has included because of two reasons. One is to qualify the respondents for the study. Respondents were disqualified based on those who have not visited at least two destinations, does not have stayed a minimum of two nights and who is a pilgrimage tourist. Secondly, this helps to analyze the frequency of visit to various destinations in Kerala, maximum days spent in Kerala and the purpose of their travel. There were also questions related to number of visits to Kerala, specialties experienced in Kerala, whether they would visit again or recommend these specialties, travel companions, accommodation type, means of transportation and overall rating of Kerala as a destination.

4.6   Method of Data Collection

Primary method of data collection was used in this study. Data were collected using convenient sampling method. The data were collected from both international and

domestic tourist. Altogether a total of 1500 questionnaires were distributed both online and offline. Respondents were also given appropriate instructions regarding method of marking their responses without an error. A screening of questionnaire was also done. Those questionnaires with missing data, inappropriate marking of the responses, those who have not visited at least two destinations, does not have stayed a minimum of two nights and who is a pilgrimage tourist are excluded from the study. After screening, a total of 800 usable questionnaires were used for this study. Out of the total 800 respondents, the international respondents are 399 and domestic respondents are 401.

4.7   Pilot Test and Cronbach's Alpha Scores

In order to analyze the reliability and internal consistency of the items in the questionnaire a pilot study was conducted and tested the Cronbach's Alpha score. Pilot study was done using a sample size of 200 respondents. The test proved that the scales used in the questionnaire to measure all the variables- perceived value, self- congruity and behavioral intentions are highly reliable with a score above .80, which is much above the threshold limit of 0.50 stated by Cronbach's, 1951. The Cronbach's Alpha score for different variables are listed below:

Table 13: Cronbach's Alpha score

Scale	Variable	No. of items	Type of Scale	Cronbach's Alpha
Tour-PERVAL Scale	5	26	Likert- 5	0.853
Chon's SIC Scale	4	4	Likert- 5	0.903
Behavioral Intentions Scale	2	6	Likert- 5	0.877

4.8 Techniques of Data Analysis

Various techniques were used to analyze the data in this study. The data analysis was done based on the research objectives formulated for the study. The data was entered in SPSS and was used for basic analysis. The check of missing values, normality distribution, frequency analysis, analysis of descriptive statistics, Cronbach's Alpha, Exploratory Factor Analysis were done using SPSS. Other software that was used for analysis was Amos. The test of Confirmatory Factor Analysis, path analysis, test of hypothesis, mediation test and chi- square differential analysis was done. The discriminant validity test was also done using the software of stat wiki. In order to identify whether there is invariance among International and domestic tourist, the researcher has done a chi- square differential analysis.

4.9 Chapter Summary

This chapter thus gives an overview of the research design that was used for the study. The chapter starts with discussing the theoretical and operational definitions for all the variables used in this study. It then details the hypotheses of this study. It also describes the population, sample design and data collection method used for this study. It also gives an overview on different scales adopted for this study, questionnaire design. Finally, the chapter ends with summarizing the pilot study and Cronbach's Alpha score and the techniques used for further analyzing the data.

Chapter **5**

DATA ANALYSIS AND RESULTS

Contents	**5.1**	Respondents' Demographic Profile
	5.2	Model Estimation Overview
	5.3	Chapter Summary

The analysis of the data and its results are discussed in this chapter. The first part of this chapter details the respondents demographic profile like age, gender, occupation. It also details the destinations visited by respondents in Kerala. It also gives an overview of the respondents' purpose of travel, arrangement of trip, length of stay, frequency of visit to Kerala, travel companion, accommodation types, means of transportation for arrival and departure. It also depicts the specialties experienced by respondents' in Kerala, behavioral intentions on these and overall rating of Kerala as a destination. In the next section, the data screening, verification of the assumptions, testing of the conceptual model using AMOS and comparison of the models among international and domestic tourist using differential chi- square analysis was done.

5.1 Respondents' Demographic Profile

A total of 800 tourists were surveyed through questionnaire method. Of this 399 are International tourists and 401 domestic tourists. For international tourist, data are collected from the point of entry and exit of international tourist at the three major airports in Kerala - Cochin, Trivandrum and Calicut airport. For domestic tourist the entry and exit points are Kochi, Trivandrum, Thrissur, Palakkad and Wayanad. In the first section of this analysis chapter, it details the demographic profile of the respondents. The responses are given in the table below:

Table 14: Demographic Profile of the Respondents

Variables	Frequency	Valid (%)	Cumulative (%)
Age			
20- 25	226	28.3	28.3
30- 40	264	33.0	61.3
40- 50	165	20.6	81.9
50- 60	108	13.5	95.4
Above 60	37	4.6	100.0
Gender			
Male	438	54.7	54.7
Female	362	45.3	100.0
Occupation			
Lawyer	62	7.7	7.7
Teacher	102	12.8	20.5
Self- employee	104	13.0	33.5
IT- professional	161	20.1	53.6
Scientist	81	10.1	63.8
Management Professional	127	15.9	79.6
Student	45	5.6	85.3
Daily workers	90	11.3	96.5
Others	28	3.5	100.0

There were 399 international tourists and 401 domestic tourists for this study. As shown in the above table, most of the respondents fall in the age group of 30- 40 (30%), followed by 20- 25 (28.3%). Of these, majority of them are males (54.7%). Most of the respondents are IT- professionals (20.1%), followed by Management professionals (15.9%).

Table 15: Other Information regarding the visit of the respondents

Variables	Frequency	Valid (%)	Cumulative (%)
Arrangement of Trip			
Self- organized	645	80.6	80.6
Tour operator	155	19.4	100.0
Frequency of visit to Kerala			
One time	473	59.0	59.0
Two times	138	17.3	76.4
Three times	60	7.5	83.9
More than four times	129	16.2	100.0
Purpose of Travel to Kerala			
Leisure, holiday & Relaxation	444	55.4	55.4
Business	27	3.4	58.9
Pilgrimage	13	1.6	60.5
As a hobby	107	13.4	73.9
Research or study	61	7.6	81.5
Visiting friends & Relatives	148	18.5	100.0
Duration of stay in Kerala			
1 night	29	3.5	3.5
2- 3 nights	283	35.4	39.0
4- 5 nights	129	16.1	55.1
6 nights	47	5.9	61.0
A week and more	312	39.0	100.0
Travel Companion			
Alone	99	12.3	12.3
Spouse	139	17.4	29.8
Family	215	26.9	56.6
Friends	295	36.9	93.5
Relatives	22	2.8	96.3
Colleagues	14	1.8	98.0
Others	16	2.0	100.0
Accommodation			
Hotel	248	31.0	31.0
Home stay	340	42.5	73.5
Resort	159	19.9	93.4
Apartment	45	5.6	99.0
Others	8	1.0	100.0

Most of the respondents are first time visitors to Kerala (59.0%) and their main purpose of travel was for leisure, holiday and relaxation (55.4%). Majority of them have travelled with their friends (36.9%), followed by their family (26.9%) and stayed in Kerala for more than a week (39.0%). Home stay was booked by majority of the respondents to stay in Kerala (42.5%), followed by hotels (31.0%).

Table 16: Modes of transportation for arrival and departure of the respondents

Variables	Frequency	Valid (%)	Cumulative (%)
Transportation used for arrival to Kerala			
Airline	427	53.3	53.3
Train	178	22.3	75.6
Ship	7	0.9	76.5
Rental car/ bus	76	9.5	86.0
Own car	105	13.1	99.1
Others	7	0.9	100.0
Transportation used for Departure from Kerala			
Airline	466	58.1	58.1
Train	163	20.4	78.6
Rental car/ bus	62	7.8	86.4
Own car	109	13.6	100.0

Most of the tourists have chosen airlines as a means of transportation for arrival (53.3%) and departure (58.1%) to and from Kerala.

Table 17: Kerala destinations' overall rating, destinations visited, specialty experience and the respondents' intention to visit and recommend

Variables	Frequency	Valid (%)	Cumulative (%)
Overall rating of Kerala as a tourist destination			
Very poor	3	.3	.3
Poor	6	.8	1.1
Average	63	7.9	9.0
Good	373	46.6	55.6
Excellent	355	44.4	100.0

Destinations Visited in Kerala		
Alappuzha	496	62.0
Bekal	315	39.4
Fort Kochi	615	76.9
Kollam	203	25.4
Kovalam	331	41.4
Kumarakom	282	35.3
Munnar	572	71.5
Muzhapilangad	92	11.5
Thekkady	324	40.5
Muziris	37	4.6
Varkala	242	30.3
Wayanad	453	56.6
Thrissur	450	56.3
Palakkad	353	44.1
Specialties experienced in Kerala		
Backwater	614	76.8
Beaches	666	83.3
Hills	635	79.4
Monuments	395	49.4
Waterfall	528	66.0
Wildlife	489	61.1
Pilgrimage	399	49.9
Spas	107	13.4
Houseboat	440	55.0
Festivals	444	55.5
Art form	318	39.8
Monsoon	385	48.1
Ayurveda treatments	174	21.8
Allopathy treatment	64	8.0
Specialties that will visit again		
Backwater	485	60.6
Beaches	462	57.8
Hills	486	60.8
Monuments	230	28.8

Waterfall	455	56.9
Wildlife	400	50.0
Pilgrimage	262	32.8
Spas	98	12.3
Houseboat	296	37.0
Festivals	320	40.0
Art form	219	27.4
Monsoon	300	37.6
Ayurveda treatments	120	15.0
Allopathy treatment	53	6.6
Specialties that will be recommended		
Backwater	514	64.3
Beaches	455	56.9
Hills	463	57.9
Monuments	250	31.3
Waterfall	454	56.8
Wildlife	381	47.7
Pilgrimage	254	31.8
Spas	116	14.5
Houseboat	364	45.5
Festivals	341	42.6
Art form	266	33.3
Monsoon	283	35.4
Ayurveda treatments	186	23.3
Allopathy treatment	80	10.0

The respondents have rated Kerala as a very good (46.6%) and excellent (44.4%) destination. Out of the total respondents, the various destinations in Kerala that has been visited by tourists can be ranked as- Fort Kochi (76.9%), Munnar (71.5%), Alappuzha (62.0%), Wayanad (56.6%), Thrissur (56.3%), Palakkad (44.1%), Kovalam (41.4%), Muzhapilangad (40.5%), Bekal (39.4%), Kumarakom (35.3%), Varkala (30.3%), Kollam (25.4%), Thekkady (11.5%), Muziris (4.6%). Majority of the respondent's states that their trip to Kerala was self- organized (80.6%).

Listing down the specialties experienced by tourists in Kerala, beaches are the most visited attraction in Kerala (83.3%), but only 57.8% states that they will visit those beaches again and 56.9% recommend it to others. Hills were visited by 79.4%, of this 60.8% stated that they will visit it again and 57.9% recommend it to others. 76.8% visited backwaters and 60.6% responded that they will visit it again and 64.3% will recommend it to others. Waterfalls are visited by 66.0%, of this 56.9% will visit it again and will be recommended by 56.8%. Wildlife attractions are visited by 61.1% and 50% will visit it again and 47.7% will recommend. Houseboats and festivals are experienced only by half of the respondents (55% and 55.5% respectively). These will be visited again by 37% & 40% respectively. 45.5% & 42.6% will recommend these to others.

Below half of the respondents have experienced pilgrimage destinations (49.9%), monuments (49.4%), monsoon (48.1%), art form (39.8%), ayurveda treatments (21.8%), spas (13.4%), allopathy treatments (8%). Of these an intention to experience it again was responded by 32.8% for pilgrimage destination, 28.8% on monuments, monsoon (37.6%), art form (27.4%), ayurveda treatments (15%), spas (12.3%), allopathy treatments (6.6%). Intention to recommend the pilgrimage destination, monuments, monsoon, art form, ayurveda treatments, spas, allopathy treatments are shown by 31.8%, 31.3%, 35.4%, 33.3%, 23.3%, 14.5%, 10% respectively.

5.2 Model Estimation Overview

The empirical validity of the model was estimated through various stages. In the first stage, tests are done to handle missing values and to check the normality. In the second stage, Confirmatory Factor Analysis (CFA) was done to check the uni-dimensionality, reliability, convergent and discriminant validity of the construct used for this study. In the third stage, the measurement model was

tested for confirmation using path analysis as well as a differential chi- square analysis was done for comparing the model between the international and domestic tourist. Fourth, the data was used to test the various hypothesis formulated. Fifth, the mediation effect of the mediator variable was tested by performing bootstrap. The various stages are detailed below:

5.2.1 Stage I- Preliminary Data Examination

For preliminary data examination the steps taken includes data screening, testing of multivariate normality, identifying underlying dimensions of constructs under study.

5.2.1.1 Data Screening

This study has coded data under each variable using SPSS 20. Prior to estimation and testing the model, it is important to analyze the absence of data coding errors said *Churchill, 1979*. Initially an inspection of the missing values was done using the frequency analysis in SPSS. The study reported some missing values. Those values are identified and deleted to diagnose missing values. Next, an examination was done to identify extreme values. Such values were not found in the data set.

5.2.1.2 Testing of Multivariate Normality

It has been stated that in SEM it is important to test the normality issue. This is because if the normality is not tested, this may cause the violation of the assumption and would lead to biased critical value, inflated chi- square and abnormal standard errors stated by *Hair et.al, 2010*. The normality was tested looking into the mean, median, standard deviation, skewness and kurtosis. Normality is tested using bootstrapping method in SEM, using IBM Amos 21.0 at 95% confidence interval and bootstrap resamples of 5000 and values were

found to be within the tolerance limit of +/- 1.96 as stated by Preacher and Hayes, 2008. Histograms with plot for normality and the Q-Q Plot for the unstandardized residuals were also examined to verify normality assumptions of underlying constructs. In general, the results supported normality assumptions.

5.2.1.3 Identifying Underlying Dimensions of Constructs Under Study

To identify the dimensions that explain variations among the variables under the study, Exploratory Factor Analysis (EFA) with Principal Component Analysis (PCA) and Varimax rotation was used. Factor analysis does not show any strict assumptions about data distribution. However, correlations among items and sample adequacy were measured for factor analysis. Since, principal component analysis is based on principal axes and EFA is known to be strong against violations of normality, multivariate normality assumption is also not required as stated by *Floyd & Widaman, 1995*. This study has used Kaiser- Meyer- Olkin (KMO) to assess the sample adequacy for PCA. For factor analysis, the minimum value indicated is 0.5 by *Kline, 1994*. Bartlett's Test of Sphericity test the null hypothesis that the correlation matrix of all the items is an identity matrix and follows a chi- square distribution. Significance at (P <.05) rejects the above hypothesis and confirms the correlation. The variables are correlated to provide a basis for factor analysis. Both these tests show a good interrelationship between variables under the study and can be used for extracting factors. The following table gives a detailed analysis on EFA and Cronbach's' Alpha value under the study:

Table 18: Results of EFA Analysis of perceived value

Variable	KMO & Bartlett's Test of Sphericity	Factor Loadings	Cronbach Alpha
Factor Analysis 1- Perceived Value			
Perceived Quality Value	*KMO=.698*		.853

1. Perceived Quality of Tourism Resources	$X^2 =2397.007$ $p=.000^*$	
• Landscape		.631
• Culture & Customs		.687
• Beaches		.880
• Ecological Environment		.704
2. Perceived Quality of Tourism Services		
• Tasty food		.825
• Comfort of restaurants		.788
• Traffic		.796
• Services & Management of destination		.834
3. Perceived quality of Tourism Activities		
• Adventurous activities		.868
• Recreational activities		.789
• Nightlife activities		.818
Perceived Monetary Cost Value	$KMO=.749$ $X^2 = 1802.991$ $p=.000^*$	
• Spend lot of money		.908
• Local price level		.943
• Cost of the trip		.934
Perceived Non- Monetary Cost Value	$KMO=.771$ $X^2 = 2559.824$ $p=.000^*$	
• More help		.958
• Experience difficulties		.956
• Plan was complicated		.950
Perceived Social Value		
• Increased others impression on me	$KMO=.537$ $X^2 = 2598.362$ $p=.000^*$	.967
• Makes me popular		
• Represents my personality		.928
		.944

• Consistent with image of myself		.964	
Perceived Emotional Value	*KMO=.628*		
• Happy	$X^2 = 3579.\ 331$	.829	
• Relaxed	$p=.000^*$	.833	
• New and interesting		.875	
• Experience different things		.877	

Perceived value has five dimensions, which is measured using Tour- PERVAL scale. For all the five variables (perceived quality value, perceived monetary cost, perceived non- monetary cost, perceived social value, perceived emotional value) the KMO measures were 0.698, 0.749, 0.771, 0.537, 0.628 respectively. This is above the threshold limit of 0.50.

Chi- square value for all the variables are- perceived quality value ($X^2 =2397.007$), monetary cost ($X^2 = 1802.\ 991$), non- monetary cost ($X^2 = 2559.\ 824$), social value ($X^2 = 2598.\ 362$), emotional value ($X^2 = 3579.\ 33$). According to Bartlett's test of sphericity all the values were significant at *p=.000* (p< .05). There were all together 24 items. One item was deleted which is below the maximum threshold of 0.4. The deleted item was '*Travel information is easy to get*'. Thus, the total number of items was reduced to 23. The percentage of cumulative variance explained by the factor structure accounts for a total of 68.94% for perceived quality value, 86.17% for perceived monetary cost, 91.76 for perceived non- monetary cost, 94.20% for perceived social value and 72.90% for perceived emotional value.

Self- congruity was measured using SIC scale of Chon with 4 items. The KMO value was 0.806 with a chi- square of $X^2 = 2094.\ 442$. Bartlett's test of sphericity shows a significant value of *p = 0.000* Since all the items were meeting the

maximum threshold, no items were deleted. The cumulative variance is 77.46%. This is depicted in table 19.

Table 19: Results of EFA Analysis of destination self- congruity

Variable	KMO & Bartlett's Test of Sphericity	Factor Loadings	Cronbach Alpha
Factor Analysis 2- Self- Congruity • Actual congruity • Ideal congruity • Social congruity • Ideal social congruity	$KMO=.806$ $X^2 = 2094.442$ $p = .000^*$	.874 .899 .871 .876	.903

Table 20: Results of EFA Analysis of behavioral intentions

Variable	KMO & Bartlett's Test of Sphericity	Factor Loadings	Cronbach Alpha
Factor Analysis 3- Behavioral Intentions **Intention to Recommend** • Positive about Kerala • Recommend to family & friends • Encourage friends & family	$KMO=.766$ $X^2 = 2209.179$ $p = .000^*$	 .927 .929 .889	.942
Intention to Revisit • Future will visit the same destination • Future will visit new destination • Stay longer	$KMO=.753$ $X^2 = 1657.794$ $p = .000^*$	.914 .920 .933	.912

Significant at 0.001% (p<.05)

Intention to recommend and revisit had a KMO value of 0.766 & 0.753 and chi-square of $X^2 = 2209.179, 1657.794$ respectively. Bartlett's test of sphericity shows a significant value of $p = 0.000$ and a cumulative variance of 89% & 85%.

From the table the Cronbach's Alpha score for the scales which is used to measure the variables perceived value, self- congruity, intention to revisit and intention to recommend are 0.853, 0.903, 0.912, 0.942 respectively. This is above the threshold limit of 0.50. Bartlett's test of sphericity was considered significant at 0.05. PCA on different variables with Varimax rotation resulted in extraction of different components with Eigen values greater than one. As per the guidelines of *Hair et.al, 1998,* he stated that smaller sample require larger factor loadings. Accordingly, 0.45 was the cut- off for minimum of 150 samples. Therefore 0.45 was considered as cut- off value for factor loadings with sample size of N= 800. Hair also stated that the acceptable percentage of variance explained by the factor structure is 50%.

5.2.2 Measurement Model Evaluation

Confirmatory Factor Analysis (CFA) was done using Amos 20 for testing the measurement model. In this hypothesized model, the variables used are perceived quality value, perceived monetary cost, perceived non- monetary cost, perceived emotional value, perceived social value, self- congruity and intention to revisit and recommend a destination. All together there are 35 manifests or observed variables which are assumed to be influenced by a unique unobserved error. In CFA all the factors can correlate with each other using covariance matrix as the input matrix. CFA was carried out in four stages, which will be discussed below. Initially, separate CFA was run for all the variables individually and finally ended up with estimating the measurement model. The stages through which CFA was done are detailed as follows.

5.2.2.1 Stage I- Examination of Offending Estimates

Offending estimates are coefficient values that exceed the minimum acceptable limit. It is important to examine the offending estimates because it would otherwise pose a major threat in evaluating the model results. The offending estimates can be in the form of standardized loading of the manifest variables exceeding 1, high standard error and negative error said *Reisinger and Turner, 1999.* In this study it was found that there were no offending estimates and can proceed with the analysis of the measurement model.

5.2.2.2 Stage II - Examination of Uni- Dimensionality

To confirm the uni- dimensionality it is important to check the standardized residuals and modification indices. *Joreskog & Sorbom, 2001* pointed out that an absolute value above 2.58 as standardized residual shows lack of uni-dimensionality. Meanwhile, *Anderson & Gerbing, 1988* insist on modification indices below five. Otherwise, these would act as a potential threat to uni-dimensionality. This study confirms uni- dimensionality.

5.2.2.3 Stage III - Examination of Convergent Validity

Hair et.al, 2010 suggested a minimum standardized loading of 0.50 in order to confirm convergent validity. This study shows standardized loading of more than 0.70 for all the parameters. The study also showed that all the un- standardized indicator loadings are significant (p< 0.01). This supports the validity of the factors that are used to measure constructs. Overall good fit of the model also projects convergent validity as stated by *Steenkamp & Van Trijp, 1991.* All these cases are confirmed in this study. Table below shows the CFA loadings, Average Variance Extracted (AVE) and Composite Reliability (CR).

Table 21: CFA, AVE and CR of the different dimensions of perceived value

Variable	Items	CFA	AVE	CR
Perceived Quality Value				
Perceived Quality of Tourism Resources	Landscape	.97		
	Culture & Customs	.88		
	Beaches	.89	.82	.95
	Ecological Environment	.87		
Perceived Quality of Tourism Services	Tasty food	.96		
	Comfort of restaurants	.93		
	Traffic	.89		
	Services & Management of destination	.88	.84	.95
Perceived quality of Tourism Activities	Adventurous activities	.92		
	Recreational activities	.93	.87	.93
	Nightlife activities	.94		
Perceived Monetary Cost Value	Spend lot of money	.84		
	Local price level	.93		
	Cost of the trip	.90	.79	.92
Perceived Non- Monetary Cost Value	More help	.91		
	Experience difficulties	.96	.88	.96
	Plan was complicated	.94		
Perceived Social Value	Increased others impression on me	.89		
	Makes me popular	.93		
	Represents my personality	.91		

	Consistent with image of myself	.93	.84	.94
Perceived Emotional Value	Happy	.94		
	Relaxed	.96		
	New and interesting	.78	.76	.93
	Experience different things	.79		

Table 22: CFA, AVE and CR of the different dimensions of destination self-congruity

Variable	Items	CFA	AVE	CR
Self- Congruity	Actual congruity	.95		
	Ideal congruity	.96		
	Social congruity	.96	.91	.97
	Ideal social congruity	.94		

Table 23: CFA, AVE & CR of the different dimensions of behavioural intention

Variable	Items	CFA	AVE	CR
Intention to Recommend	Positive about Kerala	.93	.84	.94
	Recommend to family & friends	.93	.84	.94
	Encourage friends & family	.89		
Intention to Revisit	Future will visit the same destination	.85		
	Future will visit new destination	.88	.77	.91
	Stay longer	.91		

Fig 9: Measurement Model
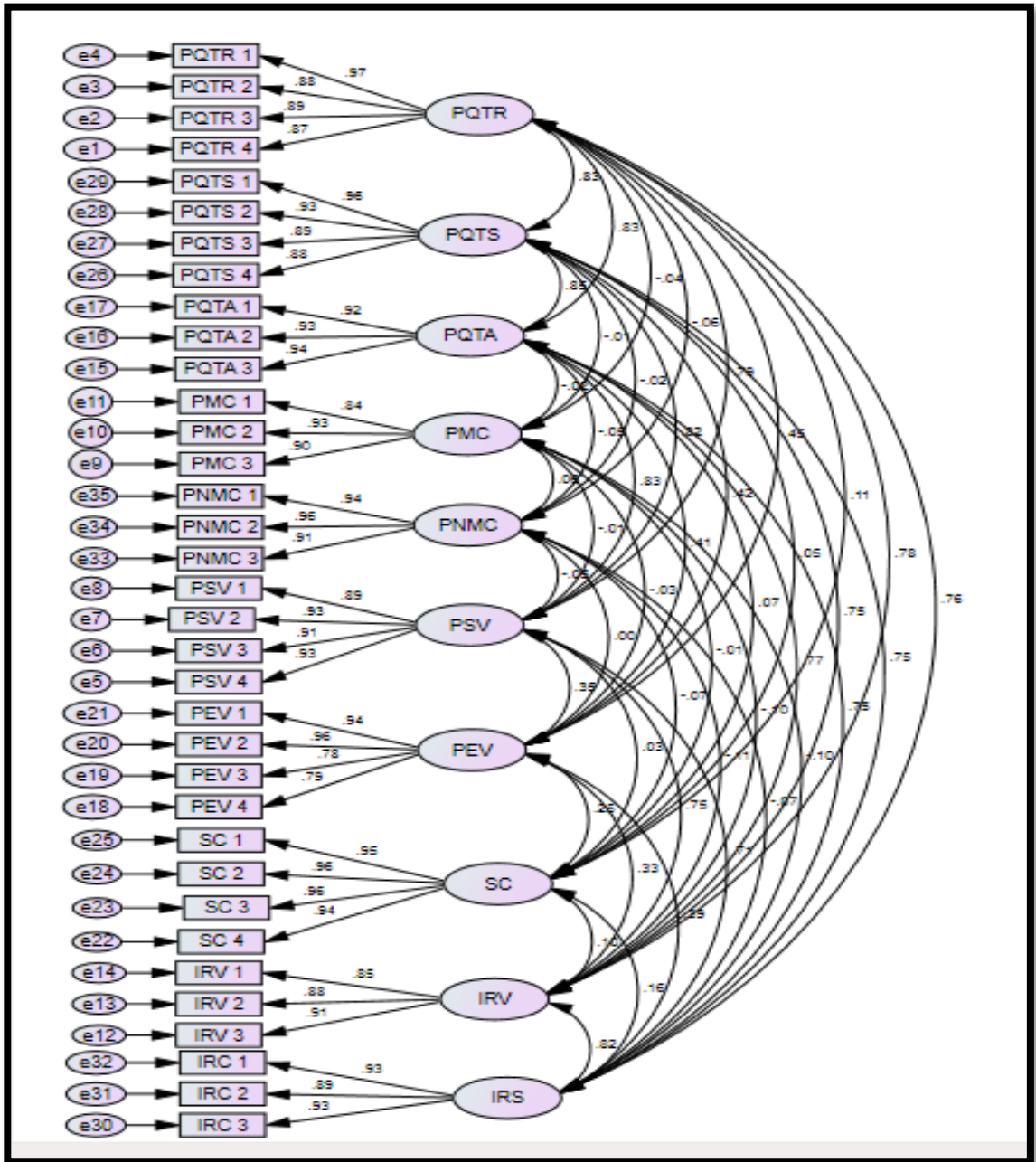
Table 24: Summary of Fit Indices of the Model

Indices	Acronym	General rule of thumb	Model indices
Absolute/Predictive fit indices			
Chi –square, DF	$\chi 2$	Lower value shows good model fit	515
Ratio of chi- square to DF	$\chi 2/df$	Ratio of $\chi 2$ to df ≤ 2 or 3	1.533
Akaike Information criterion	AIC	Smaller the better; good for model comparison	1019.635
Expected cross validation index	ECVI	Smaller the better; good for model comparison	1.276
Comparative fit indices			
Normed fit index	NFI	>0.95 for acceptance	.976
Incremental fit index	IFI	>0.95 for acceptance	.992
Comparative fit index	CFI	>0.95 for acceptance	.992
Parsimonious fit indices			
Parsimony–adjusted NFI	PNFI	Very sensitive to model size	.845
Parsimony–adjusted GFI	PGFI	The closer to 1 the better, though typically lower than other indexes and sensitive to model size	.774
Other			
Goodness of fit index	GFI	≥0.95 Not generally	

		recommended	.947
Adjusted GFI	AGFI	≥ 0.95 Performance poor in simulation studies	.935
Root mean square residual	RMR	Smaller, the better; 0 indicates perfect fit	.025
Standardized RMR	SRMR	≤ 0.08	.020
Root mean square error of approximation	RMSEA	< 0.06 to 0.08 with confidence interval	.026

5.2.2.4 Stage IV - Examination of Reliability

The reliability of the data is already examined and detailed above. The reliability of the data can be assessed in different ways. *Cronbach's, 1951* coefficient is considered as a good measure of reliability. In this study the all the coefficients are above 0.70 which is much above the threshold limit of 0.50. Next, the composite reliability was also analyzed and found that it is above 0.90 which is above 0.60 thresholds. Convergent validity was also confirmed by determining the squared multiple correlations (R^2) of the indicators. High R^2 value shows high reliability. In this study, the value is high with a value of more than 0.70. All these provide support for the reliability.

5.2.2.5 Stage V - Examination of Discriminant Validity

In this study discriminant validity was tested in order to make sure that each construct is discriminant from each other. It is important to do the discriminant analysis for a better model. The discriminant check was carried out using the statistical tool package provided by Stat wiki Gaskin, 2016. Following table shows the discriminant validity results.

Table 25: Discriminant Validity Analysis Result

Variables	CR	AVE	MSV	MaxR(H)	Revisit	Tourism resources	Tourism Services	Tourism Activities	Economic Cost	Non-Monetary Cost	Social Value	Emotional Value	Self-Congruity	Recommend
Revisit	0.913	0.777	0.677	0.917	**0.882**									
Tourism Resources	0.946	0.815	0.696	0.972	0.776	**0.903**								
Tourism Services	0.954	0.838	0.714	0.984	0.752	0.830	**0.916**							
Tourism Activities	0.952	0.867	0.714	0.988	0.775	0.834	0.845	**0.931**						
Economic Cost	0.921	0.795	0.009	0.989	-0.096	-0.042	-0.008	-0.017	**0.892**					
Non- Monetary Cost	0.955	0.877	0.013	0.992	-0.112	-0.061	-0.020	-0.055	0.063	**0.937**				
Social Value	0.954	0.837	0.692	0.993	0.751	0.788	0.818	0.832	-0.013	-0.053	**0.915**			
Emotional Value	0.925	0.758	0.200	0.994	0.331	0.447	0.416	0.410	-0.025	-0.001	0.350	**0.870**		
Self- Congruity	0.974	0.904	0.065	0.995	0.104	0.108	0.046	0.067	-0.011	-0.067	0.031	0.255	**0.951**	
Recommend	0.943	0.846	0.677	0.995	0.823	0.761	0.747	0.755	-0.097	-0.067	0.714	0.395	0.160	**0.920**

The AVE is greater than 0.50. CR is greater than 0.70. AVE is greater than MSV. The square root of AVE is above than one the absolute value of the correlations with another factor. All these results show that there are no validity concerns.

5.2.3 Structural Model Assessment

A structural model assessment was done to find the significance of the model. This was done in two stages:

Stage I- The model was analyzed with perceived value as first order dimension as well as in second order dimension to find out the model with the best fit indices. The model fit indices indicated suggest that the model with perceived value in first order shows better fit indices than in the second order.

Stage II- Testing the model separately for International and Domestic tourist to understand whether it can be generalized among these groups.

Before analyzing the hypothesis and testing the mediation, an examination of model fit indices was done. The model was analyzed with perceived quality value as first order dimension as well as in second order dimension to find out the model with the best fit indices. The model fit indices indicated below suggest that the model with perceived quality value in second order shows better fit indices than in the first order.

Table 26: Summary of Fit Indices of the Structural Model

Indexes	Short hand	General rule of thumb	Model indices for Model I	Model indices for Model II
Absolute/ Predictive Fit Indices				
Chi-square	χ2	Lower value shows good model fit	516	515
Ratio of Chi-square to df	χ2/df	Ratio of χ2 to df ≤ 2 or 3	1.773	1.651
Akaike Information Criterion	AIC	Smaller the better; good for model comparison	1142.669	1075.259
Expected Cross-Validation Index	ECVI	Smaller the better; good for model comparison	1.430	1.346
Comparative Fit Indices: Comparison to a baseline(independence) or other model				
Normed Fit Index	NFI	>0.95 for acceptance	0.973	0.974
Incremental Fit Index	IFI	>0 .95 for acceptance	0.988	0.990

Comparative Fit Index	CFI	> 0.95 for acceptance	0.988	0.989
Parsimonious Fit Indices				
Parsimony-Adjusted NFI	PNFI	Very sensitive to model size	.844	.867
Parsimony-Adjusted GFI	PGFI	The closer to 1 the better, though typically lower than other indexes and sensitive to model size	0.769	0 .791
Others				
Goodness-of-Fit Index	GFI	≥ 0.95 Not generally recommended	0.939	0.941
Adjusted GFI	AGFI	≥ 0.95 Performance poor in simulation studies	0.926	0.930
Root mean Square Residual	RMR	The smaller the better; 0 indicates perfect fit	0.029	0.028
Standardized RMR	SRMR	≤ 0.08	0.025	0.027
Root mean Square Error of Approximation	RMSE A	<0.06 to .08 with confidence interval	0.031	0.029

While comparing the Model I and II, it is evident that Model II has better fit indices than Model I.

Fig: 10 Model II- Structural Model
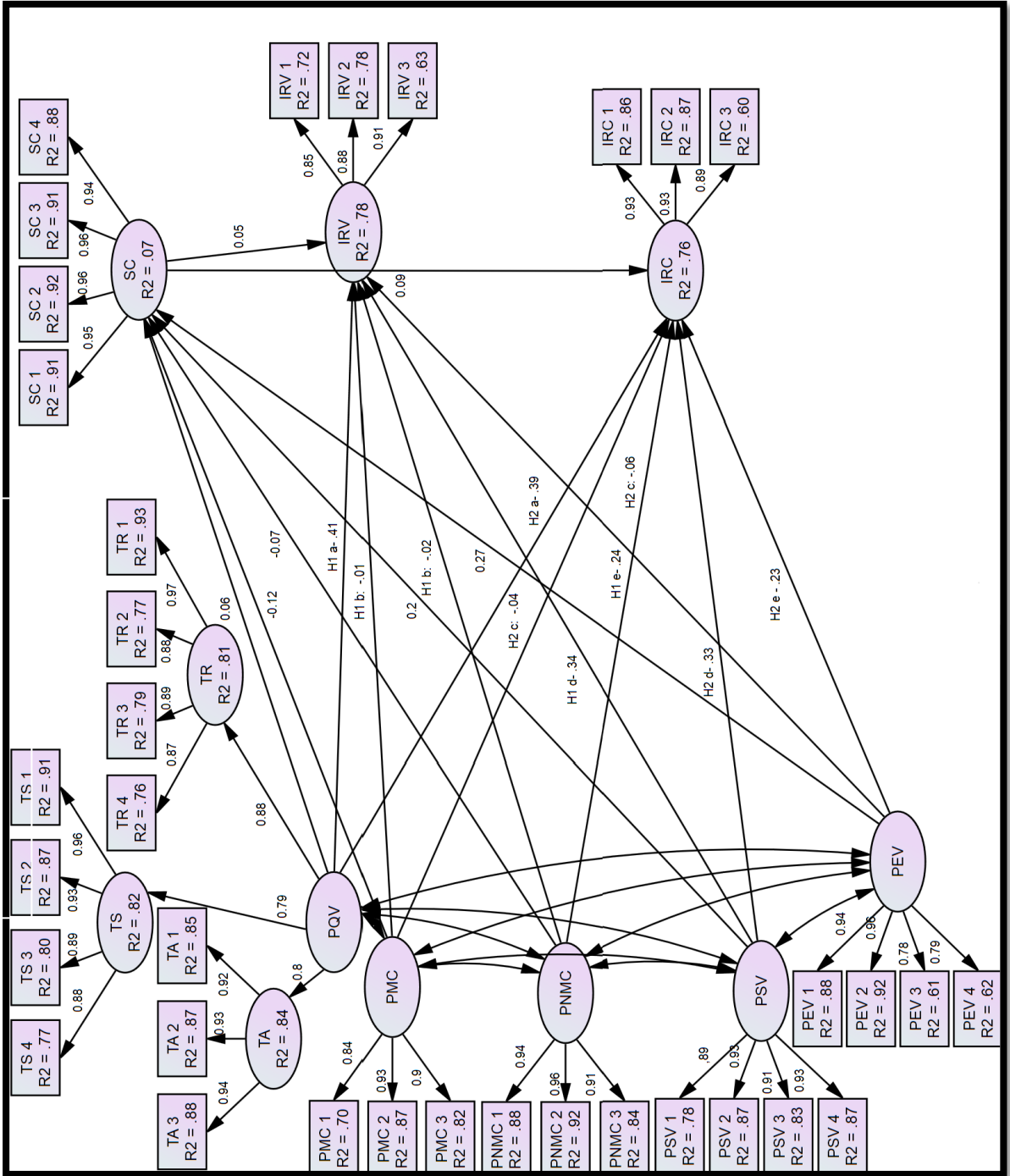
5.2.4 Model Comparison

A chi- square differential analysis was conducted to check whether the model can be generalized across international and domestic tourists'. The result of the comparison test is as follows:

Table 27: Result of chi- square differential analysis

	Chi-square	**df**	**p-val**	**Invariant?**
Overall Model				
Unconstrained	1515.544 1060			
Fully constrained	1664.399 1188			
Number of groups		2		
Difference	**148.855**	**128**	**0.100**	**YES**
Chi-square Thresholds				
90% Confidence	1518.25	1061		
Difference	2.71	1	0.100	
95% Confidence	1519.39	1061		
Difference	3.84	1	0.050	
99% Confidence	1522.18	1061		
Difference	6.63	1	0.010	

The table shows a difference value of 148.855 with df 128. The invariant result states that there is invariance. Results shows that there is no significant difference among these two categories. This shows that the model can be generalized among these two categories.

5.2.5 Test of Hypotheses

After determining the best model, the hypotheses were tested by analyzing the statistical significance of the coefficients for each hypothesized path with a sample of n= 800. Each hypothesis was tested, and the results are summarized below:

Table 28: Summary of the Hypotheses Test

Path	Standardized Estimate	Standard Error	Critical Ratio	P- Value	Accepted/ Rejected
Quality→ Revisit	0.41	0.034	9.809	0.000	Accepted
Quality→ Recommend	0.39	0.043	10.104	0.000	Accepted
Monetary cost →Revisit	-0.01	0.025	-5.02	0.000	Accepted
Monetary cost→Recommend	-0.04	0.035	-7.97	0.000	Accepted
Non- monetary cost →Revisit	-0.02	0.024	-6.59	0.012	Accepted
Non- monetary cost → Recommend	-0.06	0.033	-1.675	0.516	Rejected
Social value→ Revisit	0.34	0.025	8.518	0.003	Accepted
Social value → Recommend	0.33	0.033	8.877	0.000	Accepted
Emotional value → Revisit	0.24	0.037	5.761	0.000	Accepted
Emotional value → Recommend	0.23	0.050	5.454	0.040	Accepted

From the analysis it was found that all the hypothesis paths were supportive ($p < 0.01$) except one corresponding to the relationship between perceived non-

monetary cost and intention to recommend (H2c), which is showing a negative insignificant relationship (β = -0.06 and p > 0.01). On the other hand, perceived non- monetary cost and intention to revisit (H1c) showed a negative significant relationship where β = -0.02 and p<0.01. Perceived quality value has a positive significant relation on intention to revisit (H1a) and recommend a destination (H2a) with β = 0.41, 0.39 and p<0.01. Perceived monetary value have a negative significant relation on intention to revisit (H1b) and recommend a destination (H2b) with β = -0.01, -0.04 and p<0.01. There is statistically a positive significant relation between perceived social value on intention to revisit (H1d) and recommend (H2d) where, β = 0.34, 0.33 and p<0.01. It was also proposed that there is a positive significant relation between perceived emotional value on intention to revisit (H1e) and recommend (H2e) a destination with β = 0.24, 0.23 and p<0.01.

5.2.6 Test of Mediation

An important analysis that must be made for validating is the test of mediation. Destination's self- congruity is considered as the mediating variable in this study. Test of mediation was done in Amos 20 with bootstrap method. The result of the mediation test is summarized in the following table:

Table 29: Summary of Test of Mediation

Path through Self- congruity	Standardized Direct Effect	Two- tailed significance	Standardized Indirect Effect	Two- tailed significance	Mediation
Quality⟶ Revisit	0.332	0.002	-0.002	0.288	Direct Effect
Quality⟶ Recommend	0.312	0.002	0.001	0.034	Indirect Effect

Monetary cost → Revisit	-0.074	0.006	-0.002	0.832	Direct Effect
Monetary cost → Recommend	-0.078	0.001	-0.001	0.913	Direct Effect
Non- monetary cost → Revisit	-0.058	0.170	-0.003	0.045	Indirect Effect
Non- monetary cost → Recommend	-0.016	0.505	-0.006	0.043	Indirect Effect
Social value → Revisit	0.195	0.001	0.005	0.158	Direct Effect
Social value → Recommend	0.121	0.016	0.009	0.195	Direct Effect
Emotional value → Revisit	0.054	0.063	0.014	0.028	Indirect Effect
Emotional value → Recommend	0.016	0.635	0.005	0.001	Indirect Effect

From the analysis it was found that tourist's self- congruity shows an indirect effect between perceived emotional value and intention to revisit (H3e) and recommend (H4e) a destination. Both the hypotheses are accepted. Perceived non- monetary cost and intention to revisit (H3c) and recommend (H4c) a destination was also having an indirect effect by tourist's self- congruity. These hypotheses were also accepted. Tourist's self- congruity has an indirect effect between tourist's perceived quality value and intention to recommend (H4a). All other paths had a direct effect and all other hypotheses (H3a, H3b, H3d, H4b and H4d) were rejected.

5.3 Chapter Summary

This chapter gives an overall view of the results of the models tested and its validation process. It started with the detailing of the characteristics of the sample and its demographic properties. After that results of the EFA and Cronbach's Alpha scores were discussed to identify the dimensionality and reliability of the scale. Later CFA

was carried out to test the validity and reliability of the constructs and have done a measurement model testing. Later path analysis was done to identify the model fit, model comparison and mediation test.

Chapter **6**

FINDINGS AND DISCUSSIONS

| **Contents** | **6.1** | Major Findings |
| | **6.2** | Discussion of the Findings |

This chapter is based on the findings of this study. This gives an overview of the findings of the study and the discussions are arranged accordingly. The discussions based on the findings are arranged into three sections. In the first section, the discussion is based on the findings of the test of different dimensions of perceived value on intention to visit and recommend the destination. Next session discusses about the mediating effect of tourists' self- congruity on perceived value and intention to visit and recommend. Finally, it gives an overview of the comparison of the model between international and domestic tourists' for generalizing the model. Listed below are the major findings of the study:

6.1 Major Findings

The major findings of this study are discussed below:

- Perceived quality value has a significant relationship with intention to revisit the destination. **H1 accepted**

- Perceived monetary cost has a significant relationship with intention to revisit the destination. **H2 accepted**

- Perceived non- monetary cost has a significant relationship with intention to revisit the destination. **H3 accepted**

- Perceived social value has a significant relationship with intention to revisit the destination. **H4 accepted**

- Perceived emotional value has a significant relationship with intention to revisit the destination. **H5 accepted**

- Perceived quality value has a significant relationship with intention to recommend the destination. **H6 accepted**

- Perceived monetary cost has a significant relationship with intention to recommend the destination. **H7 accepted**

- Perceived non- monetary cost has a significant relationship with intention to recommend the destination. **H8 rejected**

- H9: Perceived social value has a significant relationship with intention to recommend the destination. **H9 accepted**

- H10: Perceived emotional value has a significant relationship with intention to recommend the destination. **H10 accepted**

- Destination self- congruity mediates the relationship between perceived quality value and intention to revisit the destination. **H11 rejected**

- Destination self- congruity mediates the relationship between perceived monetary cost and intention to revisit the destination. **H12 rejected**

- Destination self- congruity mediates the relationship between perceived non-monetary cost and intention to revisit the destination. **H13 accepted**

- Destination self- congruity mediates the relationship between perceived social value and intention to revisit the destination. **H14 rejected**

- Destination self- congruity mediates the relationship between perceived emotional value and intention to revisit the destination. **H15 accepted**

- Destination self- congruity mediates the relationship between perceived quality value and intention to recommend the destination. **H16 accepted**

- Destination self- congruity mediates the relationship between perceived monetary cost and intention to recommend the destination. **H17 rejected**

- Destination self- congruity mediates the relationship between perceived non-monetary cost and intention to recommend the destination. **H18 accepted**

- Destination self- congruity mediates the relationship between perceived social value and intention to recommend the destination. **H19 rejected**

- Destination self- congruity mediates the relationship between perceived emotional value and intention to recommend the destination. **H20 accepted**

6.2 Discussion of the Findings

Above listed are the major findings of the study. Based on these findings the discussion is divided into three parts. The first part discussion is based on the test of different dimensions of perceived value on intention to revisit and recommend a destination. The second and third part discussion is regarding the test of mediation and model comparison respectively.

6.2.1 Test of Different Dimensions of Perceived Value on Intention to Revisit and Recommend

Overall the analysis made in this study supports the validity of the research. With regard to the research questions, the findings of this study confirm a strong influence of perceived quality value, monetary value, non- monetary value, social value and emotional value in the tourist's intention to revisit and recommend a destination. These results agree with the study of *Sweeney and Soutar, 2001*, that states consumer consider several factors in the choice of the products or destination.

Here, in this study perceived value is considered after visiting the destination, every tourist will evaluate the destination based on these values. Tourist will try to relate the destination with their image and can form a match/ mismatch between their image and the destination's image. This would finally lead them towards an intention to revisit and recommend the destination. The direct effect of perceived value on future behavioral intentions was supported by some studies like *Gallarza and Saura, 2006; Chen and Chen, 2010.*

The analysis of the study confirms that there is a positive significant relationship between tourist perceived quality value, perceived social value and perceived emotional value on intention to revisit and recommend a destination. This confirms that an increase in positive value perception regarding quality, social and emotional values would result in increased intention on revisiting and recommending a destination. Despite of whether a destination has positive image or not, other factors influence the decision to revisit it. Perceived value can be one such factor said *Agapito et.al, 2012*. The study findings are similar to that of *Teng, 2014* except in the case of the relationship between perceived non-monetary cost and intention to recommend, which is showing an insignificant relationship.

Here, the study states a strong positive relationship between perceived quality value and intention to revisit and recommend a destination. This is in contradictory to the findings of *Um et.al, 2006* who stated that perceived quality could not affect revisit intention although it is a significant indicator of satisfaction. On the other hand, *Abdalla, 2008* proved that perceived quality value has a positive influence on satisfaction and willingness to revisit a destination but could not prove its influence on intention to recommend a destination. The present study proved both these aspects.

Petrick, 2003 has done a study which has taken much more perspective of emotional value. The findings stated a positive significant relationship between emotional value and intention to revisit and recommend a destination, which is similar to the findings of *Duman, 2005* on hedonic values. *Gulapish, 2012* in his study has proposed the model by including the emotional values for both the category of tourists. The higher the emotional value there is more chance for revisit and recommendation intention.

Social value is also considered as an independent variable. Here, the evaluation of social image of the tourist regarding visiting a destination is analyzed. The result proved that there is a positive significant relationship between perceived social value and their intention to revisit and recommend a destination. *Sweeney & Soutar, 2001* also has stated in his study the importance of social value in perceiving a destination.

On the other hand, perceived monetary cost shows a negative significant relationship on revisit and recommendation intention, confirming that as the monetary cost to visit a destination increases, this would lead to a decrease in the intention to revisit and recommend a destination. This is similar to the findings of *Um et.al, 2006* who have stated that the perceived value of monetary cost is a

significant variable in affecting revisit intention. It is not difficult for tourists to remember how much they have exactly paid.

Perceived price value is a combination of monetary and non- monetary price which includes time, convenience, search cost etc. Perceived non- monetary cost was showing a negative significant relationship on revisit intention but on recommendation intention this negative relationship was not supported. The results imply that the importance of perceived non- monetary cost on intention to recommend is recognized via the mediating effect of tourist's self- congruity. *Zeithaml and Bitner, 2000* argued that for some purchase non- monetary cost may not be a big consideration but for many purchases it is considered as a very important aspect. That could be the reason why people who tend to revisit the destination consider non- monetary cost as an important aspect but for the people who tends to recommend the destination consider it important only when recommendation happens through self- congruity.

6.2.2 Mediating Effect of Tourist's Self- Congruity on Perceived Value and Intention to Revisit and Recommend

The mediation effect of tourist's self- congruity on perceived value and intention to revisit and recommend was analyzed. The study found that tourist's self- congruity has an indirect effect between perceived non- monetary value perceived emotional value on intention to revisit and recommend a destination. Tourist's self- congruity also has indirect effect between perceived quality value and intention to recommend a destination. This confirms that the self- image congruity affects the consumers' consumption as stated by *Sirgy, 1982*. This mediation might have happened because now a day, it's not merely the tourism resources or attractions that motivate tourists to build a positive congruence between them and the destination but could be several other factors as well. This

study found that the most important factor is the perceived non- monetary cost and perceived emotional value.

To an extent perceived quality value induces tourists to recommend the destination to others. *Lujun, 2015* has studied perceived service quality aspect from different dimension and stated that perceived quality along with customer satisfaction is important to induce repurchase intention. Self- congruity is mostly studied on products with high involvement. According to the consumer involvement theory choosing a destination is a high involvement emotional decision. *Shen et.al, 2014* established the role of emotional value in inducing behavioural intention. Here, the tourist consider tourism as a special choice giving more importance to the non- monetary cost and emotional value, which is proved through this study.

The positive relationship between destination self- congruity and intention to visit was also pointed out by *Edina and Beykan, 2016.* They have stated that the tourist who can match their perception with the destination are more likely to visit the destination again. The contribution of self- image congruity towards behavioural outcomes was also stated by *Sreejesh et.al, 2015.* The role of destination self- congruity in mediating the relationship between perceived value and behavioural intention was not studied in the previous literatures, which the researcher has established through this study.

6.2.3 Model comparison

It is important to analyze whether the heterogeneity of tourists visiting Kerala which includes international and domestic tourist imply changes in the importance of the dimensions of perceived value. *Bertan & Alvintas, 2013*, also has states that socio- demographic variables of a tourist had a significant influence on the way how tourist perceive a destination. The present study proves

the generalizability of the findings among all tourists irrespective of their geographical background as there is no difference reported in the study while comparing the models between domestic and international tourists. For the purpose of comparison this study has used chi- square differential analysis and found the invariance between international and domestic tourists' category.

Chapter **7**

CONCLUSION AND IMPLICATIONS

Content	**7.1**	Overview of the Study
	7.2	Implications
	7.3	Limitations of the Study
	7.4	Scope for Future Research
	7.5	Conclusion

In this chapter section 1 gives an overview of the entire study. Section 2 details the research implication and managerial implications of the study. Section 3 and 4 discuss the limitation and scope for future research.

7.1 Overview of the Study

Most perceived value researches in tourism was focused on products or services of tourism enterprises; researches on tourism destination are not common as stated by *Huang and Huang, 2007*. Thus, this study was designed to develop a model that confirms the mediating role of destination self- congruity between different dimensions of perceived value and behavioral intentions of tourist towards a destination. This study could answer the following research questions: 1) Is it relevant to understand perceived value of tourist in determining their revisit and recommendation intention to the destination? 2) What is the role of tourist's self- congruity on perceived value of tourist and their intention to revisit and recommend a destination?

The major objectives of the study were:

1. To study the relationship between the different dimensions of tourists' destination perceived value (quality, monetary cost, non- monetary cost, social value, emotional value) and intention to revisit a destination and recommend a destination.

2. To examine the mediating effect of tourists' destination self- congruity between different dimensions of destination perceived values (quality, monetary cost, non- monetary cost, social value, emotional value) and intention to revisit and recommend a destination.

3. To evolve an attested model that explains the relationship between different dimensions of tourists' destination perceived values and destination self- congruity on intention to revisit and recommend a tourist destination.

4. To verify the applicability of the model among the international and domestic tourist categories.

 A sample of 399 international and 401 domestic tourists who visited Kerala was taken for this study. The data was collected with the help of scales such as Tour-PERVAL scale of *Huang and Huang in 2007*; Chon's Self- image Congruity Scale developed by *Chon, 1992;* Behavioral Intentions Scale from *Murphy et.al, 2000; Kozak and Rimmimgton, 2000; Petrick et.al, 2001*.

The hypotheses were formulated for the study and were tested using appropriate statistical techniques. The entire hypotheses were accepted except one. While testing the mediation five hypotheses showed indirect effect. A model comparison was done using differential chi- square

analysis and found that there is no significant difference in this model among international and domestic tourists and therefore the model can be generalized among these groups. To the best knowledge of the researcher, this study is a pioneer in applying the proposed model in the context of tourism destination.

7.2 Implications

The implications are discussed below as the research and practical implications.

7.2.1 Research Implication

This study has helped to expand the existing literature on perceived value, self- congruity and post tour behavioral intentions of a tourist. This study has shed some light into the role of self- congruity in a tourist after visiting a destination. The research gap that was identified was not empirically tested. So, the present study gives a new model for linking the relationship between perceived value and behavioral intention with the mediating effect of destination self- congruity. This research has contributed a valid research model of the tourist behavior to the existing body of knowledge and provides opportunity for a lot of research in the post- purchase behavior.

Finally, most of the studies in perceived value and self- congruity are conducted in Western countries. A study in Asian context especially in India has not been done. This study had contributed to that context as well.

7.2.2 Practical Implication

To meet the demand of the value- conscious tourists towards visiting a destination, the authorities in the travel industry should understand what

defines value in the mind of the customers'. It is also important to analyze why a tourist visit a destination.

The findings of the study have wider implication in the effective management and marketing of the tourist destination. For e.g. developing promotional activities and special programs based on the emotional value and non- monetary cost value to attract tourist will have wider implication. The researcher through this study suggests that while developing the destination along with the functional elements, affective factors of the tourist should be considered.

Self- congruity was studied on products with high involvement. Purchasing a high involvement product is considered as a status symbol. Choosing a destination is also a high involvement emotional decision and is now considered as a status symbol. Therefore, tour operators can prepare packages accordingly. Findings of the study can be used by tourism department and other destination management organizations to segment the market and can design advertisements and promotional campaigns based on emotional, non- monetary cost and quality values.

7.3 Limitations of the Study

The study has excluded pilgrimage tourists; hence the findings may not be generalizable among such group. The study has considered only the intention to revisit and recommend a destination, actual revisit or recommendation behavior is not measured. Such data may be often difficult to gather.

7.4 Scope for Future Research

This study has focused only on destination, extending the model to other sectors in tourism can be considered. The model can also be analyzed among the tourist who choose to travel only as a specific segment such as pilgrimage tourist, adventure tourist, wild- life tourist etc. Actual purchase behavior of the tourists among inbound as well as outbound tourists can also be analyzed and compared. Destination loyalty can also be taken as a dependent variable and the mediating role of destination self- congruity can be analyzed.

7.5 Conclusion

Present study was an initiative to analyze the role of perceived value and destination self- congruity in the post tour behavior as the significance of these variables were highlighted by many researchers. The study empirically validated a model that links the relationship between perceived value and post tour intention with the mediating role of destination self-congruity. To the best knowledge of the researcher, this study is a pioneer in applying the proposed model in the context of tourism destination.

The findings of this study clearly indicate the need for projecting several factors such as emotional value, non- monetary cost value and perceived quality value related to the destination to increase the self- congruity of the tourists and thereby to improve the intention to recommend and revisit the destination. Application of the findings of this study in tourism promotion and management will help to brand the destination and thereby increase the tourist arrival.

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Questionnaire

This study is based on a Research conducted with special reference to Kerala Tourism. Please support by spending some time to complete the following questionnaire.

1. Which among the following destinations have you visited in Kerala? (Mark tick)

Alappuzha ☐	Kovalam ☐	Thekkady ☐	Thrissur ☐
Bekal (Calicut) ☐	Kumarakom ☐	Muziris Heritage ☐	Palakkad ☐
Fort Kochi ☐	Munnar ☐	Varkala ☐	Guruvayoor ☐
Kollam ☐	Muzhappilangad ☐	Wayanad ☐	Sabarimala ☐

2.To what extend do you agree to the following in Kerala:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Enjoyed Beauty of landscape					
Enjoyed Culture and customs					
Beaches in Kerala are attractive					
Ecological environment is well-preserved					
Enjoyed Tasty food					
Restaurants and hotels are comfortable					
Traffic was convenient					
Services and management of destinations are good					
Participated in Adventurous activities					
Participated in Nightlife in Kerala					
The travel information					

was easily available in Kerala					
I experienced a lot of difficulties while planning Kerala trip					
I hope to get more help to plan Kerala trip					

Any other _____

3. Which sources of information listed have you used for the following: (**options-** Newspaper/ Magazine, Travel Brochures, Word of mouth, Travel guides, Tourist Information centers, Travel agencies/ operators, Blogs, Online travel agency review portal, Kerala government official website, Social networks)

a) To take decision to visit Kerala
   _____

b) To Choose accommodation in Kerala
   _____

c) To Choose modes of transportation_____

d) To Choose destinations_____

e) To Choose tour guide (if any)
   _____

f) To Choose tour operator in Kerala (if any)
   _____

While actually travelling in Kerala _____

4. To what extend do you agree to the following	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I spent a lot of money in Kerala					
The local price levels were high in Kerala					
The cost of the trip to Kerala was high					
I believe that Kerala is a value for money destination.					
The trip to Kerala made me popular amongst others					
I felt relaxed at Kerala destinations					
I felt everything is new and interesting in Kerala					
The personality/ image of the destination Kerala is similar to my personality					
Kerala destination matches with my personality and helps me to be the person ideally I would like to be					
The image of Kerala is similar to how I believe others see me					
Kerala's image is similar to how I want others to see me					

5. How did you arrange your trip to Kerala? (Self- organized/Tour Operators etc.) _____

6. How many times have you visited Kerala? _____ times.

7. Purpose of travel: Leisure, Holiday and Relaxation ☐   Business ☐
Pilgrimage☐   As a part of hobby ☐   Research/ Study ☐
Visiting friends/relatives ☐

8. Length of stay in Kerala during your current visit:
1 Night (N) ☐ 2 N - 3 N ☐ 4 N -5N ☐ 6N ☐ A week and more ☐

9. Mark tick separately for each question:

Specialties in Kerala	a) Which of the following have you **experienced** in Kerala?	b) Which of the following will you **Visit again**?	c) Which of the following will you **Recommend to others**?
Backwaters			
Beaches			
Hills			
Monuments			
Waterfalls			
Wildlife			
Pilgrimage Centers			
Spas and beauty therapies			
Houseboats			
Festivals			
Art forms			
Monsoon			
Medical treatment (Ayurveda)			
Medical treatment (Allopathy)			

10. Which of these have you used or intent to use for expressing your experience to others on your recent Kerala trip? (Mark two columns separately)

Source of expressing review	used	intent to use	No plan to use
Word of mouth			
Feedback to Travel Agencies/ Operators			
Feedback to Travel Guides			
Blogs			
Online Travel Agency review portal			
Kerala government official website			
Social networks			

11. Rate your opinion on the following promotional measures on Kerala tourism. (Mark tick)

Promotional measures	Excellent	Good	Average	Poor	Do not know about it
Information brochures					
Kerala tourism advertisements					
Brochures/ itinerary promoted by the tour operator					
Travel websites on Kerala tourism					
Kerala tourism website by Government of Kerala					
District Promotion Council					
Social networking sites like Facebook, Twitter etc					
Travel fairs or exhibitions on Kerala tourism					
Kerala Tourism Development Corporation (KTDC) promotional activities					

12. How much do you agree to the following?	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I am satisfied seeing the attractions in the destination					
I am satisfied with the accommodation facilities available in the destination					
I am satisfied with the activities available in the destination					
I am satisfied with the ancillary services available in the destination.					

13. How much do you agree to the following?	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Overall, I am satisfied with my visit to Kerala					
I Will say positive things about Kerala to other people					
I will recommend Kerala to family & friends					
In my future visit I would like to return to the same destinations that I have visited in Kerala.					
In my future visit I would like to explore new destinations in Kerala.					
I will stay longer in Kerala in my next visit					

14. Overall, how do you rate Kerala destination?

Excellent (5) ☐   Good (4) ☐   Average (3) ☐   Poor (2) ☐
Very Poor (1) ☐

15. Nationality (If Indians specify the state of your origin): _____

16. Gender: Male   ☐   Female   ☐

17. Age: _____

18. Occupation/ Employment: _____

19. Travel companion/s in Kerala trip: Alone ☐ With spouse ☐
With family ☐   With friends ☐   With relatives ☐
Business colleagues ☐   Others ☐

20. What kind of accommodation did you choose to stay in Kerala (hotels/homestays/resorts etc)? _____

21. Transportation used to arrive and return for visiting Kerala? (Mark tick separately)

To arrive in Kerala	To return back from Kerala
Airline ☐	Airline ☐
Train ☐	Train ☐
Ship ☐	Ship ☐
Rental Car/bus ☐	Rental Car/bus ☐
Own car ☐	Own car ☐

Any other mode of:
Arrival _____
Return_____

Any other suggestions_____

LIST OF PUBLICATIONS

➢ Meera Prathapan, Sajin Sahadevan & Zakkariya K. A (2018). "Effectiveness of Digital Marketing: Tourism Websites Comparative Analytics Based on AIDA Model. International Journal of Innovative Research & Studies, Volume 8, Issue IV, ISSN NO: 2319-9725.

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