

# Exploring Psychographic Traits in Tourism Marketing: Causal Relationship from Destination Image to Loyalty

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## Article history

Received :4 April 2013  
Received in revised form :  
25 July 2013  
Accepted :15 October 2013

## Abstract

Psychographics has been proposed as a valuable topic in the marketing literature. Also, it can be represented as latent variables which are related to the behaviors not only in the product or service discussions but also in the tourism activities. Besides, the tourism as the globally business can be understood in terms of the tourists' reflections in the different ways. Hence, the survey of original intentions of tourists is very precious subjects by regarding the causal relationship for exploring phenomena from their behavioral intentions. As psychographic constructs, which can impact in the different glances of the affect and cognitive systems, create new consumption patterns for purchasing and repurchasing tourism packages. Therefore, loyalty is significantly considered as a valuable construct for stakeholders and academic researchers. Consequently, the aim of this study is to find out loyalty from psychographic facet. To date, there is a bridge gap through the intervening psychographic constructs like lifestyle, personality, and travel satisfaction to achieve loyalty. Additionally, the current study suggested an integrated model through the contemplated constructs by employing Structural Equation Modeling (SEM) technique to ascertain an appropriate model by Goodness-Of-Fit (GOF) indices.

*Keywords:* SEM Modeling; psychographics; loyalty; satisfaction; tourism

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## 1.0 INTRODUCTION

By regarding the results of Expectancy Value Theory (EVT) in tourist behavior, motivation and destination image are intervening factors to choose a destination or make a plan for traveling (Correia *et al.*, 2009). Also, it is noticed as a capability of destination image to connect tourists' motivations and expectations in selecting particular destination as a brand. In addition, attributes of a destination as the external stimulations can be compared with tourists' expectations as objects of cognitions. Actually, tourists' expectations are emotional aspects to influence on tourists' satisfaction. Moreover, Theory of Planned Behavior (TPB) declares that customer's behavioral intention is due to his/her attitudes, subjective norms, and perceived control behaviors (Ajzen, 1991).

## 2.0 LITERATURE AND HYPOTHESES

As aforementioned, travel satisfaction is the core of results through the attributes of particular destination and the tourists' perceptions; it is having a key role in the relationship of constructs in tourist behavior (Bigne *et al.*, 2001). Also, Kozak and Rimmington (2000) believed that perceptions as a construct is an antecedent of satisfaction. Yoon and Uysal (2005) presented that satisfaction is the consequence of destination image, while it is

antecedent of loyalty. In addition, Li *et al.* (2008) posited that satisfaction is due to expectations, perceptions, or experiences. As a result, the following hypotheses are propounded to investigate the associations among the mentioned constructs.

- H1:** Destination image positively influences travel satisfaction.
- H2:** Destination image positively influences loyalty.

In that case, Hudson and Ritchie (2009) stated that lifestyle and sustainability are scrutinized as the topics in tourism researches for understanding the customer's satisfaction or loyalty in the future. In addition, lifestyle is known as a psychographic variable which can be used to determine the kinds of expenditures i.e. time and money during the tourists' life stages (Kotler *et al.*, 2009). Moreover, Hur *et al.* (2010) believed that lifestyle as a construct has played a key role to explore determining factors to achieve tourists' satisfaction as well as their loyalty in the marketing strategies. Also, highly fulfilling tourists' needs and wants in terms of their lifestyle characteristics can be led to their satisfaction as well as loyalty. Besides, Gonzalez and Bello (2002) has proposed that structures of lifestyle by regarding Activities, Interests, and Opinion (AIO) approach. It can impact on revisit intention as loyalty. Therefore, the following hypotheses are propounded:

**H3:** Lifestyle positively influences travel satisfaction.

**H4:** Lifestyle positively influences loyalty.

Continually, Gonzalez and Bello (2002) proposed that lifestyle is another important factor to push tourists in choosing destination process as decision making for leisure or business. Whereas, attracting tourists is to create positive perception from the destination in tourist's mind. Besides, destination image has an important role for stakeholders to measure the performance of the destination versus the experience of tourists which is related to their lifestyle. In fact, destination image can operate as a pull factor in selecting process destination. On the other hand, the lifestyle can be regulated by the image of the destination in pre-, during-, and post-visiting. Consequently, the fresh association between destination image and lifestyle as the constructs is considered to finding out behavior of the tourists.

**H5:** Destination image positively influences lifestyle.

As far, lifestyle has the main role in consumer behavior in segmentation or classifying target market, whereas personality and demographic traits complete the information of the tourists in tourist behavior. Hence, according to Roy and Goswami (2007), personality is developed through training, education, culture, and experiences from the life stages. Different people have different personality and stakeholder can take advantage from the classification of tourists through the differentiated personalities. For example, for educated people on vacation the quality of service is very important, and they are very sensitive to value versus the quality of services. Moreover, personality can be operated as a push factor of tourists when they would like to select a destination. Also, destination image can be operated as pull factor in promoting or selecting the destination and there is a bridge gap as the following hypothesis.

**H6:** Destination image positively influences personality.

Frequently, personality is measured by nine components of List-Of-Values (LOV) system which are transformed in three sections namely internal, external, and interpersonal values (Roy and Goswami ). In addition, personality can affect on attitudes towards purchasing behaviors. The different aspects of tourism have obtained through the attitudes and motivations; also they are presented by the tourists' beliefs through the diversity daily works. The selecting tourism companies and kind of tourism can be influenced by the diet, personality, expectations, and attitudes (McKercher and Chan, 2005). Hence, the following hypotheses are recommended to investigate the cause-effect relationships from personality to travel satisfaction and loyalty.

**H7:** Personality positively influences travel satisfaction.

**H8:** Personality positively influences loyalty.

Further, Yoon and Uysal (2005) has pointed out Word-Of-Mouth (WOM) is the reliable way to attract tourists, while it shows loyal tourists who are advertising the destination based on their experiences. Then, loyalty of tourists has become as a vital measuring to intend the success of particular destination. Besides, Bao and Hu (2008) claimed that the majority of loyal tourists would like to revisit and recommend the destination. Also, destination image is directly or indirectly an antecedent of loyalty of tourists as behavioral intentions. Moreover, the study of Yoon and Uysal (2005) presented that travel satisfaction is antecedent of loyalty. Consequently, the following hypothesis is offered for completing the integrated model:

**H9:** Travel satisfaction positively influences loyalty.

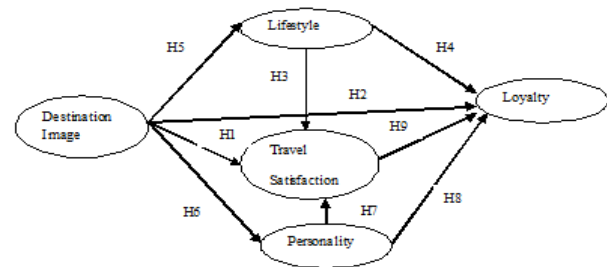


Figure 1 the Integrated Model

Figure 1 The intergrated model

### 3.0 METHODOLOGY

Since the study could not determine the sampling frame, so convenience approach of non-probability method was selected. In that case, non-probability sampling is a method of the unknown size of population (Lohr, 1999). While self-administrated questionnaire was employed as main instrument for this research. The questionnaire was provided in six sections as well as developed from different studies e.g. Gonzalez and Bello (2002) for lifestyle (28 questions with AIO approach), Roy and Goswami (2007) for personality (9 questions with LOV approach), and Bigne Alcaniz *et al.* (2009) for destination image (20 questions) and socio-demographic information(6 questions), Yoon and Uysal (2005) for travel satisfaction (4 questions), Bigne Alcanize *et al.* (2009) and Lee *et al.* (2011) for loyalty (3 questions). In addition, it was not only tailored for the respondents but also changed based on Kuala Lumpur image. Its reliability as Cronbach's alpha was 0.94. The aim of developing questionnaire was to measure cognition and affective images by considering Expectancy Value Theory (EVT) and Theory of Planned Behavior (TPB). Moreover, the data collection had been conducted to produce information accurately by considering non-probability sampling (Lohr, 1999; Creswell, 2003). The respondents were chosen non-residences of Malaysia who visited Kuala Lumpur as tourists from April to July 2012.

### 4.0 RESULTS AND FINDINGS

Since 258 questionnaires were distributed for this study; the statistical records of them was 26 no returned, 19 non-useable while there were one case as the outlier, so 212 questionnaires used in data analysis. Therefore, 92 percent of the questionnaires were recognized to employ for data analysis. The demographic traits were included in gender was 57.7 percent male while 41.8 percent as the marital status of respondents were single. Further, the maximum range age of them was in the 20-29 with 33.3percent and minimum was 60 and higher with 3.3 percent. The education level with degree was involved 36.6 percent as maximum level. The aim of traveling was divided in eight groups while recreation (41.3%) and education (31.5%) were considered among the respondents as important aims. Moreover, the percentage of missing values of the items was 0.1 percent totally. In order to process the integrated model, SPSS and AMOS 16.0 were used in several stages i.e. computing measurement and structural models.

#### 4.1 Measurement Model

Before performing Confirmatory Factor Analysis (CFA) model, the items were converted to summated scales as reduction variables. While Kaiser-Mayer-Olkin (KMO) test presented meritorious status for sampling data because of as the measurement of sampling adequacy (MSA=0.83), Bartlett's test of sphericity was significant. In addition, Exploratory Factor Analysis (EFA) was computed by Principal Component Analysis (PCA) and varimax rotation. Also, total variance was accounted 71.15 percent and the process continued to perform EFA and CFA for measurement model. All of skewness and kurtosis of items were between -2 and +2. Also, Mardia coefficient was 59.84. Further, Mahalanobis distance method showed that there were not any outliers as cases. In fact, measurement model fit presented that the manifest variables represent the hypothesized latent variables. The Chi-square value ( $\chi^2=169.34$  with 94 degree of freedom) was significant ( $P<0.05$ ), so it could not support the differences of the predicted and actual models because of insignificant p-value as absolute indices. Besides, the outcomes of fitting model were Goodness-of-Fit Index (GFI=0.91) and Root Mean Square Residual (RMR=0.04). Furthermore, incremental fit indices depict the comparing models among saturated, independent and default models as the Comparative Fit Index (CFI) and the Tucker-Lewis Index (TLI) were 0.95 and 0.93 respectively. Moreover, Root Mean Square Error of Approximation (RMSEA), Normed Chi-square ( $\chi^2/df$ ), and Standardized Root Mean Residual (SRMR) were used for parsimony indices which present the discrepancy per degree of freedom at the model. Their values were 0.06, 1.8, and 0.06 respectively.

Additionally, composite/construct reliability of constructs provided threshold of reliability which proposed by Hair *et al.* (2006). Also, the range of construct reliability was started from 0.77 to 0.88 and cutting off point 0.7 (Nunnally, 1978). Further, all of factor loadings were significant and higher than 0.5. Therefore, convergent validity was established on the base of threshold from Hair *et al.* (2006). In addition, Average Variance Extracted (AVEs) of subscales were computed in Table 1 and all of AVEs were higher than 0.5 exceptionally the AVE value of personality as a construct. Further, all of correlations of the contemplated constructs were significant except the correlations of personality with others. Moreover, their range was accounted between 0.02 and 0.68 while the square of correlation between a pair of them was less than their AVEs, so the discriminant validity was established.

**Table 1** Underlying dimensions of the constructs as CFA model

Constructs and items	Factor loadings	CR	AVE	Cronbach's Alpha
<b>Destination Image</b>		0.85	0.51	0.92
DIMG1	0.64			
DIMG2	0.69			
DIMG3	0.80			
<b>Lifestyle</b>		0.84	0.50	0.94
LIF1	0.66			
LIF2	0.90			
LIF3	0.51			
<b>Personality</b>		0.77	0.44	0.84
PER1	0.52			
PER2	0.72			
PER3	0.72			
<b>Travel Satisfaction</b>		0.86	0.61	0.86
SAT1	0.84			
SAT2	0.84			
SAT3	0.72			
SAT4	0.71			
<b>Loyalty</b>		0.88	0.70	0.87
RV11	0.93			
RV12	0.89			
RV13	0.68			

\*CR is Construct Reliability and AVE is Average of Variance Extracted

#### 4.2 Structural Model

The aim of assessing structural model as considered in Figure 1, in fact, was to support or reject the proposed hypotheses in this research. According to Hair *et al.* (2006) for structural model introduced fit indices. The absolute values of indices were  $\chi^2=189.21$  ( $p=0.$ ),  $df=96$ , GFI=0.90, RMSEA=0.07, RMR=0.06, SRMR=0.07,  $\chi^2/df=1.97$ . The incremental indices were NFI=0.88 (Normed Fit Index), TLI=0.92, CFI=0.94, RFI=0.85 (Relative Noncentrality Index). The parsimony indices were AGFI=0.86(Adjusted Goodness of Fit Index), PNFI=0.70 (Parsimony Normed Fit Index). According to the outcomes, the directions or paths related to personality were not significant, so H6, H7, and H8 were not supported. Then, introducing alternative model without personality as model 2 and previous model as model 1. The Sequential Chi-square Difference Tests (SCDTs) would be determined their differences (Joreskog and Sorbom, 1995).

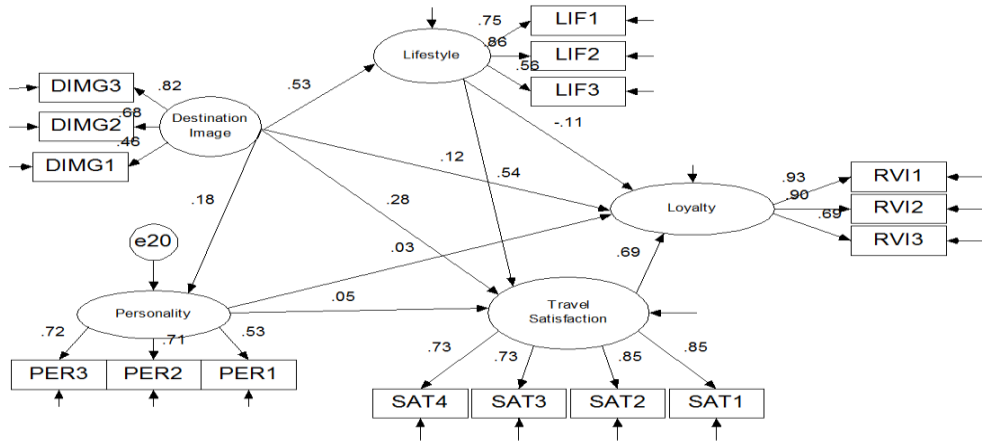


Figure 2 Results of the integrated model (Model 1)

4.3 Comparison / Improving Models

The model 1 was considered as the proposed model and model 2 obtained from model 1 by eliminating the construct of personality. The fitting indices for model 2 were  $\chi^2=194$  ( $p=0.$ ),  $df=99$ ,  $GFI=0.90$ ,  $RMSEA=0.07$ ,  $RMR=0.06$ ,  $SRMR=0.08$ ,  $\chi^2/df=1.96$ ,  $NFI=0.88$ ,  $TLI=0.92$ ,  $CFI=0.93$ ,  $RFI=0.85$ ,  $AGFI=0.86$ ,  $PNFI=0.70$ . As well as the SCDT technique was taken place to examine the significant differences in the compared structural models. As comparing the initial model as model 1 and improved model as model 2, the results of SCDT showed as  $\Delta\chi^2=4.94$ ;  $\Delta df=3$  and  $P=0.176$ . Since the difference of Chi-square test was insignificant, so the model 2 was selected

for next step. Also, the result of estimating new model was led that two relationships were insignificant in the model that means H2 and H4 were not supported.

Moreover, model 3 was obtained from model 2 by eliminating the paths like destination image-loyalty as well as lifestyle-loyalty; model 2 and model 3 were compared. Both model was fulfilled the GOF indices criteria. While the tests of Chi-square difference run for comparing the improved models. Then, the results mentioned as  $\Delta\chi^2=3.13$ ;  $\Delta df=2$  and  $P=0.21$ . SCDT test was shown that there was no difference between both models. Hence, model 3 was selected as the best model. Consequently H1, H3, H5, and H9 were accepted.

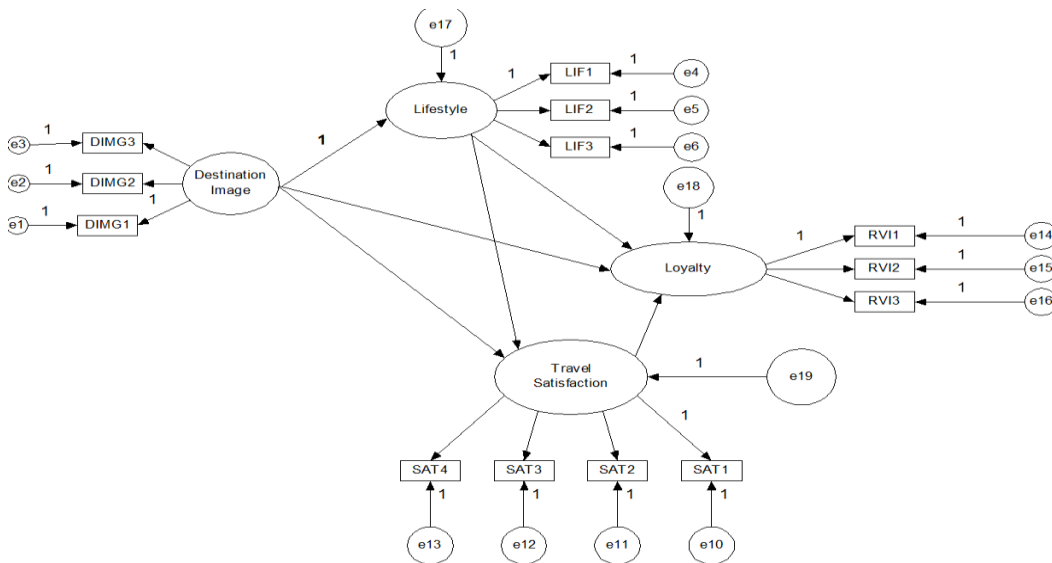


Figure 3 Model 2

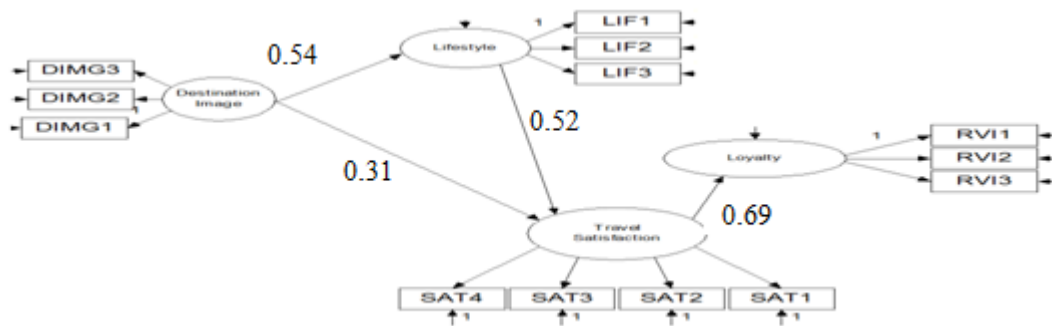


Figure 4 The results of model 3

## 5.0 CONCLUSION

The major findings of the tourists' behavior survey implied to have positive image from Kuala Lumpur. Also, 76 percent of the respondents claimed that were satisfied ( $M=3.69$ ,  $SD=0.84$ ) from their experiences of existing facilities and qualities. In general, the statistical records showed that 75 percent of them can be considered as loyal tourists ( $M=3.8$ ,  $SD=0.87$ ). In addition, Squared Multiple Correlation (SMC) loyalty has been explained as 48 percent of total variance by travel satisfaction. Besides, travel satisfaction was explained as 54 percent of total variance by lifestyle and destination image. The effectiveness value was 29 percent of variance in lifestyle from destination image. Also, the obtained outputs presented that Model 3 was accepted as the best model in this research. It emphasized the antecedents of loyalty were pertained to travel satisfaction and back stages of it.

Therefore, lifestyle can affect directly on travel satisfaction as well as destination image causes to create positive image before or after experiences. The good experiences of travel conduct positive impression to the destination, absolutely; other traits of lifestyle can contribute in benchmarking of the facilities and attributes and useful for decision making. Finally, the elements of different aspect of psychological aspects as psychographic constructs have played important roles in decision making of tourist behavior. So, right time and right place for tourists' plans are very precious points to understand positive images and the position of the destination as a brand in the mind of travelers.

## Acknowledgement

Abduljalil Sarli is as Ph.D scholar at Universiti Teknologi Malaysia (UTM) and interested in studying subjects namely marketing, tourism management, psychographic constructs and consumer behavior.

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