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Consumption Vision, Emotion and the Tourism Consumer's Purchase Decision

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Abstract

One aspect of planning or deciding on where to vacation may rely on non-rational thought and be influenced by imaginative processes and the associated emotions. Previous research investigating tourists’ decision processes suggests that tourists’ visions of their future consumption experience may have a substantial influence on both their level of product interest and final purchase decision (Etzioni, 1988; Goosens, 2003; Macinnis & Price, 1987; Miller, Hardjimarcou & Miciak, 2000). For this reason, an understanding of the effects of various types of imagery-evoking stimuli on tourism consumers’ visionary responses to advertising material is of considerable importance to tourism destination marketers. To date, there has been limited research investigating the usage of various elements of advertising stimuli and resulting effectiveness in evoking elaborate consumption visions for holiday travel decision-making. In addition, despite previous revelations that elaborate consumption visions can heighten the consumer’s emotional involvement with the product and this may, consequently, expedite their decision process, previous research has given limited attention to the impact that these cognitive and affective responses have on the tourism consumer’s purchase decision. Guided by these shortfalls in the literature, the primary aims of this thesis were to first, investigate the main and interaction effects of three types of proven imagery evoking stimuli commonly used in print advertisements namely – pictorial images, concrete words and instructions to imagine, and identify their most effective combination in evoking elaborate and quality consumption visions. Second, the research aimed to examine the influence of consumption vision and subsequent emotional responses on the tourism consumer’s final purchase decision.
Part one of this research examined the effects of three imagery-evoking strategies commonly used in print advertising – pictures, concrete imagery-evoking words and instructions to imagine – in terms of their ability to evoke elaborate and quality consumption visions among the respondents. The study used a student sample (n = 180) and each member was randomly allocated to one of nine print advertisements that portrayed a fictitious tourism destination. Each of the advertisements featured a different combination of the three imagery-evoking strategies. A 3 x 3 factorial experimental design revealed both multivariate and univariate main effects of the three different stimuli and their influence on both the extent to which the respondent elaborated on their consumption vision and the quality of the vision. There were also significant interaction effects between the picture and text variables and their influence on the respondents’ consumption vision elaboration. A concrete style picture combined with instructions to imagine was found to be the most effective combination of stimuli, while the sole usage of concrete imagery evoking words proved to be the least effective. This stage of the research also confirmed a strong positive relationship between consumption vision and emotional response, signifying that the more the consumer elaborates on their consumption vision and the higher the quality of the vision, the stronger their emotional response will be to the advertised product.

Part two of this research examined the influence of the tourism consumer’s consumption vision and subsequent emotional response on their purchase decision behaviour. More specifically, this study explored the influence of these phenomena on the tourism consumer’s propensity to bypass the alternative evaluation stage of the decision process and seek immediate closure on their purchase decision. A sample (n = 240) consisting of members of the broader Australian community was employed. A 2 x 2 factorial design revealed similar
findings to those revealed in the previous study in terms of the most effective usage of imagery-evoking stimuli. A multiple regression analysis revealed that an elaborate and quality consumption vision accompanied by a strong emotional response could significantly influence the tourism consumer’s product interest and purchase immediacy.

This thesis has made both theoretical and practical contributions. From a theoretical perspective, this research has addressed a prevalent gap in the tourism and consumer behaviour literature by providing insight into the influence of consumption related imagery on the tourism consumer’s purchase decision and providing much needed clarification regarding the effective usage of three imagery-evoking strategies commonly used in print media sources. On a practical level, this research has several implications for the tourism industry’s marketing professionals, particularly those who choose to distribute their information via the various types of print advertising sources such as travel guidebooks, brochures, newspapers, magazines and billboards.
This work has not been previously submitted for a degree or diploma in any university. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due reference is made in the thesis itself.

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Publications from this Research

**Refereed Journal Articles**


**Refereed Conference Papers**


Chapter One
Introduction

1.1 Background to the Research

One aspect of planning or deciding where to holiday may rely on non-rational thought and be influenced by imaginative processes such as the daydreams and fantasies we often experience when considering our future holiday experience. These visualisations are often inspired by the various tourism information sources available to us, whether they are communicated by television, the Internet or print media such as magazines and travel brochures. The questions remain however, to what extent do these imaginative processes determine our final purchase decision and how exactly do these various media sources influence these processes? These questions represent the overarching research enquiries encompassing this thesis. More specifically, the primary aims of this thesis are first to investigate the main and interaction effects of three types of imagery-evoking stimuli commonly used in print tourism advertisements, namely, pictorial images, concrete words and instructions to imagine, and identify their most effective combination in evoking elaborate and quality visualisations of future consumption experiences. Second, the research aims to examine the influence of these visualisations and their subsequent emotional responses on the tourism consumer’s final purchase decision.

1.2 Statement of the Research Problem

Previous research in marketing communications and mental imagery has investigated the effectiveness of a number of individual forms of imagery-evoking stimuli, otherwise referred to as external symbolic stimuli. For example, Miller and
Stocia (2003) compared the effects of photographic versus artistic renditions of a beach scene on the evocation of mental imagery. Babin and Burns (1997) revealed that concrete imagery eliciting words evoke high instances of product recall and a study by Miller and Marks (2000) reported a strong relationship between instructions to imagine and the quantity of mental images. However, research in this area to date, particularly that performed within the tourism discipline, has failed to investigate the combined usage of these various forms of external symbolic stimuli and their combination’s effectiveness in evoking consumption visions.

Consumption vision refers to the rich mental images or fantasies consumers have about future consumption situations (Phillips, Olsen & Baumgartner, 1995). In a tourism context, this form of mental imagery is said to be responsible for motivating and directing the tourist towards their final purchase decision (Dann, 1981). In other words, these images may contribute to the consumer’s perceptions of the tourism product’s attributes, which then become potential facilitators in terms of satisfying the consumer’s original motives (Um, 1993).

Previous research efforts have visited the notion of imagery and tourism. However, these attempts have predominantly focused on destination image. The main difference between destination image and consumption vision is that the former refers to the publicly held perception of the destination and the latter refers to the concrete and vivid mental images constructed by consumers themselves (Lubbe, 1998; Phillips et al., 1995). The consumer’s consumption vision enables them to vicariously experience what it would be like to actually visit the destination and therefore it is this particular form of mental imagery that supposedly determines the level of interest and attraction to the destination. Further, due to the intangible nature of the tourism product, if the tourism consumer had never visited or had any previous experience
involving the destination, their consumption vision may be their only initial source of information and serve as their only influence at the early stages of the decision process (Schwarz, 1986).

According to Horowitz (1972) and Frijda (1986), the more individuals elaborate upon their consumption vision of a future purchase, the more likely they are to experience some kind of emotional response. Without this response the consumption vision is claimed to have little influence on the consumer’s purchase decision (Goossens, 2003). Individual feelings and emotions have received little attention in tourism research (Gnoth, Zins, Lengmueller, & Boshoff, 2000). This appears to be somewhat surprising given the existence of the hedonic and intangible characteristics of tourism and leisure purchases which according to Neelamegham and Jain (1999) are often accompanied by emotional cues and responses.

Sirakaya and Woodside (2005) emphasise an increasing need for further investigation into how tourism consumer decisions are made. Over the past decade, numerous researchers have explored the role of mental imagery in the consumer’s decision process (see; Goossens 1994; Jenkins, 1999; Morgan & Pritchard 1998). However, despite previously determined linkages between mental imagery and emotion, and their proclaimed potential to influence the way consumer decisions are made, research investigating this relationship’s influence on the tourist’s decision process still remains relatively unsubstantiated. Moreover, the consumption vision approach to mental imagery has yet to be addressed within a tourism context.

Given the existing shortfall of research in the above-mentioned areas, the central aim of this thesis is to empirically investigate the effectiveness of written and pictorial stimuli combinations in evoking consumption visions and associated emotional responses among tourism consumers and provide further insight into the
influence of these cognitive and affective constructs on the tourism consumer’s purchase decision.

More specifically, the aims and objectives of this thesis are as follows:

- To identify the most effective combination of three different forms of external symbolic stimuli commonly used in print media sources (pictures, concrete words or instructions to imagine) in evoking the tourism consumer’s consumption vision of a potential destination/vacation,
- To examine the strength of the interrelationship between the tourism consumer’s evoked consumption vision and their emotional response to the tourism product portrayed in the advertisement,
- To investigate the impact of this interrelationship on the consumer’s decision making behaviour, namely, their propensity to bypass the alternative evaluation phase of the decision process and seek immediate closure on their tourism purchase

1.3 Justification for the Research

“If we are going to influence a decision, a change in behaviour, we need to know how that decision is made. There must be an increasing focus in the research and in the planning in our industry (travel and tourism) on how decisions are made. It means we need to know more than demographics as the terrain is in the buyers mind; not just in who he or she is.” (Davidson, 1985, p. 106)

The above quote, although written some time ago, remains true today. An extensive review of the literature revealed a significant research gap suggesting that
the need for such research is yet to be fulfilled. For example, despite the fact that the literature has demonstrated support for the relationship between consumption vision and emotion, there is limited research that demonstrates how elaborate a consumption vision has to be to evoke an emotional response. Furthermore, research to determine the influence of this relationship on the tourism consumer’s decision behaviour also represents an area yet to be addressed.

It is anticipated that the findings of this study will make a unique and valuable contribution to the existing consumer behaviour / tourism literature by addressing the research gaps previously identified. Moreover, researchers within the tourism discipline have recognised the need for further investigation into the imaginative and emotive forces that influence the tourist’s decisions. In particular, Hyde (2000) argues that any examination of consumer purchases of tourism services should consider the affective aspects of such behaviour. While Seddihgi & Theocharous (2002) stress that the correct identification of the attributes that influence the tourist’s decision process will enable tourism marketers to explicitly measure the feelings, perceptions and preferences of holidaymakers towards a destination. Furthermore, marketing communications researchers have also identified a need for more clarification regarding the effectiveness of various combinations of external symbolic stimuli in evoking consumption related mental imagery (see; Burns & Babin, 1997; Goossens, 1994). Although previous research has been successful in revealing that pictorial images, concrete words and instructions to imagine are all individually capable of evoking mental imagery, it has failed to inform marketing communications theory of the most effective combination of the three stimuli, specifically when used in print advertisements.

From an industry perspective, there appears to be little doubt that this type of
information is of great importance to tourism marketing practitioners (Seddighi & Theocharous, 2002). This study aims to provide tourism marketers with valuable information regarding the imaginative and emotional processes often referred to by consumers as an information source when considering hedonic or experiential purchases. The findings generated from this research can also assist tourism marketers to better understand how certain combinations of imagery evoking stimuli are processed mentally by consumers and therefore improve their ability to target and capture their desired audiences (Burns, Biswas & Babin, 1993).

1.4 Methodology

1.4.1 Justification of experimental design

This thesis consists of two experimental studies. Study 1 employs a between groups 3 x 3 factorial design, while study two employs a between groups 2 x 2 factorial design. One of the primary aims of this study was to identify the most effective combination of external symbolic stimuli in evoking elaborate consumption visions and emotional response. In order to do this, the researcher needed to compare the main and interaction effects of the different combinations of external symbolic stimuli, or conditions, (independent variable) on the individual’s consumption vision and emotional response (dependant variables).

According to Field and Hole (2003), a between groups experimental design presents a somewhat unambiguous identification of the cause and effect relationship, and hence acts as a reliable measure of the manipulated independent variable’s effect on the participant. In addition, factorial experimental design allows the researcher to explore not only the effects of each treatment variable separately, but also the effects of the independent variables used in combination (Creswell, 2003). Therefore, by
adopting this method, the researcher is able to obtain a rich and multi dimensional view of the interaction and main effects of the different combinations of the manipulated stimuli on the participant’s consumption vision and its subsequent emotional response.

1.4.2 Procedure

Study 1. The participants recruited for Study 1 consisted of third year university students. Each participant was randomly allocated one of nine colour print advertisements designed to portray a fictitious remote island tourist destination. Each of the nine advertisements presented a different combination of the three types of external symbolic stimuli of interest to this research - pictorial images, concrete words and instructions to imagine. Participants were asked to review the advertisement and then answer a self-administered questionnaire featuring a series of quantitative style questions designed to measure their elicited consumption vision and associated emotional response.

Study 2. The sample population for Study 2 consisted of a broader population consisting of randomly selected Australian residents. Those selected were sent a self-administered questionnaire which included the measures used in Study 1 to once again measure the participant’s cognitive (consumption vision) and emotive responses to the external stimuli, and a scale to measure the participant’s likely decision behaviour as a result of these responses. The advertisements included in this particular study comprised the least effective and most effective combination of stimuli as revealed in Study 1 as the central enquiry of the study required that there be some variance among the participants in terms of their consumption vision and emotional
responses to the stimuli.

The results of Studies 1 and 2 were analysed using Statistical Software for the Social Sciences (SPSS). The statistical measures employed for this study include exploratory factor analysis, correlation, multiple regression, analysis of variance, multivariate analysis of variance and independent groups t tests.

1.5 Outline of the Thesis

Figure 1.1 provides a graphical overview of the structure of the thesis.

Chapter 2 presents a literature review of the previously conducted research surrounding the constructs of interest to this study. Also included in this chapter is the conceptual framework that embraces the research and the emergent research questions created in response to the research gaps identified throughout the course of the literature review.

Chapter 3 reports on the exploration of the literature surrounding the quantitative research methods employed to address the enquiries of the research. This Chapter includes a detailed discussion of the epistemological paradigm in which the methods of this study lie whilst justifying cause for their implementation.

Chapter 4 presents a more practical insight into the first phase of this research project. It includes a description of the variables of interest to this particular study and the results of a pilot study performed to test the study’s instrumentation and manipulations.

Chapter 5 presents the results of the factorial experimental design that investigated the effectiveness of three different types of stimuli in evoking consumption visions.
Chapter 6 commences with the introduction of the variables of interest to Study 2 and a discussion regarding the associated instrumentation development. The chapter then presents the results of the statistical procedures performed to investigate the influence of the ad-evoked consumption vision and its associated emotional
response, on the tourism consumer’s decision behaviour.

Chapter 7 concludes this thesis with a detailed discussion that aims to synthesise a more complete understanding of what has been learned about the power of the tourism consumer’s imaginative and emotional responses to advertising. The implications of the research for both industry and academe are presented and the limitations surrounding the study are also discussed. Finally, suggestions for future research are put forward.

1.6 Definitions

Definitions adopted by researchers are often not uniform, therefore key and controversial terms are defined below to establish positions taken in this thesis. These definitions serve only as an initial introduction to the constructs investigated in this thesis. Further discussion surrounding these constructs can be found in Chapter 2.

Consumption Vision
“A visual image of certain product related – behaviours and their consequences…they consist of concrete and vivid mental images that enable consumers to vicariously experience the self-relevant consequences of product use” (Walker & Olsen, 1994, p27)

Consumer Decision Making Process
A broadly defined process consisting of five stages which the consumer is said to pass through when making a purchase-related decision. The five stages include; problem recognition, information search, evaluation of alternatives, selection of an alternative
and post choice experiences (Engel & Blackwell, 1982; Morrison, 2002; Sheth & Mittal, 2004).

External Symbolic Stimuli

The words, pictures and sentences used to evoke mental imagery. These are dispersed as promotional material through various marketing communication sources such as print, television radio and the Internet. This term is also referred to in this thesis as external stimuli or imagery evoking stimuli.

Concrete Words

Otherwise known as ‘high imagery words’ concrete words are those that have a high visual content. That is, they are able to generate clear images in the minds of those who read them (Sommer, 1978)

Instructions to Imagine

Directions contained in advertising copy that tell consumers to imagine themselves either using or experiencing the advertised product.

Tourism Consumer

An individual who, at some time in the past, present or future, has partaken or will partake in the decision process associated with the planning and consumption of a tourism-oriented purchase.
1.7 Delimitations of Scope and Key Assumptions

According to Perry (2002) the term ‘delimitation’ refers to the planned, justified scope of the research, beyond which generalization of the results is not intended. With reference to the current research, there are several delimitations that need to be considered. First, the research findings are relevant to only one type of media, namely print advertising. Second, the simulated advertisement used in both studies features just one genre of holiday destination, that being an island destination. Therefore the transferability of the findings is limited to those responsible for the promotion of sun, surf and sand (3S) destinations. Third, the sample population recruited for Study 1 consisted of third year university students. Therefore the results from this study are not generalisable to the entire community. However, the purpose of this particular investigation conducted in Study 1 was theoretical in nature, and the generalisability of the results was not a major goal. The acknowledgement of these delimitations does not intend to detract from the research, but rather advise the reader in advance of the boundaries within which this research was undertaken.

There are two key assumptions surrounding this research project. First, it was assumed by the researcher that each member of both the student and broader community populations had previously planned or intended to plan a holiday at some stage during their lives. Second, the design of the simulated advertisement utilised in this research incorporated pictorial images conducive to an island type destination. It was assumed that the majority of participants who chose to partake in the research would find this type of destination appealing. A number of questions were included in the questionnaire to test this assumption.

Information regarding the methodological limitations of the research can be found in Chapter 3, while limitations regarding the statistical conclusions of the two
studies are referred to in the final chapter of this thesis.

1.8 Conclusion

This chapter has outlined the general structure of the thesis. It has introduced the reader to the specific aims and objectives of the research and justified their importance and contribution to the existing body of knowledge surrounding the role of consumption vision and emotion in the tourism consumer’s decision process. Definitions of the terminology featured throughout this thesis were presented and the method of research was briefly described. The chapter also included the acknowledgement of the delimitations of scope and key assumptions of the research. The following chapters present a detailed description of the progressive stages undertaken to address the hypotheses and research questions central to this research project.
Chapter Two

Literature Review

2.1 Introduction

Recent work in consumer research has focused increasingly on the more symbolic and emotive components of consumer behaviour (see; Branthwaite, 2002; Gnoth et al, 2000; Goossens , 2003; Miller & Stocia 2003). Such research represents an emerging shift of attention toward some important but previously neglected aspects of the consumption experience. It has been suggested that a tourist’s consumption vision plays a major role in the information search process, providing the tourist with an intrinsic information source that is often consulted throughout the decision-making process (Crotts, 1999). The decision maker also refers to the affective or emotional response to these visions as they provide the psychological cues that are said to direct them to their final decision (Neelamegham & Jain, 1999). However, the relationship between consumption vision and emotion remains largely unexplored within a tourism context, as does the effectiveness of various marketing communication strategies in evoking such responses.

Prior to the commencement of primary investigation into this field of study, it is essential to review the previously conducted research and literature that surround the framework of the study. This chapter, therefore, begins with an overview of the tourism consumer decision-making process, placing particular emphasis of those phases pertinent to this research. The role of consumption vision in the information search phase of the consumer decision process will then be discussed with reference to the tourism / vacation
purchase. Following this, a discussion of emotion and affect will be presented. The aim of this particular section is twofold; first, to give the reader a brief introduction to the theoretical framework surrounding the psychological and behavioural components of emotional experience, and second, to visit literature that has previously investigated the role of emotion within a tourism / consumer behaviour context. The role of external promotional methods such as those included in tourism advertisements will then be discussed with reference to their effectiveness in evoking mental imagery. This discussion will include a brief introduction to the three sources of external symbolic stimuli of interest to this research - namely, pictures, concrete words and instructions to imagine. Finally, this chapter will present the theoretical framework within which the broader constructs of this research lie. The overarching research questions that emerged as a result of this review of past research are then revealed.

2.2 Consumer Decision-Making and Tourism

The central component of any decision model is a basic consumer decision sequence in which information is sought, received and classified by individuals and, subsequently, via mental processing, transformed into the attitudes and intentions which determine the individual’s purchase and post purchase behaviour (Foxall, 1985). Consumer decision-making in tourism refers to all of the choice alternatives related to the process of taking a pleasure trip, including destination choice, mode of travel, date of travel, travel party and so on (Um, 1993).
The destination choice decision has been regarded as the most important in developing strategies for tourism marketing and promotion (Um, 1993). Iso-Aloha (1980) conceptualises the pleasure destination choice process as a form of leisure participation that results in seeking destination or vacation attributes that are believed to offer optimal reward. Van Raaj and Francken (1984) posit a broader view on the area, stating that “the decisions surrounding tourism choice processes are part of a wider vacation sequence which can be used as a framework for describing the main stages of consumers’ tourist behaviour and experience” (p. 101). With regard to the actual ‘process’ the tourism consumer undertakes, it is not dissimilar to that of the generic consumer decision model applied to everyday consumer purchases. This process is broadly defined as consisting of; problem recognition, information search, evaluation of alternatives, purchase and post choice experiences (Engel & Blackwell, 1982; Morrison, 2002; Sheth & Mittal, 2004). Figure 2.1 graphically illustrates this process and the shaded area in this figure depicts the phases of particular interest to this research. This figure is accompanied by a discussion of the each of the five phases belonging to the tourist’s decision process, with particular emphasis on phases two and three.

2.2.1 Phase One: Problem Recognition

Problem recognition, otherwise known as need awareness, is commonly defined as the identification of a discrepancy between the consumer’s desired state and actual state (Morrison, 2002; Neal, Quester & Hawkins, 2002; Sheth & Mittal, 2004). This may include a state of deprivation, discomfort or need (whether physical or psychological) and is generally made aware of to the consumer by either internal or external stimuli. Internal
stimuli are the physiological signals that attract the consumer’s attention to their discrepant needs, for example, the physical signs of hunger or thirst. External stimuli on the other hand attract the consumers’ attention via the various media sources that exist within the market place (Sheth & Mittal, 2004).

*Figure 2.1*

The Tourists’ Decision Process

1. Problem Recognition
2. Information Search
3. Evaluation of Alternatives
4. Purchase

Post-Choice Experiences

According to Neal, Quester and Hawkins (2002) emotions are an important component of the consumer’s actual state as, generally speaking, people’s emotions are either relatively neutral or aroused. Since people generally desire a neutral or positive emotional state, emotions can be an important information source for this initial stage of the decision process. In a tourism context, the realisation of the need for recreation and travel is an affective state usually signalling physical or mental exhaustion and/or social
needs such as recognition or inclusion (Neal et al., 2002). Mathieson and Wall (1982), in their alternative decision-making model for travel purchases, refer to this phase as the felt need or travel desire. Once this desire is recognised and established, the tourism consumer then seeks relevant information in an attempt to satisfy this need.

2.2.2 Phase Two: Information Search

Previous research in the field of general consumer behaviour claims that the search and evaluation of product information is a key component of the decision-making process (Engel, Blackwell & Miniard, 1986; Gilbert, 1989; Howard & Sheth, 1969; Mayo & Jarvis 1981). With regard to the tourism consumer’s information search, Fodness and Murray (1997) describe this phase as “a dynamic process wherein individuals use various amounts and types of information sources in response to internal and external contingencies to facilitate travel planning” (p.199).

According to McIntosh and Goeldner (1986) these information sources employed by tourism consumers form the basis for vacation planning. Schul and Crompton (1983), in a study of search behaviour related to vacation decisions, found that consumers may seek information from a variety of sources before making a decision. Further, due to the fact that the tourism consumer cannot physically experience the vacation prior to purchase, they are more reliant and somewhat dependent on secondary and tertiary sources. Therefore, the tourist’s information search is said to be a longer and more involved process than that accompanying the purchase of a tangible or physical product.
In a general consumer behaviour context, product involvement is defined as “an unobservable state reflecting the amount of interest, arousal or emotional attachment evoked by the product in a particular individual” (Bloch, 1981, p12). According to Cai, Feng and Breiter (2003) the role of product involvement in search behaviour is considered to have a significant influence on the consumer’s purchase decision. However, the authors also go on to note that the literature on involvement in the tourism research field, specifically information search behaviour, remains scarce. According to Teare, Mazanec, Crawford-Welch and Calver (1994) product involvement is likely to affect information search activities as variables are inclusive of the consumer’s receptivity to advertising and the type of cognitive responses generated during exposure to the available information sources. For example, a tourism consumer’s initial product involvement may have a substantial influence on their ability to form consumption visions of the intangible product experience, should the advertising and promotional mediums be effective in evoking such cognitive responses (Goossens, 1994). In addition, Celsi and Olson (1988) claim that a positive relationship exists between the level of felt involvement in the information search activity and the amount of effort, attention and cognitive elaboration produced by consumers while processing the information.

As suggested by van Raaij and Francken (1984), one of the main functions of information directed at tourism consumers is to sensitise them, through the evocation and creation of fantasies, to the notion of actually taking a vacation. Depending on the level of involvement, these fantasies or mental images may be accompanied by an emotional response and such a response has been found to potentially lessen the search duration as the elicited emotions overwhelm any rational mental processes that may entail timely
evaluation and comparison of the product’s attributes (Etzioni, 1988). Therefore, it suggested that the referral to these images and their associated emotions as an internal information source may actually decrease the time in which the tourism consumer’s decision is made. A possible explanation for this is that they may be persuaded to bypass the alternative evaluation stage of the decision process in a bid to satisfy their evoked fantasy and the consequent emotional desire to experience the advertised tourism product.

In a general consumer behaviour context, a study by MacInnis and Price (1987) revealed a positive relationship between consumption related imagery and increased purchase intentions. However, the influence of this information source on the tourism consumer’s purchase behaviour is an area yet to be explored.

2.2.3 Phase Three: Evaluation of Alternatives

According to Neal, Quester and Hawkins (2000) this phase of the consumer decision process involves the evaluation of various alternative solutions to the recognised problem identified in phase one. Moutinho (1984), suggests that travel decision-makers will consider at least three different tourism products and the final choice is determined by the perceived relevance of the products’ attributes to their needs and motives. Whereas Teare et al. (1994) proposes that the consumer’s eventual choice or preference is influenced by a variety of internalised environmental factors from many sources. These include cultural norms and values, family and reference groups, financial status and social class. The consumer’s personality, lifestyle and their perceived role in society are also described as having a significant influence on the final decision.
Discussion regarding this particular phase of the decision process is particularly scant among the tourism literature. Moutinho (1984) and Teare et al. (1994) appear to offer the most comprehensive dialogue. However, these authors see the tourism consumer’s purchase decision as somewhat mechanistic as there is little mention of the affective or emotional components that have been recently associated with the tourist’s decision process (see; Gnoth, et al., 2000; Neal, Quester & Hawkins, 2002; Tuan Pham, 1998). More specifically, the literature surrounding this particular stage fails to acknowledge the influence of the consumer’s emotionally driven preference for a product on the number of alternatives evaluated and their interest in partaking in this phase.

2.2.4 Phase Four: Purchase

Once the product has been selected, the consumer makes the purchase by completing the associated financial transaction. Although this phase is of particular interest to this research, further review of this phase is considered unnecessary given the self-explanatory nature of its title.

2.2.5 Phase Five: Post choice experiences / product evaluation

This final stage of the decision process entails the consumers’ self-assessment of their satisfaction or dissatisfaction with their purchase (Sheth & Mittal, 2004). With regard to the purchase of a vacation, the consumer evaluates the vacation against their initial expectations, which results in their being either satisfied or dissatisfied with their overall experience (Morrison, 2003). These initial expectations generally comprise the desired emotional experiences that triggered the consumer’s original decision to take a
Also referred to by the consumer in their post choice evaluation are their pre-purchase consumption visions, and according to Hirschman (1985), it is these mental images by which their experience is judged. A study by Chon (1992) that investigated the effects of a mismatch between the consumer’s mental images and expectations of a destination and their actual experience revealed three different evaluation outcomes. It was revealed first that a positive image and a positive travel experience will result in a moderately positive evaluation of a destination. Second, a negative image and a positive experience will result in a highly positive evaluation. Third, a positive image and a negative actual experience will result in a highly negative evaluation. To avoid situation three, tourism marketers need to ensure that their promotional material lives up to consumer expectations. However, in order to do this they must first gain an understanding into how these expectations are created (Goossens, 1994).

The preceding literature suggests that the cognitive and affective components of consumption vision and emotion may have a place in the tourism consumer’s decision process. The information search stage is seen as one of the most pertinent areas in which these components prove to be most influential. Presented below is a review of the theory surrounding both consumption vision and emotion. This will be followed by a discussion of their role in the tourist’s information search.

2.3 Consumption Vision: A Review of the Theory

The concept of consumption vision is derived from that of mental imagery (Phillips et al., 1995). Macinnis and Price (1987) define mental imagery as a non-verbal
memory process that entails ‘sensory representations’ of ideas, feelings and objects or experiences with objects. It is said to involve a cognitive process in which perceptual information is represented in working memory via the creation of daydreams, fantasies and imaginative construction. From a consumer behaviour perspective, specifically in relation to intangible or experiential purchases, a consumer’s mental image of a product is at times the only source of information available to assist them in forming a judgment (Schwarz, 1986). Further, Horowitz (1972) claims that visual image formation is especially useful in the representation of self and object relationships as found in the external world through perception, or as fantasised in the trial perception or trial action of thought. In other words, if the target is not present in the direct physical environment, people may still perform their evaluations by examining their mental representation of the target, or the image that comes to mind when they imagine their consumption experience. Phillips et al. (1995) identify this experience as being a “consumption vision” which is defined by Walker and Olsen (1994) as “a visual image of certain product related-behaviours and their consequence - they consist of concrete and vivid mental images that enable consumers to vicariously experience the self-relevant consequences of product use” (p. 27).

The consumption vision approach acknowledges the creative sense-making process that consumers may use to anticipate the future by providing clear, specific images of the self interacting with a product and experiencing the consequences of its use (Phillips et al., 1995). From a narrative perspective consumption visions are stories derived from mental simulations that are created by the decision-maker that involve a character (themselves), a plot, (the series of events the consumers imagines taking part
in) and a setting (the environment or context in which the events take place (Phillips et al., 1995). Although the terminology of this concept remains unique in its creation and application to consumer behaviour, other researchers offer different terminologies that share the concept’s theoretical background. For example, Green and Brock (2000) refer to this form of mental imagery as “narrative transportation”, which involves the creation of stories via the mental simulation of future events, focusing on goals, behaviours and desired outcomes. Escalas (2004) refers to this process as “mental simulation” which entails the cognitive construction of hypothetical scenarios, including rehearsals of likely future events and fantasies about less likely desired future events. Authors such as Jenkins (1999), Etchner and Ritchie (1991), Lubbe (1998) and Gartner (1993) simply refer to the concept as “mental imagery”. However, the definition of consumption vision suggests that it is more than just a mental image. Unlike a consumption vision, a mental image does not necessarily entail conscious representations of the self experiencing future consumptive situations. Although consumption vision is a derivative of mental imagery, its theoretical rationale provides this research with the opportunity to provide a unique and more specific understanding of the cognitive processes experienced by tourism consumers as they pass through the information search stage of their vacation purchase decision.

Common to many of the previous studies in this area is the linkage between consumption vision and emotion. For example, Phillips et al. (1995), Escalas (2004) and Macinnis and Price (1987) all agree that the consumer’s mental image of their future purchases can impact upon the current mood of the person as a result of the affective reactions to the outcomes one imagines. In addition, affective or emotional reactions to
the imagined consumption experience can influence the consumer’s decision process through the formation of beliefs about their anticipated satisfaction with the actual experience (Phillips et al., 1995).

Previous research has indicated that when a consumer makes a decision that involves a pleasant consummatory experience, they will hold a representation of the episode in mind such as a vision of how they expect it to be (Tuan Pham, 1998). This vision may also be recalled from the consumer’s memory as a result of past experience or external influences such as advertising material and the experiences of others (Phillips et al., 1995). On a negative note, however, the vision recalled from a consumer’s own experience may be subject to bias due to the numerous confounding variables that may taint their memory and lead to a negative and somewhat invalid attitude towards the product (Russel & Snodgrass, 1987). For example, a couple may have taken a romantic holiday and ended up arguing the entire time, thus thoughts of the particular destination may now evoke negative emotion, regardless of its physical attributes.

It is important at this stage to acknowledge Frijda’s (1986) contention that emotion is elicited by situations as the subject sees them and this mode of seeing includes an individual’s thoughts, associations and fantasies. Consequently, it is deemed important for tourism sales agents to gain some insight into the consumer’s intrinsic mental impressions and perceptions of the promoted product, to avoid the evocation of negative attitudes (Russel & Snodgrass, 1987).
2.3.1 The Role of Consumption vision in the Tourist’s Information Search

Consumption vision is described above as incorporating a narrative component where the consumer places himself or herself in a story or scenario, both of which are projected for the purpose of envisioning future experiences with the product. Furthermore, this previous research indicates that consumption vision may play a major role in the tourist’s decision and information search process. An explanatory example of the role of consumption visions in the decision process is provided by Dann (1981) who stated that during the destination decision process, potential tourists can project themselves into an imagined future situation as if they had already experienced it. The author suggests that these projected situations comprise a series of activities that strike them as meaningful - the actual behavioural achievement of these activities then become the goals the consumer wishes to achieve as a result of their vacation purchase. For example, a consumer may ask, ‘What do I want from this vacation?’ ‘Do I want to relax and escape?’ ‘Do I want to experience something unique and new?’ Driven by the answers to these questions, the consumer creates corresponding mental simulations that may be referred to as they carry out their information search activities.

According to Um (1993) these images also contribute to the consumer’s perceptions of the tourism product’s attributes and become potential facilitators in satisfying the consumer’s original travel motives. When the consumer is asked to specify their reason for travel to a particular destination, they then explain it in terms of their projected image (Crotts, 1999). Fridgen (1984) suggests the tourists’ consumption visions of vacation sites and travel situations are powerful factors within the decision process as
these images influence the consumer’s spending patterns, planned length of stay and planned activity patterns.

According to Konecnik (2004), tourism destinations often compete via the perceived images that are held in the minds of prospective tourists. Because vacations are an intangible service that cannot be sampled before consumption, tourists who have not previously visited the destination must base their choice on these mental images (Goodall, 1991). Etchner and Ritchie (1993) suggest that one of the most significant marketing challenges for destinations is the need for an effective positioning strategy in the minds of their potential consumers. Such challenges refer to the fact that a tourism consumer’s mental image or consumption vision of a destination refers not to what the product is, but what they actually think it to be (Goodall, 1991). Furthermore, it is this perceived image rather than the product itself that determines the consideration of the destination (Leisen, 2001). Mayo (1973) explicates these notions in the following statement. “Whether or not an image is, in fact, a true representation of what any given region has to offer the tourist, what is important is the image that exists in the mind of the vacationer” (p. 217). Therefore, it is imperative that destination marketers develop a relationship with their distribution channel and ensure that the messages transmitted are successful in evoking positive consumption visions among their targeted market segments (Beerli & Martin, 2004).

Beerli and Martin (2004) revealed, through empirical research, that motivations can also have a significant impact on the tourism consumer’s consumption vision, particularly the affective component. The authors claim that when there is congruence between the consumer’s motivation and what the destination has to offer, their image is
positively influenced. In addition, according to a number of researchers in this area, the traveller’s choice of a given destination depends largely on the attractiveness of their image of the destination (see; Baloglu & McLeary, 1999; Chon, 1992; Goodrich, 1978; Hunt, 1975; Mayo, 1973; Woodside and Lysonski, 1989). Consequently, it is recommended that destination marketers target those market segments whose motivations accord with the utilitarian functions the destination has to offer (Beerli & Martin, 2004).

According to Goossens (2003) and Woodside and Lysonski (1989), given the existence of the hedonic-intangible characteristics of tourism activities, a tourism consumer’s consumption vision about their future vacation purchase has the potential to elicit an emotional response. This response can occur as consumers imagine their emotive reactions to their envisaged consumption experiences. As previously mentioned the consumer may refer to these emotional responses for further guidance and direction towards their final purchase (Tuan Pham et al., 2001). A general discussion of emotional experience is featured below. This will be followed by further discussion regarding its relationship with consumption vision.

2.4 Emotion: A Review of the Theory

Cohen and Areni (1991) argue that there ceases to exist a simple ‘best’ representation of emotional experience, as it remains an elusive concept to define. Due to the vast array of literature surrounding emotions and affect, and given the nature of this study, the paper will primarily focus on the aspects of emotion and affect that are relevant and common to the study of consumer behaviour.
A seminal consumer behaviour approach to emotional experience is that of Holbrook (1984) whose consciousness – emotion – value (C-E-V) model encompassed the full range of emotional phenomena in the consumption experience. The first phase – consciousness - involves imagery, fantasies, daydreams, subconscious thoughts and unconscious mental processes. The second phase – emotion - entails physiological responses, cognition, behavioural expression and feelings. The final phase – value - includes the consumer preferences based on their affective responses and the overall consumption experience based on the use of the product. The value phase of the model appears to demonstrate parallels to the post purchase experience phase of the traditional consumer decision-making model previously discussed. As this is not a predominant area of interest in the present study, this component of the C-E-V model will not be discussed in any great detail. The consciousness and emotion phases of the C-E-V model are somewhat similar to Singer’s (1978) contribution to emotion and affect psychology, which takes a cognitive – affective approach to the study of emotional behaviour. Singer, (1978) assumes that emotions constitute the primary motivational system for human beings. His key proposition is that fantasy processes, dreams and mental imagery provide a major link between cognition and emotion, thus providing representations of human motives (Izard, 1977). Although most of Singer’s work was implemented within a clinical psychology context, it does present parallels to Holbrook’s (1984) thesis which has been successfully applied to a consumer behaviour / decision-making context.

Further support for the cognition / emotion linkage is provided by Shearer and Tucker (1981) who revealed that cognitive strategies such as global and imaginative thinking are used to facilitate the emotional experience. Tucker (1981) confirmed this
outcome, finding that rational ideation involving verbal and analytic strategies is less susceptible to emotion than is imaginative thought. This is perhaps suggesting that imaginative cognitive processes involving the use of intrinsically induced imagery and visions have a stronger influence on the consumer’s emotive state than the sole reliance on external information sources. It is important to note at this stage that the cognitive processes mentioned above are claimed to be predecessors of the actual emotional experience. In other words, although the cognitive processes are discussed as a component of emotion, they actually serve as a source of mental stimuli to which the emotional response is evoked (Bulmer & Buchanan-Oliver, 2006; Holbrook, 1984; Tucker, 1981,). Also imperative to this thesis is an understanding of the order in which the cognitive experience and the emotional response take place. According to Holbrook, (1984) it can be philosophically demonstrated that cognition or consciousness must precede emotional arousal. The Cognitivisitic Structural Model of the Emotional Process (featured in Figure 2.2) is the result of a synthesised analysis of a number of arguments, posited by prominent researchers in this field, supporting this claim (see; Arnold, 1960; Mandler, 1975; Plutchik, 1980; Strongman, 1978).

As demonstrated by this model, the emotional response to the cognitive appraisal of the environmental stimuli is followed by physiological arousal which is generally accompanied by the generation of feelings towards the object or event. The generation of these feelings are also seen to contribute to the observer’s motivations and behaviour. Included in the behavioural component of this model are actions and outputs, indicating that this component is actually referring to the resultant behaviour of the emotion as opposed to the behavioural expression component of emotion. However, the behavioural
expression and physiological arousal components of emotion form an integral part of the overall emotional experience and are therefore worthy of further discussion.

*Figure 2.2*

Cognitivistic Structural Model of the Emotional Process

<table>
<thead>
<tr>
<th>Environmental</th>
<th>Cognitive</th>
<th>Motivational</th>
<th>Behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stimuli</td>
<td>Appraisal</td>
<td>Responses</td>
<td>(Action, Outputs)</td>
</tr>
<tr>
<td>(Objects or events)</td>
<td>(Interpretation (Desires or wants)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>beliefs, or evaluation)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Physiological</td>
<td>Feelings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Arousal (subjective experience)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source* - *Holbrook (1984)*

Poulos (2001) refers to the physiological component of emotion as the physical reaction to significant events or thoughts, such as increased heart rate, perspiration, muscle tension and ‘butterflies’ in the stomach. Poulos (2001) also suggests that certain physiological symptoms related to emotions may serve as indicators of certain deprivations that consumers may be experiencing. For example, if an individual is feeling muscle tension as a result of stress then they may feel the need to overcome this discomfort and start considering ways in which they can achieve their desired emotional
Schiffman and Kanuk (2000) define such indicators as emotional motives that imply the selection of goals according to personal or subjective criteria. In support of this definition, Izard (1977), a predominant researcher in the area of emotions and consumer behaviour, views the physiological component of emotion as the ‘corner stone’ of the primary motivational system in human beings. They not only communicate the motivational state of one individual to another, but provide feedback to the individual to assist in the interpretation of their affective state as well as their current needs. Interestingly, these findings appear to provide further independent support for the Cognitivistic Structural Model featured above.

Plutchik (1980) also posits emotional response as playing a more mediatory role in the stimulus-behaviour sequence. This additional functional view of emotions describes the sequence as stimulus – event – cognition – feeling – behaviour (Cohen & Areni, 1991). For example, in a consumer behaviour context, a consumer’s stimulus may involve an advertisement, which may lead to a cognitive evaluation or image of the product in use, which in turn may induce a feeling towards the product, which may or may not lead to product purchase (behaviour). Plutchik’s emotion framework has been used to examine emotional response to both consumptive experiences and various marketing communications mediums (see for example; Havlena & Holbrook, 1986; Holbrook & Westwood, 1987; Zeitlin & Westward, 1986). The framework has also been used as a foundation for the classification of emotional language (Allen, Machleit & Marine, 1988).

The importance of the role of emotion in the consumer’s decision-making process is supported by many consumer behaviour researchers (see; Richins, 1997; Tuan Pham, et
al., 2001; Mano, 1990). With specific regard to the tourism related purchase, Gnoth (1997) claims that emotions play an important role in the tourist’s information search, as the purchase is one that is generally pursued to derive pleasure and therefore consists of an emotionally driven goal. This relationship will be discussed further in the following section.

2.4.1 The Role of Emotion in the Tourist’s Decision Making Process

“Emotional desires dominate utilitarian motives in the choice of products”

(Maslow, 1968, p. 124)

According to Pike and Ryan (2004) one of the key challenges of tourism marketers is to break through the noise of competing and substitute products in order to attract the attention of the tourism consumer. Tuan Pham et al. (2001) claim that people often make evaluative judgements, whether they be positive or negative, based on their feelings and emotions or subjective responses to a target purchase decision. A study by these authors revealed that feelings and emotion provide judgemental responses that are potentially faster, more consistent across individuals and more predictive of the number of valanced thoughts. This finding led to the conclusion that feeling-based information such as emotion should play a prominent role in any research concerning evaluation and choice (Tuan Pham et al., 2001). In agreement with this claim, Graham (1995) suggests that it is one’s emotions that guide the decision-making process. Furthermore, motivation theorists such as Murray (1938) and McCelland (1985) propose that emotions serve as a basis for the motives behind the actual decision process.
A common criticism of traditional information processing or decision-making theory is that it fails to acknowledge important consumption phenomena such as sensory pleasures, daydreams and aesthetic enjoyment, all of which contribute to emotional arousal (see; Botterill & Crompton, 1996; Gnoth et al., 2000; Holbrook & Hirshman, 1982; Loewenstein, 1996). Holbrook (1985) goes so far as to describe the traditional view of decision theory as somewhat systematic and accuses the theorists of referring to the consumer as a human computer. The often criticised rational view of the consumer describes the decision process as simply entailing information acquisition about certain attributes of the targeted product, formation of evaluative criteria, the judging of this criteria across different brands and then final product evaluation and selection (Mittal, 1988). According to Woods (1981) consumers do more than simply process information when making purchase decisions. They also engage in imaginative, emotional and appreciative consumption experiences. In agreement, Holbrook and Hirschman (1982) contend that psychological variables such as emotional arousal have a substantial mediating influence on the consumer choice process, especially if the choice is related to hedonic consumption purchases.

Sheth and Mittal (2004) define hedonic consumption as the use of products or services for the sake of intrinsic enjoyment rather than to solve some problem in the consumer’s physical environment. Poulos (2001) shares a similar view, describing hedonic consumption as the use of products and services that give pleasure through the senses and help create fantasies that give emotional arousal and stimulate one’s affective state. Leisure and tourism related purchases represent classic examples of products that
possess a hedonistic quality and according to Holbrook and Hirschman (1982) such purchases are most likely to involve an emotive as opposed to a logical motive.

The tourist’s buying process presents some unique aspects. First, it is rarely a spontaneous purchase and is generally preceded by planning and saving over a period of time. Second, the purchase is made with no expectations of a tangible return. In other words, the tourism consumer will invest with no expectation of material or economic return on their purchase, other than intangible satisfaction (Moutinho, 1987). Results of a study conducted by Hyde (2000) to investigate the role of involvement and affect in the tourist’s decision process revealed that such decisions did not revolve around problem solving activities, but rather evoked feelings and emotions related to the anticipated hedonic experience. This suggests that a tourism consumer is more likely to exhibit experiential as opposed to instrumental decision behaviour. Otto and Ritchie (1996) also propose that the purchase of leisure and tourism services might result in a high level of affective as opposed to cognitive involvement. Hence, it is not surprising that most tourism purchases often have a considerable emotional and affective content (Crouch & Louviere, 2001).

Research on affect and decision-making has become more and more sophisticated over the past several years (Peters, Vastfjall, Garling & Slovic, 2006). However, various researchers in the tourism field continue to criticise current tourism related decision or choice models as they fail to acknowledge the hedonic aspects of consumption and hence the anticipatory emotions and feelings experienced by the consumer when making the purchase decision (Botterill & Crompton, 1996; Gnoth, 1997; Hirschman & Holbrook, 1982; McGuiggan, 2001; Phillips et al., 1995). Botterill and Crompton (1996) conclude
that emotional discourse is almost entirely missing from the tourism literature except in studies of complaint behaviour. In addition, Hirschman and Holbrook (1982) assert that the traditional view of the consumer decision process seems inappropriate to describe those purchases that are based on satisfying emotional wants as opposed to utilitarian needs. This research aims to explore this shortfall in the tourism literature through its investigation into the influence of imaginative and emotional forces on the tourism consumer’s purchase decision.

2.5 Consumption Vision and Emotion: The Relationship

Kahneman (1995) suggests that the emotional impact of options is often influenced by what people imagine, indicating that a consumer’s final decision may be influenced by their emotional response to their imagined consumption experience. According to Emmons, (1986) consumers are likely to express various emotions when experiencing their consumption visions as a result of the positive affect that often accompanies visions of desired future situations. Hirschman (1985) supports this assumption, suggesting that consumption visions act as a form of emotional stimuli, particularly if the available external information does not stimulate the emotional senses. Thus, consumers are not always solely dependent or influenced by external stimuli alone when making their purchase choices. An example of the relationship between consumption vision and emotion is demonstrated by Schwarz, Zuma & Clore (1988) and their creation of the ‘how do I feel about it’ heuristic. This heuristic suggests that rather than basing their evaluations on a gradual analysis of the available facts, consumers may take a short cut and refer to the emotional responses to their consumption vision as a
significant source of relevant information and ask themselves “how do I feel about it?” (Schwarz et al., 1988). Tuan Pham (1998) claims that the ‘how do I feel about it’ heuristic is significantly higher when consumers have consummatory motives that are intrinsically rewarding, such as planning a holiday, as opposed to instrumental motives that involve decisions that are seldom rewarding and somewhat routine.

Keller and McGill (1984) illustrate a further example of the consumption vision-emotion relationship with their ‘imagery heuristic’. Not unlike the ‘how do I feel about it’ heuristic, this heuristic proposes that consumers often evaluate certain product’s desirability based on their emotional response to their consumption vision. However, their studies failed to examine these affective reactions, and their influence on the consumer decision process, therefore leaving a significant gap in the literature regarding the impact of this relationship on the decision process.

The importance of this relationship is further emphasised by Lang (1979). Lang’s study concluded that behavioural intentions are only affected by mental imagery if an emotional reaction is evoked. This finding is supported by Dekker and Everaerd (1989) whose experimental study revealed that subjects encouraged to imagine their future consumption experience (for example, “I can see myself lying on the beach”) as well as the elicited emotional experience (for example, “I feel very relaxed and stress free”) had a stronger physiological and behavioural response to the presented stimulus than those encouraged to imagine their consumption experience only. Moreover, according to Schwarz (1986) the consumer’s elicited emotional response is sometimes the only source of information that may be available to assist in forming a particular judgment. Hence, if the target is not present in the direct physical environment, people may still perform their
evaluations by examining their affective responses to the mental representation of the target. In other words the image that comes to mind when they imagine their consumption experience.

The preceding literature suggests that an established relationship exists between consumption vision and emotional experience. However, according to Goossens (2003) the extent to which the individual conjures and elaborates upon their consumption vision has a direct influence on the level or even the existence of emotional response. For example, a low level of imagery elaboration such as the retrieval of a verbal label or an image of a perceptual object results in simple concrete representations devoid of any special thoughts or feelings. A high level of imagery elaboration on the other hand, results in the mental reconstruction of the consumption experience with the consumer mentally creating various different scenarios involving themselves and the product. Evidently, it is the latter that is most likely to elicit emotional experience (Goossens, 2003).

The previous literature suggests that emotional response plays a mediating role between the tourism consumer’s consumption vision and both their level of product interest and their information search activities. In addition, Etzioni (1988) and MacInnis and Price (1987) claim that as a result of their mental imagery induced emotion, consumers may be even more inclined to seek further information regarding the advertised product as opposed to searching for alternatives and evaluating other options. According to Horwitz (1972), the formation of mental images is often guided by external symbolic stimuli such as that featured in tourism advertising and promotional material. The role of external stimuli in evoking consumption vision is discussed below.
2.6 The Role of Advertising in Evoking Consumption Vision

According to Rossiter (1982) advertisers have long realised the importance of advertising that creates mental images in the targeted buyer’s mind whilst they are conducting their external information searches. External information searches, that is, the review of advertising and promotional literature represents a conscious effort to seek out new information (Gitleson & Crompton, 1983). An external search requires an active effort to ask for information, to read through brochures or guidebooks and pay attention to various media sources. Gitleson and Crompton (1983) provide three reasons why external searches prove to be frequent in the tourism field. First, a vacation is considered to be a high-risk purchase as it generally involves a considerable investment of discretionary income and time. Second, unlike a typical retail situation where the consumer is in a store and can directly observe and touch the targeted purchase, a vacation cannot be directly observed or touched. The third reason why external searches are considered to be prevalent in vacation decisions is provided by the propensity of vacationers to visit new destinations on each vacation (Crompton, 1979).

The effective usage of external stimuli featured in tourism advertising and promotional material, is of great importance to tourism marketers as it plays a vital role in the successful marketing of destinations (Mittal, 1988; Reilly, 1990). It is these external inputs that not only present the tourism product but also communicate attributes, characteristics, concepts, values and ideas (MacKay & Fesenmaier, 1997). Howard and Sheth (1969) classify these inputs as significative stimuli, symbolic stimuli and social stimuli. The significative stimuli are those which originate from actually visiting the destination, symbolic stimuli are the words, sentences and pictures dispersed as
promotional material through the media by the travel industry, and the social stimuli from others’ direct or indirect travel experiences. The use of external symbolic stimuli will be investigated further in terms of its ability to evoke elaborate imagery or consumption visions among tourism consumers.

Kim, Hwang and Fesenmaier (2005) suggest that the effectiveness of an advertisement is not limited to simply the purchase of the product itself but rather is extended to a range of psychological and cognitive aspects that in turn may have a substantial influence on the travel decision over time. According to Branthwaite (2002) the use of imagery inducing stimuli in advertising has the potential to influence the consumer to bypass rational defences and evaluations, foster a richer, more direct emotional experience, clarify goals and ideas and stimulate self-persuasion and produce self-fulfilling fantasies. A study by Olsen, McAlexander and Roberts (1986) reported that the external symbolic stimuli featured in destination advertisements affects consumers’ perceptions of the vacation experience through association of various types of pictures with certain types of experiences. For example, a photo of a sun setting over an isolated beach may be interpreted by a consumer as suggestive of a romantic vacation. According to Miller and Stocia (2003) for a pictorial representation of a destination to be effective in evoking this association it must contain vivid information. Vivid information has been defined as that which draws and holds attention and excites the imagination because it evokes concrete and mental imagery, is emotionally interesting and stimulates the senses (Nisbett & Ross, 1990). The authors contend that the key process in producing these vividness effects is the mental imagery evoking quality of the information, which has been shown to moderate both attitudinal and memory responses to advertising (Burns,
Biswa & Babin, 1993). For example, Bone and Ellen (1991) claim that mental imagery is a primary mediator of the ad-evoked feelings and attitudes generated by advertising. Therefore, in an effort to persuade a potential traveller, the advertiser must attempt to manipulate the consumer by evoking a consumption vision that is most appealing to their emotions and desires (Uzzell, 1984).

However, Crompton (1979) suggests that tourism promoters give advertising material the wrong emphasis, that is, tourists are motivated not so much by the specific qualities of the destination as by the matching of the destination’s major attributes to the tourists’ psychological needs. It is these needs which often form the underlying motivations for their decision to travel. Further, Uzzell (1984) contends that advertisers ought to focus not only on locational qualities, but also on those attributes of places that may contribute to any identity one wishes to assume. Uzzel supports his contention with a proposition by Williamson (1978);

“For advertising to work one must take into account not only the inherent qualities and attributes of the products they are trying to sell, but also the way in which they can make those properties mean something to us” (cited in Uzzell, 1984, p. 12).

The former suggests that tourism consumers are not so much motivated by a given destination and its affiliated attractions. The destination is actually viewed as a means towards the evocation and realisation of personal needs. These may include; an escape from the mundaneness of everyday life, an exploration and evaluation of self,
relaxation, prestige, regression, enhancement of relationships and social interaction (Crompton, 1979). Therefore, the discourse of these advertising media should aim to match the features of the inner world of personality (Dann, 1993) and, hence, the inner needs, fantasies and desires held by the consumers with regard to their vacation experience. As previously noted, this is often achieved through the language of external symbolic stimuli featured in the discourse of advertising. However, it is important to realise that the interpretation or meaning of these signs lies in the mind of the beholder and, therefore, one particular symbol may represent different meanings to different markets, depending on their original motive (Uzzell, 1984). For example, an attractive woman lying on a beach may represent relaxation and sun-lust to the consumer who has identified that particular need; whereas, a single man may interpret this image as representing a destination that possesses many single beautiful woman, thus evoking an interest in the destination should he be seeking companionship and romance. Should marketing representatives be skilled in the gauging of these interpretations, they should have a substantial amount of success in matching the consumer’s precise needs.

As advertisers increasingly seek greater communications effectiveness, careful consideration needs to be given to the selection of external symbolic stimuli (Labarbera, Weingard & Yorkston, 1998). The marketing communications by which such stimuli are often distributed within the tourism industry include promotional materials such as tourism brochures, guidebooks, television advertisements, magazines and, more recently, the Internet. The primary aim of Study 1 of this thesis is to investigate the effectiveness of three types of external stimuli commonly utilised by the tourism industry in print advertising material. Pictorial images, concrete words and instructions to imagine will be
investigated in terms of their effectiveness in evoking elaborate consumption visions among tourism consumers. These three sources of imagery-evoking stimuli are discussed in detail in the following section.

2.7 The Usage of External Symbolic Stimuli in Evoking Consumption Visions

According to Unnava & Burnkrant (1991) pictorial images, concrete words and instructions to imagine are three main forms of external stimuli known to stimulate mental imagery. The following discussion will provide further explanation of these three methods with regard to their effectiveness when communicated using print advertising techniques.

2.7.1 Pictorial Images

According to Rossiter and Percy (1983) pictorial images can be either concrete by nature or abstract (less concrete). A concrete picture presents an easily identifiable person, place or object, while in an abstract picture the subject is not easily identifiable. For example, a concrete picture of a beach scene would include images of many of the features one is likely to see should one visit the beach such as the water, the sand, deckchairs, towels, people, palm trees etc, whereas a less concrete or abstract picture of a beach scene might include only fragments of the scenario, hence leaving it up to the viewer to visually create the rest of the scene themselves. Previous research suggests that a concrete picture is a stronger form of external stimuli as it provides the visual image for the viewer and thus conveys rich cues from which imagery processing can result (Babin & Burns, 1997). The effectiveness of the different characteristics of concrete pictorial
images in evoking mental imagery is a well established area of research. For example, Kreoba-Riel (1984) found that pictorial images featured in print advertisements gain attention, produce mental imagery, influence attitudes and enhance memory of ad content. Lohse (1997) suggested that consumer attention is better facilitated with vast amounts of different colours rather than black and white, while Finn (1988) revealed that larger pictures are more effective than smaller pictures. Finally, a study by Lindauer (1983) that investigated mental imagery responses to art from an information processing perspective found that landscape style pictures were more imagery evoking than people-oriented pictures. Table 2.1 presents a summary of other research conducted in this area.

Table 2.1

*Previous Research in Consumer Responses to Pictorial Advertising Techniques*

<table>
<thead>
<tr>
<th>Author / Year</th>
<th>Study</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rossiter (1980)</td>
<td>Investigated the impact of the size of the pictorial images on the consumers’ evaluative responses.</td>
<td>The study revealed that illustration size has a positive impact on brand attitude.</td>
</tr>
<tr>
<td>Edell &amp; Staelin (1983)</td>
<td>Developed and tested a process model for the specific use of explaining differences in consumer brand attitudes when exposed to verbal and pictorial advertising.</td>
<td>Results presented no significant difference between pictorial framed ads and verbal ads with regard to consumer brand attitudes.</td>
</tr>
<tr>
<td>Author /Year</td>
<td>Study</td>
<td>Findings</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-----------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Severn, Belch &amp; Belch (1990)</td>
<td>Examined the communication effectiveness of sexually explicit external stimuli and how this impacts upon the consumer’s responses to the product</td>
<td>Findings suggested that the use of sexual illustration will interfere with product message-related processing.</td>
</tr>
<tr>
<td>Unnava &amp; Burnkrant (1991)</td>
<td>Examined the role of pictures in the processing of verbal information. Specifically the impact of pictures on memory for accompanying verbal information was examined as a function of the imagery-evoking ability of verbal information.</td>
<td>When verbal information was low in imagery, the inclusion of pictures exemplifying that information increased recall of the verbal information. When the verbal information was high in imagery, the pictures did not have an impact on the product recall.</td>
</tr>
<tr>
<td>Goossens (1994)</td>
<td>Investigated the effect of pictorial tourism brochures on mental imagery and external search behaviour.</td>
<td>The study failed to reveal whether the brochures evoked the imagination of the respondents or not.</td>
</tr>
<tr>
<td>Author /Year</td>
<td>Study</td>
<td>Findings</td>
</tr>
<tr>
<td>----------------------</td>
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<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Babin &amp; Burns (1997)</td>
<td>Examined the effect of pictures and copy containing instructions to</td>
<td>The research revealed that concrete pictures and instructions to imagine do generate more vivid mental imagery, that in turn produces a more favourable attitude towards the product.</td>
</tr>
<tr>
<td></td>
<td>imagine on eliciting mental imagery and consumer attitudes.</td>
<td></td>
</tr>
<tr>
<td>Miller &amp; Stocia (2003)</td>
<td>Compared the effects of photograph versus artistic renditions of a</td>
<td>The study found that artistic renditions were more effective in attracting the consumer’s attention. However, the photographic image was more effective in evoking mental imagery.</td>
</tr>
<tr>
<td></td>
<td>beach scene in evoking mental imagery</td>
<td></td>
</tr>
</tbody>
</table>

Based on a review of this previous research investigating the effects of various types of pictorial representations on different aspects of the consumer’s response behaviour, an apparent gap becomes evident. Although the reviewed research has revealed significant results in terms of the impact of this type of external stimulus on brand attitude and brand recall, research to date has produced somewhat ambiguous
findings with regard to the effective usage of pictorial imagery in evoking elaborate 
mental imagery or consumption vision.

According to Macinnis and Price (1987) external stimuli such as pictorial images 
featured in various tourism advertisements, are considered an established means of 
inducing imagery or consumption visions within the consumer. For example, the targeted 
consumers, while gazing at the picture and reading or listening to the accompanying 
description, project themselves into the future and, on reflection, envision themselves as 
already having participated in the associated activities (Dann, 1993). Mayo and Jarvis 
(1981) suggest it is this mental picture that will serve as the basis for the consumer’s 
destination choice. However, Unnava and Burnkrant’s (1991) study (see Table 2.1) 
revealed that the pictorial images may be entirely substituted by internal images 
generated by an individual, should the accompanying verbal attribute information contain 
imagery-evoking words. The pictures then become less important and almost superseded 
as the consumer relies more on their own internal images when recalling or reflecting on 
the product. In addition, Goossens (1994) suggests that imagery instructions and 
experiential texts that contain concrete imagery eliciting words are only effective in 
brochures without pictures, and recommends further investigation into this particular area 
of research.

2.7.2 Concrete Imagery Eliciting Words

A study by Burns et al. (1993) revealed that the use of concrete wording was more 
effective than abstract wording with regard to their effectiveness in evoking consumption 
vision. Table 2.2 presents examples of four different types of concrete and abstract
words, categorised by their level of effectiveness in evoking mental imagery or consumption vision.

**Table 2.2**

**Concrete and Abstract Words**

<table>
<thead>
<tr>
<th>List A -Abstract</th>
<th>List B - Concrete</th>
<th>List C - Abstract</th>
<th>List D-Sonic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low visual content</td>
<td>High visual content</td>
<td>Low visual content</td>
<td>High visual content</td>
</tr>
<tr>
<td>Term</td>
<td>Sunset</td>
<td>Phrase</td>
<td>Dog</td>
</tr>
<tr>
<td>Height</td>
<td>Umbrella</td>
<td>More</td>
<td>Ring</td>
</tr>
<tr>
<td>Fill</td>
<td>Red</td>
<td>Formula</td>
<td>Car</td>
</tr>
<tr>
<td>Send</td>
<td>Tiger</td>
<td>Deficit</td>
<td>Hammer</td>
</tr>
<tr>
<td>Theory</td>
<td>Window</td>
<td>Idea</td>
<td>Bell</td>
</tr>
<tr>
<td>Loss</td>
<td>Glow</td>
<td>Same</td>
<td>Waterfall</td>
</tr>
<tr>
<td>Ask</td>
<td>Diamond</td>
<td>Code</td>
<td>Piano</td>
</tr>
<tr>
<td>Certain</td>
<td>Daisy</td>
<td>Quantity</td>
<td>Horn</td>
</tr>
<tr>
<td>Said</td>
<td>Chair</td>
<td>Instant</td>
<td>Motor</td>
</tr>
<tr>
<td>Element</td>
<td>Moon</td>
<td>Sort</td>
<td>Crow</td>
</tr>
</tbody>
</table>

Source: Sommer, R, (1978)

The words in list B have a high visual content. Otherwise known as concrete or high imagery words, these words are remembered better than low imagery words due to the clear and vivid images they generate in the subjects’ minds. The words in list D have a sonic content, meaning that the words may elicit mental images via the mental simulation of the sound they make. Lists A and C contain words low in sensory arousal
(Sommer, 1978). These words generally fail to create visual images in subjects’ minds and as a result, they form only a verbal code in memory (Unnava & Burnkrant, 1991). The use of high imagery words, however, has been shown to evoke high instances of product recall, with or without the accompaniment of pictures. In fact, Babin and Burns (1997) suggest that concrete pictures alone, may not be as effective as concrete words in eliciting consumption visions, because everything is provided by the stimulus, therefore potentially stifling further image creation.

2.7.3 Instructions to Imagine

‘Instructions to imagine’ is another verbal method by which advertisers try and evoke consumption visions among their consumers. Lutz and Lutz (1978) define this source of external stimuli as “a statement to the learner that directs him or her to form a mental picture of the concept to be learned” (p. 494). Miller and Marks (1997) on the other hand, offer a more consumer specific definition that defines instructions to imagine as directions contained in advertising copy that tell consumers to imagine themselves with the actual product. Instructions to imagine have two distinct advantages over both pictures and concrete word use. First, instructions to imagine can be used in a purely audio format and second, it is the only technique that is designed to evoke self-generating imagery. Hence, this method has the potential to be more persuasive because the images generated involving the self have been proven to be more personally relevant and meaningful (Mani & Macinnis, 2000).

However, previous research presents contradictory findings on the effectiveness of this method in not only evoking elaborate imagery processing but also the effects of
this method on attitudes towards the product and product recall. For example, Unnava and Bunkrant (1991) claim that when subjects are exposed to high imagery verbal statements, such as instructions to imagine, they are more likely to form their own images as a natural part of understanding the meaning of the statement. A study conducted by Miller and Marks (1997) presented results supporting this claim. A study by Burns et al. (1993) found no significant response differences between their subjects who were asked to imagine and those who were not. Whilst, Gregory, Cialdini and Carpenter (1982) revealed a significant positive effect of this method on attitude, Mowen (1980) found negative effects. In addition, a number of studies conducted in this field failed to demonstrate any significant main effects of this source of external stimuli on attitude or recall (see; Burns, Biswas & Babin, 1993; Keller & McGill, 1994; Kisielius & Sternthal, 1984; McGill & Anand, 1989). On the other hand, Burns and Babin’s (1997) research did demonstrate that instructions to imagine stimulate vividness and elaboration in mental imagery processing and Mani and MacInnis (2000) found that the mere presence of imagery instructions can have a persuasive impact. This array of conflicting results surrounding the usage of this stimulus prompts the need to further investigate the operation of instructions to imagine in terms of their effectiveness in generating elaborate consumption visions of tourism destinations with or without the accompaniment of pictorial images.

The tourism industry is thought to have a special need for marketing communications that offer appealing imagery cues due to the intangible nature of its products (Stern, 1988). Therefore, it is considered important for tourism marketers and advertising professionals in the tourism field to have a clear understanding and awareness
of the most appropriate imagery-eliciting methods, whether they are verbal, pictorial or a combination of both. Although some research on verbal (concrete words, instructions to imagine) versus pictorial information processing and their combination has taken place, see for example Childers & Houston (1984), this area of research is yet to be extended to the evocation of consumption vision, nor has it been extended to a tourism context.

Thus far, this chapter has presented a review of the previously conducted research and literature surrounding the theoretical constructs and variables of interest to this investigation. Research areas in need of further examination and clarification have also been identified. The following section presents a discussion of the conceptual framework that represents the theoretical concepts central to this study. The chapter concludes by presenting the overarching hypotheses designed to address the previously identified research gaps.

2.8 Conceptual Framework

The first aim of this thesis is to identify the most effective combination of three different types of external symbolic stimuli in evoking consumption visions among tourism consumers. These stimuli are often exposed to tourism consumers via print advertisements such as destination brochures, magazines and billboards. The three stimuli of interest to Study 1 of this research are pictorial images, concrete words and instructions to imagine, and the type of media the study is investigating is print advertisements (discussed previously in Section 2.6). Given this objective, this thesis reviews the marketing communications literature for the purpose of gaining a further understanding of the background and execution of these particular advertising methods.
This research also proposes to empirically explore the relationship between consumption vision and emotion from a consumer decision-making / tourism perspective. The traditional consumer decision-making process is a well-established consumer behaviour model (Moutinho 1984; Sheth, 2004; Woods, 1981). It is described as a mechanistic process consisting of five stages which consumers are assumed to experience when purchasing. These stages include problem identification, information search, alternative evaluation, purchase decision and post choice experience / product evaluation (see Section 2.2). Study 2 of this research is interested in the role of the above-mentioned relationship in the tourism consumer’s decision behaviour. More specifically, this study investigates the influence of the consumer’s evoked consumption vision and their subsequent emotional response on their final purchase decision.

The theoretical background of both emotion and mental imagery offers a plethora of knowledge, stemming from the psychology discipline. The role of these concepts in consumer behaviour, particularly emotion, is fast becoming a popular and warranted research discipline, with more recent focus being placed on hedonic and experiential purchases such as leisure and tourism (Lubbe, 1998; Jenkins, 1999; Kim & Yoon, 2003). The introduction of the term ‘consumption vision’ referred to in this research is just one outcome of these previous investigations. The relationship between mental imagery and emotion has also been established as a result of a considerable amount of research in this area (see Emmons, 1986; Hirschman, 1985; Keller & McGill, 1984; Macinnis & Price, 1987; Schwarz et al., 1988). However, the strength of this relationship, its value as a source of information and its impact on the tourism consumer’s buyer behaviour
throughout the purchase decision process is yet to be investigated. Figure 2.4 illustrates the proposed direction of this research.

Figure 2.3
Conceptual Model of the Research

Key
- Yellow: Consumer Decision Making / Behaviour
- Green: Marketing Communications
- Blue: Psychology / Emotion
- Yellow: Psychology / Mental Imagery
Figure 2.3 illustrates the decision process and the boxed-in area demonstrates the proposed integration of the key variables of interest to the study into the consumer decision-making model. It is anticipated that there will be both main and interactive effects of the three types of external stimuli, presented in the mock print advertisements created for the research, on the respondents’ consumption vision. Based on the previous literature, it is anticipated that an elaborate and quality consumption vision will result in a strong emotional response to the advertisement, which in turn will have some impact on the participant’s decision behaviour.

Previous research also suggests that when consumers consult their elicited emotions throughout their decision process, they are more likely to purchase the product on impulse, as opposed to seeking other alternatives, as a result of their forming an emotional attachment to the advertised product (Elster, 1985). Therefore, the current research hypothesises that the successful evocation of an elaborate consumption vision will in turn influence the tourism consumer’s propensity to partake in the alternative evaluation stage of the consumer decision process as a result of the mediating role of their emotional response.

In summary, this research entails two major experimental studies. The first study seeks to confirm the most effective combination of external symbolic stimuli for eliciting elaborate and quality consumption visions. The second study then tests how the consumption vision, when mediated by an emotional response, influences the consumer’s propensity to either evaluate alternative destination/vacation products or seek closure on their purchase decision.
2.9 Research Questions

2.9.1 Study 1

To reduce the range of alternatives the consumer considers when making their purchase decision, tourism marketers need to focus on evoking elaborate consumption visions. Previous research has explored the effectiveness of pictorial images, concrete words and instructions to imagine in evoking mental imagery (as detailed in sections 2.7.1 – 2.7.3). However, apart from the presentation of some rather ambiguous findings, it was found that prior research has not specifically tested the effectiveness of these three stimuli in evoking consumption vision and its associated emotional response, nor has previous research tested the effectiveness of the combination of these stimuli within a tourism context. Therefore Study 1 of this research aims to address this gap by addressing the following research questions.

Q1 Which combination of external symbolic stimuli (pictorial images, concrete words and instructions to imagine) is most effective in evoking consumption visions and associated emotional responses among tourism consumers?

Based upon the extant literature it is proposed that a relationship exists between a consumer’s consumption vision and their emotional response to the external stimuli. An understanding of this relationship is considered to be of importance to tourism marketers as the consumer’s behavioural intentions may be influenced by their consumption vision only if an emotional reaction is evoked. Therefore, Study 1 also aims to investigate the
nature of this relationship within a tourism context by addressing the following research question;

**Q2** What is the nature and strength of the relationship between the tourism consumer’s consumption vision and emotional response to the advertisement?

2.9.2 Study 2

Once the nature of the consumption vision / emotional response relationship has been established, Study 2 of the research aims to investigate the relationships’ influence on the consumer’s decision-making behaviour. More specifically, Study 2 will examine the influence of the ad-evoked consumption vision and associated emotional response on the tourism consumer’s propensity to either evaluate alternative destination / vacation products or seek closure on their purchase decision. Therefore, Study 2 asks the following question;

**Q1** Does an elaborate consumption vision and its subsequent emotional response have a significant influence on the tourism consumer’s final purchase decision?

2.10 Conclusion

In this chapter, the literature pertaining to the tourism consumer’s decision process and consumption vision has been reviewed. The role that consumer emotions play in the decision making process has also been discussed with specific regard to the tourism related purchase. In addition, a review of the literature surrounding the evocation
of consumption related visions via the use of various sources of external symbolic stimuli was presented. As a result of this appraisal of the existing literature, a number of research gaps deemed worthy of further investigation were identified. The overarching research questions designed to address these gaps are broken down and hypothesised in more detail as the research process unfolds in the following chapters.

Prior to the execution of this research however, a review of the literature surrounding the research paradigm under which this research was operationalised was conducted. The following chapter presents the findings of this review.
Chapter 3

Methodology

3.1 Introduction

A detailed background of the literature and previous research that embraces the study’s main areas of interest was provided in Chapter 2. This chapter reports on the literature surrounding the quantitative research methods that were employed to address the study’s enquiries. Figure 3.1 outlines the direction of this chapter.

Figure 3.1
Outline of Methodology
3.2 Justification for the Paradigm and Applied Method

This research undertook a scientific investigation in order to address the research questions listed in Chapter 2. The scientific approach to this study can be justified via the nature of its inquiry in that the research sought to explore whether certain conditions, events or situations impact upon particular behaviours or events (Spector, 1993). Given this approach, a positivist epistemological position was considered the most applicable in terms of the paradigm in which the methodology employed by this research is embedded.

Despite Popper’s (1976) assertion that positivism as a management philosophy is somewhat null and void, according to Johnson & Duberley (2000) the philosophy’s assumptions remain persuasive and continue to provide the general rationale that underpins most theory and research within the social sciences. According to Creswell (2003) positivism represents a deterministic philosophy in which causes determine effects or outcomes. The knowledge accumulated through a positivistic lens is generally based on measurement of objective reality via the use of numeric and scientifically based reason (Creswell, 2003). Johnson and Duberley (2003) represent positivism as a set of assumptions concerning the aims of the research, the appropriate research methods and the relationship between the researcher and the researched. These assumptions and their associated tenets surrounding this philosophy will be discussed with reference to the present research, providing further discussion as to why this study belongs under this particular knowledge claim.

The first assumption of positivism proposes that the aim of the research should be driven by the generation of causal laws. Further, the aim of the research should be to identify causal explanations that explain regularities in human behaviour (Johnson & Duberley, 2000). According to Davis (1985), the need to develop causal
propositions supported by data and logic underpins an emphasis on experimental and cross-sectional research designs. As previously mentioned, this research involved two investigations. The first consisted of an investigation of the impact of various imagery evoking stimuli on an individual’s imaginative and emotional responses to an advertisement. In other words, what type of external stimuli causes an individual to experience elaborate imagery and what type of external stimuli causes an individual to experience an emotional response to an advertisement? The second investigation entailed the measurement of the impact of the evoked imagination or consumption vision and emotion on the individual’s decision process. That is, does the evocation of these two constructs cause the individual to behave in a certain manner when considering their purchase decision? The researcher attempted to determine a causal relationship between the variables included in this study by examining the impact of the stimuli on effect, hence adhering to this causal law assumption identified by Johnson and Duberley (2000).

The second assumption concerns the research methodology. Johnson and Duberley (2000) propose that the central tenet behind this assumption is that the chosen method should be one that replicates that of the natural sciences which implies consideration of internal validity, external validity, reliability and operationalisation. Experimental methods are viewed by Field and Hole (2003) as providing the clearest possibility of establishing cause – effect relationships. Such methods are not only renowned for their internal validity maximisation, the tight documented controls associated with experimental designs but also contribute to the consistency and replication of the original research resulting in high reliability (Johnson & Duberley, 2000).
However, although an experiment can be said to be internally valid, for the results to be useful they must be externally valid, that is, generalisable beyond the confines of the particular experiment. The external validity of an experimental design often raises concerns among social science researchers, particularly in regard to its generalisability (Field & Hole 2003). For example, Creswell (2003) suggests that due to the tightly controlled laboratory conditions that often house the experiment, the researcher should take care when generalising beyond the groups in the experiment to the outside world. On the other hand, Cooper and Schindler (2003) advocate that an artificial setting may produce results that are not entirely representative of larger populations as a result of participants simply reacting to the stimulus because they are involved in a study, as opposed to responding to the stimulus as they normally would in every day situations. However, the fact that the results of the investigation central to Study 1 are not entirely generalisable to the broader population was not a concern to the researcher as the goal of the present research was one of theoretical explanation (Sternthal, Tybout & Calder, 1994). Therefore the generalisation of the studies’ results to the outside world is not necessary to fulfil the studies’ main objectives.

The final implication of this positivism assumption, operationalisation, is described by Easterby-Smith, Thorpe and Lowe (2002) as the need for constructs to be operationalised in a way which enables theoretical propositions to be empirically tested. In other words, the researcher needs to have a clear understanding of the central meaning of the construct in order to transform its broader theme into a representative variable that can be measured objectively via numeric or statistical methods. The experimental methods adapted for the current research required that the researcher operationalise the transformation of the relevant constructs via the application of rigorous statistical procedures. These procedures entailed the
quantitative reduction of a number of themes that embraced the constructs, resulting in a small number of representative variables that could be measured quantitatively. Therefore, the researcher remains confident that the current research was consistent with this requirement. In sum, the experimental methodology adopted to embrace both studies appears to be one that does in fact replicate that of the natural sciences. Special care was taken by the researcher to sustain the internal validity and reliability assumptions surrounding this particular method and precautionary measures were also put in place to minimise any potential threats to the studies’ external validity.

The final underlying assumption of the positivist approach concerns the relationship between the researcher and the researched. A positivist viewpoint presents three central ideologies regarding how the researcher and their respondents should interact. First, in order to protect the objectivity of the observations, the observer should be totally independent of what is being observed. Second, the choice of what is to be studied, and how to study it, is determined primarily by objective criteria rather than by human intuition and interests. Third, theory must be tested against the facts of the situation so that the research produces results that correspond to an independent reality (Johnson & Duberley, 2000). With regard to the first ideology, in experimental and survey research the researcher remains a detached observer and attempts are made to eliminate or at the very least minimize bias through the standardisation of the various instruments used for data collection (Neuman, 2006). The chosen methodological procedure for this research complied with this principle. The criteria by which the choice of what to study was made were compliant with the second principle in that the researcher based the studies’ enquiries on apparent needs within the research field as opposed to their personal aspirations and interests. Finally, given that the theoretical foundation of this research was
predominantly based on previously proven research and the experiment’s results were generated via numeric statistical methods, one can assume that these results constitute observable as opposed to subjective data that is representative of an independent reality.

In summary, the positivist approach to research in the social sciences is still to this day considered a valid and reliable method of enquiry (Easterby-Smith et al., 2002). As discussed in the former literature, the research methodology chosen to address this study’s main enquiries align sufficiently with the central assumptions and tenets belonging to the positivist paradigm. One of the main determinants of the study’s adoption of this paradigm was the use of an experimental design which is viewed as one the key elements of this scientific method (Easterby-Smith et al., 2002). The following section provides a more detailed discussion of this quantitative method, presenting insight into why this experimental design was considered most appropriate for this study and the benefits of its use both in the social sciences and tourism research.

3.3 Experimental Design

The two primary aims of this study were to first, confirm the impact of various imagery evoking stimuli on the tourism consumer’s consumption vision and emotional response, and second, investigate the impact of both of these constructs on the consumer’s decision behaviour. Both of these objectives required the adoption of a method that allowed the researcher to measure a cause and effect phenomena. An experimental design method, as noted previously, was seen as the most suitable approach in assisting the researcher to accomplish these objectives. The reasons and
justification supporting this method selection will be discussed in the following section.

The experimental method of enquiry has gained much respect among researchers. For example, according to Bouma (2000) experimental design provides the most rigorous test of a hypothesis which specifies that a change in the independent variable causes changes in the dependent variable. This view is supported by Spector (1993) who posits that experimental studies are considered to be more powerful than non-experimental designs, particularly when unveiling causal relationships among certain variables. Cooper and Schindler (2003) are also in agreement with this view, claiming that the experiment comes closer than any other primary data collection method to convincingly establishing a causal relationship between variables of interest. According to Spector (1993) this is due to the fact that through control and randomization, potential confounding effects can be removed from the study, reducing the risk of invalid and unreliable results.

Control is a crucial element in experimental research (Neuman, 2006). The extent of control the researcher has over their study has a substantial influence on the reliability and validity of the conclusions drawn from the results of the study, that is whether or not the independent variables did indeed cause a change in the dependent variable (Field & Hole, 2003). According to Cooper and Schindler, (2003) one of the primary advantages of experimental research is that contamination from extraneous or confounding variables that may interfere with the causal relationship can be controlled far more effectively than any other designs. In the current study, the researcher needed to be certain that each combination of external stimuli would be the only factor to cause a consumption vision and emotional response and these responses would be the only factors directly responsible for the resultant decision behaviour.
Therefore, in order to draw such valid and reliable conclusions based on the current study’s hypothesised causal relationships, a certain element of control was necessary to maximise the validity and reliability of the current research, hence the adoption of the experimental design.

Due to the between groups differences of interest to the current study, randomisation is a further important component of experimental research. According to Neuman (2006), random assignment facilitates comparison in experiments by creating similar groups. In addition, a random assignment process is one in which all cases have exactly the same chance of ending up in any one of the experimental conditions. This is considered important in experimental research that seeks to investigate differences between groups because the researcher needs to have some degree of certainty that the actual differences that occurred between the groups did not differ in terms of confounding variables that may offer alternative explanations for the experiment’s outcome.

Random assignment is by far the most common and easiest way to control for confounding variables, which in turn can contribute to the sensitivity of measurement of the hypothesized relationship via the reduction of extraneous “noise” (Cooper & Schindler, 2003; Reaves, 1992). However, when randomly assigning participants to the different groups it is essential that the researcher do so in a non-systematic way to avoid the possibility of systematic differences among the participants that could also affect the experiment’s outcomes (Creswell, 2003). As the literature suggests, randomisation is yet another principle of experimental research that contributes to the reliability and validity of the results of any cause and effect oriented study that adopts this scientific approach.
There are several experimental approaches that may be implemented to examine cause and effect enquiry. These include quasi-experimental designs, observational methods and ‘true’ experiment designs. However, quasi-experimental and observational methods do not allow the researcher to unambiguously establish a cause and effect relationship in the same way that ‘true’ experimental designs do (Field & Hole, 2003). For this reason, as well as those discussed further in the following section, the current research has chosen to use a type of ‘true’ experiment design known as ‘a between groups factorial design’.

3.4 Factorial Experimental Design

A factorial design uses two or more independent or treatment variables in combination (Neuman, 2006). According to Creswell (2003) this widely applied behavioural research design examines not only the effects of each treatment variable separately but also the effects of the variables when used in combination, thereby providing a rich and revealing multi-dimensional view of the outcomes. In Study 1, the researcher was interested in examining the impact of numerous combinations of the independent variables of picture and text (external stimulus) on the participant’s consumption vision and emotional response. In Study 2 the researcher was interested in the impact of these elicited variables (consumption vision and emotional response) on the participant’s decision behaviour. Hence in both studies, more than one independent variable was manipulated.

The nature of these enquiries suggested the need for a design that was structured so that every level of one independent variable was crossed or associated with the other. For example, in Study 1, there were two independent variables, each with three different levels, and the researcher was interested in determining which
combination of the different levels on the text variable and the different levels on the picture variable was most effective in evoking an elaborate consumption vision. In order to achieve this a 3 x 3 design was implemented, resulting in nine conditions. In Study 2, however, in a bid to achieve significant variance among the participants’ visionary responses to the external stimuli, only the most and least effective combination of external stimulus revealed in Study 1 would represent the independent variables, resulting in only four conditions. However, the interaction effects between the levels of the independent variables were still of interest, providing the researcher with confirmation of the hypothesised outcome of Study 1.

As well as being substantially suitable to the objectives of the research, factorial experimental design facilitates in two ways results that are informative, valid and reliable. First, a factorial design allows the determining of joint effects (interaction) of independent variables as well as their independent (main) effects. The main effect provides the researcher with information regarding the sole impact of each independent variable on the dependent variable, while the interaction effect provides information regarding the joint or qualified effect of both variables (Speck, 1993). Second, factorial design is said to increase the precision of findings, which in turn can reassure the researcher that the outcome of the study is both valid and reliable (Burns, 2000). Overall, a factorial experimental design is a sophisticated scientific method that, if performed and interpreted correctly, can enhance the researcher’s confidence that their findings are an accurate representation of the cause and effect phenomenon of interest.
3.5 Experimental Design and Tourism Research

Walle (1998) offers a debate on the appropriateness of scientific techniques, such as the one adopted for this research, for research within the field of tourism. The author argues that one of the disadvantages of the use of quantitative methods in general is that such methods often require the researcher to refrain from using insight, intuition and other ‘non-rigorous’ knowledge. Further, Walle also argues that openly scientific methods can also hinder understanding of certain phenomena, particularly when studying people and society. In contrast, however, Reaves (1992) advocates that the quantitative approach to research within the social sciences does not deny or ignore personal experiences in that such experiences are quantified and measured before they are scientifically studied. The current study aimed to do precisely that as the intention was to first measure the potential tourism consumer’s imaginary and emotional response to certain external stimuli and then assess the impact of this response on their purchase decision behaviour.

Although experimental research is considered less common in leisure and tourism research, this method is particularly popular when assessing the content and presentation of advertisements in terms of their impact on potential consumers’ product interest (Finn, Elliott-White & Walton, 2000). Gunn (1994) also claims that experimental research has application to tourism, particularly when investigating changes in practice, or when pre-determining the success of various promotional packages designed to capture particular market segments. With further regard to the current research, Pizam (1994) suggests that experimental design is useful in determining the causal effect of information exposure over destination selection, hence providing further justification for the adoption of this method.
The previous literature has provided a broad discussion of the reasons why this scientific quantitative approach belongs under the positivist paradigm. It has justified why this paradigm is most suitable for the research, why an experimental design is the most appropriate and its place in tourism research. Certainly, there are limitations associated with the application of this method and these will be discussed in the following section.

3.6 Limitations of the Methodology

3.6.1 Threats to Validity in Experimental Design

According to Creswell, (2003) there are several threats to validity that can raise doubts about the conclusions drawn from a study when implementing an experimental design. These potential threats may effect both the internal and external validity of the study. Threats to the study’s internal validity may occur when wrongly administered or controlled experimental procedures, treatments, or experiences of the participants threaten the researcher’s ability to draw correct inferences from the data (Creswell, 2003). Field & Hole (2003) list these potential threats as being group threats, regression to the mean, time threats, history, maturation of the sample, instrument change, differential mortality and reactivity or experimenter effects. The external validity of a study becomes threatened mainly when the researcher wrongly generalises their results to other persons or settings beyond the groups under study (Cooper & Schindler, 2003). The potential internal and external threats to the current research’s validity are now addressed.

Threats to the study’s internal validity. One of the threats to the internal validity of experiments identified by Field and Hole (2003) is history or events in the
participant’s lives that are unrelated but may affect their responses to the manipulations of the independent variable. In the current study, some participants were asked to rate their visionary and emotional responses to an advertisement that portrayed an image of an island destination, one that was surrounded by water, sand and sun. There were two potential issues with this manipulation with regards to the history factor that may hinder the study’s internal validity.

First, participants may have recently visited an island destination and had a negative experience, which in turn may have resulted in their reacting negatively towards the stimulus. For example, if the stimulus had evoked a distressing consumption vision, this in turn may have evoked a negative emotional response to the advertisement and their decision to purchase. Second, participants may have spent a lot of time in the past visiting island destinations and as a result have been tired of the sun, surf and sand type of holiday. This may once again have resulted in a negative or non-elaborate consumption vision and a low emotional response in that the images may not have excited the participant. Or similarly, the participant may have lived or worked at a destination that had the same types of features, hence this type of vacation may not have been ideal for that particular individual.

The researcher implemented early intervention and control for these possible reactions and a number of general questions regarding the participants’ recent travel experiences were included in the questionnaire. These open-ended questions included: “How did this advertisement make you feel?” “What did you like least about this advertisement?” and “How long has it been since your last holiday experience?” Participants were also asked to briefly describe their preferred type of holiday in this open-ended section of the questionnaire. The responses to these questions were coded and analysed to assist the researcher in identifying any potential confounding effects.
that these variables may have had on the participants’ visionary responses to the advertisements. The random assignment of participants to the various experimental conditions also assisted in the control of these potential threats to the study’s validity.

A further threat to the study’s internal validity is experimenter effects or instrument reactivity (Spector, 1993). This threat generally occurs as a result of the participants responding to the experimenter or the instrument in such a way that they feel is necessary to assist the researcher or when experimenters subtly and unconsciously bias the results by giving away too much information regarding the hypotheses of the study and even the desired results or outcome (Field and Hole, 2003). The researcher controlled for this risk through the delivery of formalised instructions that were used consistently across the different groups of participants and the dispersion of limited information in terms of the actual hypotheses of the study.

Another potential intervening factor identified by the researcher refers to the realism of the instruments manipulated in the study. That is, was the pictorial and textual copy manipulated in the advertisements representative of what the participant would expect to see whilst reviewing tourism destination promotion material? To ensure the realism of the copy featured in the experiment’s mock advertisements, the researcher sought advice from an expert panel comprising industry professionals and academics with practical and theoretical knowledge of destination marketing techniques. Questions referring to the realism of the advertisement copy such as “Was this pictorial image typical of those you would find in a tourism destination advertisement?” were also included in the questionnaire to provide the researcher with feedback regarding their success in controlling for this potential confounding factor.
Threats to the study’s external validity. As mentioned previously, threats to a study’s external validity generally refer to the wrongful generalisation of a study’s findings from a minority sample to the wider population. Study 1 used university students between the ages of 18-25. Previous research in this area has at times criticised the use of university students in academic research (see for example Soley & Reid, 1983). However, given that the research goal of this stage of current study is one of theoretical explanation as opposed to generalisation, a homogenous sample such as university students is considered to be suitable for this study (Sternthal et al., 1994). In addition, Sternthal et al. (1994) suggest that when the researcher is interested in theoretical explanation, a homogenous sample is actually the preferred option. Furthermore, the use of this sample in the study provides reliable results indicative of the most effective methods of advertisement design for tourism marketers who may be targeting the student market. Study 2 on the other hand, was not exposed to this particular threat as the data were collected from a sample population consisting of members of the broader community.

3.6.2. Threats to Reliability in Experimental Design

The potential threats to an experimental design’s reliability, or most quantitative techniques for that matter, refer to the accuracy and precision of the measurement instruments and procedures (Cooper & Schindler, 2003). More specifically, the reliability of an experimental design is determined by the ability of the measurement instruments or scales employed for the research to reproduce the same results under the same conditions (Finn et al., 2000). The scales included in the current study’s questionnaire posed simple and clearly worded questions designed to yield the same results on all occasions. In addition, the scales were subjected to statistical tests such as Principle Components Factor Analysis and Reliability
Analysis, both of which are specifically designed to confirm the robustness of the scale’s reliability.

According to Cooper and Schindler, (2003) the researcher can further improve the reliability of the experiment’s results, firstly by standardising the conditions under which measurement occurs, and secondly by broadening the sample of measurement questions to identify possible confusion among the participants. As mentioned previously, the administration of the experiment was standardised with all participants given exactly the same briefing and instructions. Furthermore, additional, and somewhat repetitive, items were included in the questionnaire to ensure that participants had correctly interpreted and understood the measurement instrument’s key questions. These additional items were also included to identify and control for potential ‘yea-saying’ bias (Anastasi, 1982). Given that these particular methods were put in place, it was expected that the measurement instruments utilised in the two experiments posed no threat to the reliability of the results of this research.

3.7 Conclusion

This chapter illustrates how this research lies within the positivist paradigm and justifies the use of experimental design as the appropriate quantitative method for the research undertaken in this thesis. Given that the primary aim of the research was to establish a cause and effect relationship, the experimental design approach was seen as the most appropriate for providing valid and reliable results. Finally this chapter identified the potential issues associated with the internal and external validity of the experimental approach and addressed each issue with reference to the current study, listing the strategies via which these issues were avoided. The following chapter will present the independent and dependent variables relevant to Study 1 and
the design process behind the creation of the necessary instrumentation and scales designed to address the overarching research questions previously identified in Chapter 2.
Chapter 4
Measurement Design and Pilot Testing for Study 1

4.1. Introduction

Chapter 3 presented a theory driven discussion on the epistemological background of the thesis research methodology. This chapter will present a practical insight into the implementation of the first phase of the research project. This includes a description of the variables of interest to the study and the results of a pilot study performed to test the study’s instrumentation. The operationalisation of the study’s independent variables and the corresponding manipulations are also assessed via the pilot study. An outline of this chapter is illustrated in Figure 4.1.

Figure 4.1.
Outline of Chapter 4
4.2 Variables

Study 1 was specifically designed to examine the effectiveness of the combination of two different types of external stimuli, one of a textual nature and the other pictorial, in evoking elaborate consumption visions and emotional responses. The cause and effect enquiry consisted of a 2 x 2 x 2 factorial experimental design comprising three independent variables, each with two levels (see Figure 4.2) and three dependent variables.

Figure 4.2

Independent Variables - Study 1
4.2.1 Independent Variables

The three independent variables operationalised in this initial study were pictures, concrete words and instructions to imagine. The picture variable consisted of two levels – a concrete style picture and a less concrete style picture. A concrete style picture is described by Babin and Burns (1997) as one where the subject is easily identifiable as a person, place or object. Concrete style pictures have been shown to be more effective than less concrete in terms of imagery evocation (see Babin & Burns, 1997; MacInnis & Price, 1987). The concrete words variable and the instructions to imagine variable both consisted of the two levels - present or absent.

4.2.2 Dependent Variables

The dependent variables investigated in this study consisted of the participant’s elicited consumption vision and their associated emotional response. The emotional response variable was included in the latter part of the study to investigate the impact of the participant’s elicited consumption vision on their emotional response to the destination featured in the advertisements. The instrumentation and manipulations specifically designed to measure these variables were tested via a pilot study. The procedure and results of this pilot study are discussed in the following.

4.3 Pilot Study Design

As Study 1 involved the implementation of an experimental design using various manipulations and the use of a large-scale questionnaire, it was deemed necessary to conduct a pilot study to test the manipulation effects and assess the validity and reliability of the questions created to measure the dependent variables. According to Cooper and Schindler (2003) pilot testing is intended to reveal errors in design and improper control of extraneous variables. This method of pre-testing permits the
researcher to refine their instrument and identify any potential confounding factors that may interfere with the results. In this sub-section the design process and administration of the instruments used in this study are described and the results of the preliminary tests that assess the reliability and internal consistency of the instrumentation are reported. Finally, the results of the MANOVA performed to explore the Main and Interaction effects of the stimuli are presented. A discussion regarding the required alterations to the design of the experiment, as identified in the pilot study, concludes this discussion.

4.3.1 Stimulus Material Development

This study seeks to investigate the impact of three different types of external stimuli, comprising pictures, concrete words and instructions to imagine, on the tourism consumer’s consumption vision and emotional responses to a destination advertisement. As formerly mentioned, to carry out this investigation, a 2 x 2 x 2 factorial experimental design was adopted. Drawing upon previous research, it was proposed that the three key independent variables (external stimuli) could be operationalised via the use of eight different print advertisements, each featuring a different combination of the external stimuli. Table 4.1 illustrates these different combinations that comprise the eight corresponding cells of the experiment. Based on previous theoretical findings, a graphic designer was briefed with regard to these requirements and after frequent consultation, three different versions of each combination (24 advertisements) all featuring a fictitious island destination were created.
Table 4.1

*Proposed Advertisement Designs / Conditions for Study One Pilot Test*

<table>
<thead>
<tr>
<th>Advertisement 1</th>
<th>Advertisement 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Picture</td>
<td>Less Concrete Picture</td>
</tr>
<tr>
<td>Concrete Words</td>
<td>Concrete Words</td>
</tr>
<tr>
<td>Instructions to Imagine</td>
<td>Instructions to Imagine</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertisement 3</th>
<th>Advertisement 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Picture</td>
<td>Less Concrete Picture</td>
</tr>
<tr>
<td>No Concrete Words</td>
<td>No Concrete Words</td>
</tr>
<tr>
<td>Instructions to Imagine</td>
<td>Instructions to Imagine</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertisement 5</th>
<th>Advertisement 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Picture</td>
<td>Less Concrete Picture</td>
</tr>
<tr>
<td>Concrete Words</td>
<td>Concrete Words</td>
</tr>
<tr>
<td>No Instructions to Imagine</td>
<td>No Instructions to Imagine</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertisement 7</th>
<th>Advertisement 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Picture</td>
<td>Less Concrete Picture</td>
</tr>
<tr>
<td>No Concrete Words</td>
<td>No Concrete Words</td>
</tr>
<tr>
<td>No Instructions to Imagine</td>
<td>No instructions to imagine</td>
</tr>
</tbody>
</table>

A panel of experts was brought together to discuss the different advertisements in terms of the required manipulation effects and possible intervening variables that hadn’t been previously recognised. The primary objective of this expert panel was to decide on the eight most suitable advertisements in terms of their compliance with the aims of the experiment. The panel consisted of six advertising and marketing professionals who were either currently employed in the field or had taken on academic positions in this discipline. The experts were selected for their relevant experience and knowledge of marketing communications. As a result of the
panel discussion, the eight final versions (one of each condition) of the manipulated advertisements were selected and suggestions regarding the format and layout of the advertisements were discussed with the graphic designer (see Appendix 1 for the original print advertisements).

4.3.2 Questionnaire Design

The questionnaire consisted of 43 items, 17 of which were designed to measure the dependent variable consumption vision and 14 to measure emotional response. Three items were included for the purpose of manipulation checks and a further four items were included to collect demographic information relating to age, gender, relationship status and nationality. Six open-ended questions were also included in order to collect some general information about the advertisements such as the most and least preferred features and the way the advertisement made the participant feel.

Measurement of consumption vision. The scale designed to measure the participant’s consumption vision consisted of 17 items (see Appendix 2). Eleven out of the 17 items included in the scale were measured using a 7-point Likert type scale ranging from 1 = strongly disagree to 7 = strongly agree. The researcher developed these items after a comprehensive review of the literature surrounding the construct of consumption vision. The scale included items specifically designed to enable the participant to record their visionary and imaginary responses to the presented advertisement and included questions such as: ‘Whilst reviewing the attached advertisement many images came to mind’; ‘I could easily construct a story about myself and the destination based on the mental images that came to mind’ and ‘It was easy for me to imagine being at the destination portrayed in the advertisement’. The
theoretical underpinnings of the consumption vision concept, (see Phillips et al., 1995 & Walker & Olsen, 1994), previously discussed in Chapter 2 provided the basis for the development of these 11 items. The remaining six items were adopted from the Miller, Hadjimarcou & Miciak (2000) Ad- Evoked Imagery Scale and measured using a Semantic Differential. Participants were asked to rate the quality of the images on five dimensions – vividness, clarity, intensity, sharpness and appeal.

Measurement of emotional response. Fourteen items were included to measure participants’ emotional responses to the allocated advertisement (see Appendix 3). Nine of the items were adapted from the Well’s (1998) Emotional Quotient Questionnaire and the remaining five items emerged as a result of the review of the existing literature. Examples of the types of questions that emerged from the relevant literature surrounding the emotional construct included: ‘This advertisement makes me feel good’ (Emmons, 1986). ‘This advertisement stimulates a desire within me to experience the destination’ (Keller & McGill, 1984) and ‘I feel an emotional attachment to the destination’ (Etzioni, 1988). A 7-point Likert- type scale was again applied to measure the responses.

4.3.3 Manipulation Checks.

The manipulation checks created for the study included specific measures to assess the effectiveness of the manipulated independent variables, that is, the various external stimuli featured in the advertisements. For the picture variable, the concrete picture condition comprised two detailed colour photographic images of an island destination. The images were designed in such a way that the respondents who received this condition would be able to easily identify these images as portraying a tropical island scenario. Babin and Burns (1997) describe a less concrete or abstract
type picture as one where the subject is less identifiable, hence, the less concrete picture designed for this study featured only parts of this scene and included a picture of blue sky and the tip of a palm tree and a picture of two deckchairs against a plain blue backdrop. To test for the concreteness / non concreteness of the picture condition, participants were asked, ‘When you first looked at the picture in the ad, how easy was it to recognise that it was a picture of an island destination?’ Participants responded via a 7-point Likert scale ranging from 1 = extremely difficult to 7 = extremely easy. For the concrete words variable, those participants who received an advertisement that included the presence of concrete words were asked, ‘Were you able to form a mental picture in your mind of the objects or images that these words were representing?’ They responded by circling either ‘yes’, ‘no’ or ‘unsure’. Finally, for the instructions to imagine variable, those who were given an advertisement featuring this condition were asked, ‘Did these instructions to imagine tell you to imagine or picture something in your mind?’ Again the participants were given the choice of ‘yes’, ‘no’ or ‘unsure’. These manipulation checks were adapted from a study conducted by Babbin and Burns (1997), which measured the effectiveness of similar stimulus and were shown to be very efficient in terms of their reliability.

4.4 Pilot Test Of Instrumentation

4.4.1 Pilot Study Procedure /Administration

A convenience sample consisting of 88 university students recruited from a second year marketing course was used to test the questionnaire. Once the participants had completed a consent form and familiarised themselves with the researcher’s instructions, to eliminate the possibility of systematic bias and systematic differences between the participants they were randomly assigned to review one of the eight
different conditions. In order to limit the likelihood of demand effects, the participants were not told that the experiment was designed to measure advertising-evoked imagery. Rather they were told that the researcher was testing the viability of a new tourism advertisement. The full colour advertisement was presented to the participants on A4 size glossy paper. This was attached to the affiliated questionnaire in such a way that they could easily detach the advertisement and refer to it while answering the questionnaire. The entire procedure took each participant an average of 15 minutes to complete.

4.4.2 Pilot Study Results

All 88 completed questionnaires were sufficiently completed and considered usable. Once entered into the SPSS program the data were subjected to a factor and reliability analysis to test the reliability and validity of both the consumption vision and emotional response scales. The manipulations of the experiment were also investigated in terms of their effectiveness in evoking the desired responses. Finally, a factorial MANOVA was performed on the data to further investigate and identify potential problems or issues with the independent variable manipulations by exploring the main and interaction effects of the stimulus. The results of these tests are presented below.

**Factor and reliability analysis – Consumption vision scale.** The consumption vision scale was subjected to a principle components factor analysis with varimax rotation. The initial analysis revealed three factors with nine items loading onto factor one, six items loading onto factor two, and two items loading on factor three (see Appendix 4a). Three of the 17 items also produced a correlation of more than .425 on more than one factor, indicating that these three factors may not have been robust or
independent of each other (Conlon, 2002). After further examination of the problematic items, it was decided that these three items could be removed without having any great impact on the reliability of the scale. The analysis was then re-run and produced a more robust solution with 10 items loading onto factor one and the remaining four loading onto factor two with the two factors explaining 39.7% and 24.4% of the variance respectively, accounting for a total of 64.1% of the variance (see Appendix 4b). This solution presents strong evidence of the discriminant validity of the two factors comprising this scale and, therefore, was named based on the nature of the items that loaded on to each factor. Factor one described the participant’s consumption vision in terms of their elaboration and self-involvement in the images that came to mind as a result of reviewing the advertisement. Therefore, this factor was titled ‘elaboration’. The items clustered in factor two described the quality and clarity components of the participant’s consumption vision such as the vividness and intensity. This factor was titled ‘quality’.

As a final evaluation of the internal consistency and accuracy of the consumption vision scale, a statistical reliability analysis was conducted on both the elaboration and quality subscales and the entire consumption vision scale. According to Nunnally and Bernstein, (1994) a Cronbach Alpha equal to or greater than .70 is indicative of satisfactory reliability. A Cronbach Alpha for the elaboration subscale, comprising ten items, of .93 indicated that all participants had responded in a consistent pattern to items included in this subscale. The quality subscale, consisting of four items, also produced a reasonably high Cronbach Alpha of .849. The Cronbach Alpha for the entire scale was .94 and no removal of items would have enhanced this reliability measure. These three results demonstrated that the scale developed for the measure of the consumption vision construct could be applied with
confidence that the responses were an accurate and reliable measure of consumption vision.

*Factor and reliability analysis – Emotional response scale.* The scale designed to measure participant’s emotional response to the advertisement also underwent factor and reliability analysis to assess the reliability and internal consistency of the scale. The Eigenvalues for this scale, along with the corresponding scree plot, presented a 3-factor solution, which accounted for 68.3% of the total variance. For ease of interpretation of the factor loadings the varimax-rotated solution was used to further examine the scales initial factor structure (see Appendix 5a). The 3-factor structure revealed a number of complex items, with 7 of the 14 items loading onto two factors. Further, an attempt to categorise the factors indicated that a few of the items could possibly be measuring the same thing and consequently could be discarded from the questionnaire. In addition, some of the items included in the factors did not appear to be logically compatible. Given these findings, the factor analysis was repeated with the omission of two complex items that were deemed repetitive and unnecessary for the study.

The second analysis again revealed a 3-factor solution accounting for 70.1% of the variance (see Appendix 5b). However, this second analysis still remained rather complex with 5 of the 12 remaining items still cross-loading on two factors. The items were once again reviewed in terms of their necessity and contribution to the emotional response measure. It was decided that the three negatively phrased items designed to measure the participant’s opinion of the advertisement should be deleted as low scores on remaining items such as “This advertisement is very appealing to me” and “I think this is a wonderful advertisement” were considered by the researcher as a suitable representation of negative opinions among the participants. After the
omission of items, a final analysis was run resulting in a 9 item uni-dimensional scale that accounted for 60% of the variance. This was viewed to be a logical factor solution, given that the motive behind the creation of the scale was to measure one construct - emotional response.

To confirm the internal consistency of the newly created scale, a reliability analysis was performed. A Cronbach alpha of .913 provided reassurance that the scale was a justifiable measure of emotion response. This score did not improve with the elimination of any of the nine items.

**Manipulation checks.** As previously mentioned, the manipulation checks were included in the questionnaire to ensure that the three different manipulated stimuli were reliable in terms of their intended interpretation by the participants. The concrete versus less concrete picture manipulation posed some issues as no significant difference \( (F = 1.67, p > .005) \) was found between the recognisability of the concrete picture \( (M = 6.5) \) and the less concrete picture \( (M = 6.0) \). A review of the question that addresses this particular manipulation check suggested that the wording may have been somewhat leading in that it included the words ‘Island Destination’. Therefore, a further manipulation check was performed. The researcher presented the less concrete picture to an additional 20 students and asked them to describe what they saw. Most of the students simply noted the words ‘blue sky’ and ‘deckchairs’ signifying that when presented alone without leading questions the picture could be described as less concrete than the picture featuring the entire scene. In addition, a review of the questions itself resulted in its rewording for the final study to enhance this manipulation effect.

The concrete words condition was considered to be effective with 81% of participants agreeing that they were able to visualise the images the words attempted
to elicit. The instructions to imagine stimulus manipulated in the advertisements were also effective with 88% of participants agreeing that they were instructed to imagine or picture something in their mind.

*Main and interaction effects between the three external stimuli.* A correlation analysis performed on the previously determined dependent variables - elaboration and quality - revealed a Pearson’s r of .70. Given this relatively high positive correlation between the two dimensions of the consumption vision construct, a MANOVA was viewed as the most appropriate statistical technique to examine the main and interactions effects of the independent variables. More specifically, a 2 x 2 x 2 between subjects factorial MANOVA was performed to investigate the main and interaction effects between the pictures, (concrete and less concrete), concrete words, (present and absent), and instructions to imagine, (present and absent), on the elaboration and quality of the participant’s consumption vision.

With regards to the main effects of the concrete and less concrete pictures used in the study, the MANOVA revealed a significant result for both the elaboration component, (F (1,80) = 7.68, p < .05) and the quality component, (F (1,80) = 9.53, p < .05), of the participant’s consumption vision. The type of picture used in the advertisement significantly affected the participant’s ability to experience an elaborate and quality consumption vision. First, for the dependent variable elaboration, participants reported greater elaboration when exposed to concrete pictures (M = 5.85) versus less concrete pictures, (M = 4.60). Second, for the dependent variable quality, participants reported that their consumption vision was of higher quality when they were exposed to the concrete picture (M = 5.66) as opposed to the less concrete picture (M = 4.84). This result suggests that despite the poor results of the picture
manipulation check, it appeared that participants did interpret the concrete and less concrete pictures as intended.

The main effects of both concrete words and instructions to imagine on both the elaboration and quality dimensions were non-significant. This result implied that the manner in which the conditions of concrete words and instructions to imagine were operationalised had no significant affect on the participant’s consumption vision.

In terms of the interaction effects between these three variables, no significant results were revealed, indicating that the participant’s consumption vision was not directly influenced by any particular combination of the three stimuli (see Table 4.2).

Table. 4.2

*Main and Interaction Effects Between the Three Stimuli*

<table>
<thead>
<tr>
<th>Stimulus</th>
<th>Elaboration</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F-Value</td>
<td>Sig</td>
</tr>
<tr>
<td>Picture</td>
<td>7.68*</td>
<td>.01</td>
</tr>
<tr>
<td>Words</td>
<td>.68</td>
<td>.41</td>
</tr>
<tr>
<td>Instructions</td>
<td>.08</td>
<td>.77</td>
</tr>
<tr>
<td>Picture*Words</td>
<td>.33</td>
<td>.57</td>
</tr>
<tr>
<td>Picture*Instructions</td>
<td>3.85</td>
<td>.08</td>
</tr>
<tr>
<td>Words*Instructions</td>
<td>.018</td>
<td>.89</td>
</tr>
<tr>
<td>Picture<em>Words</em>Instructions</td>
<td>1.81</td>
<td>.18</td>
</tr>
<tr>
<td>Error</td>
<td>98.24</td>
<td></td>
</tr>
</tbody>
</table>

* Significant at the 0.05 level
Revision of Stimulus Materials. Reflecting on the non-significant main effects and interactions between the three stimuli, it was decided that there might be some potential issues with the stimulus design presented to the participants. Following a comprehensive review of the advertisements and further exploration of the literature, a number of potential problems were revealed. The first problem was the actual layout of the advertisement featuring both pictures and words, in that the pictorial images more or less took up the entire A4 page with the instructions to imagine being a part of the image as opposed to standing alone. Hence, the image may have actually overpowered the text resulting in the text being unnoticed. Another issue with the picture condition was that one of the images included in the concrete advertisements featured the back of a topless female standing waist deep in a lagoon. However, on closer observation of the advertisement, one could notice the side of the woman’s breast. Although this did not appear to be a problem to members of the expert panel who initially reviewed the images, it was decided that this could have been somewhat distracting for the student population participating in the experiment. Qualitative responses that commonly revealed that the “naked woman” was the favourite feature of the concrete advertisement also raised concern in terms of this possible intervention.

The second problem to be identified involved the text stimulus of the advertisements. First, the instructions to imagine, despite the fact that 88% of participants agreed that they did instruct them to imagine, did not actually invite the participants to elaborate on their mental image. In addition, the instructions also tended to complement the pictorial images in their wording rather than stand out as a separate stimulus. Second, the concrete words used in the advertisement may have
also gone unnoticed due to the small font size of the text and the exclusion of rich adjectives that accentuate the scenes. Copies of these advertisements can be found in Appendix 1.

The main aim of this pilot study was to test the instrumentation, materials and experimental procedure designed to identify the most effective combination of external stimulus in evoking consumption vision. The non-significant results of the main and interaction effects of the three stimuli highlighted areas of the study needing some modification. Therefore, once the potential issues with the three manipulated stimuli were identified, a number of changes were made to the instrument to lessen the risk of intervening variables and draw more attention to the actual stimulus being tested.

4.5 Changes and Adjustments

In order to address the issue of the pictures used in the advertisement overwhelming the other two stimuli, namely instructions to imagine and concrete words, advice was sought from Babin and Burns (1997) who had previously conducted a similar study\(^1\). The authors suggested that the experimental design should include an additional cell that represented the instructions to imagine and concrete words on their own, with no picture. Based on the findings of the pilot and discussion with Burns and Babin, a revised design was selected. Two experimental conditions were adopted: pictures or text. Each had three levels of operationalisation. For the picture condition, the three levels included concrete, less concrete or absent. For the text condition the three levels consisted of concrete words, instructions to imagine or

\(^1\) E-mail correspondence
both. Therefore the design of the experiment was transformed from a $2 \times 2 \times 2$ factorial design to a $3 \times 3$ factorial design as illustrated in Figure 4.3.

As a result of this transformation, the condition featuring the picture on its own with no accompanying text was omitted from the design. Given that one of the aims of this experiment was to identify the most effective ‘combination’ of the three stimuli, the exclusion of this condition was not seen as problematic. Table 4.3 presents the nine different cells that were included in the new design.

*Figure 4.3*

Modified Independent Variables – Study 1
Table 4.3

*Adjusted Proposed Advertisement Designs for the Study 1 Experiment*

<table>
<thead>
<tr>
<th>Advertisement 1</th>
<th>Advertisement 2</th>
<th>Advertisement 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Picture</td>
<td>Less Concrete Picture</td>
<td>No Picture</td>
</tr>
<tr>
<td>Both concrete words and instructions to imagine</td>
<td>Both concrete words and instructions to imagine</td>
<td>Both concrete words and instructions to imagine.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertisement 4</th>
<th>Advertisement 5</th>
<th>Advertisement 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Picture</td>
<td>Less Concrete Picture</td>
<td>No Picture</td>
</tr>
<tr>
<td>Instructions to Imagine</td>
<td>Instructions to Imagine</td>
<td>Instructions to Imagine</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertisement 7</th>
<th>Advertisement 8</th>
<th>Advertisement 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Picture</td>
<td>Less Concrete Picture</td>
<td>No Picture</td>
</tr>
<tr>
<td>Concrete Words</td>
<td>Concrete Words</td>
<td>Concrete Words</td>
</tr>
</tbody>
</table>

The layout of the advertisements was also redesigned resulting in the pictorial images taking up less of the page so that the textual content could stand alone as opposed to being part of the picture. The issue regarding the ‘topless woman' featured in the concrete advertisement was addressed with the exposed breast being concealed with an airbrushing technology, resulting in the figure being less exposed and of no particular gender.

The second issue, as mentioned above, was the fact that the instructions to imagine stimulus may have failed to encourage the participants to elaborate on their mental images. To address this issue, a new set of instructions to imagine was written that included a richer and more sensual description of the destination featured in the advertisement. This approach was also taken with the concrete words and was based on the literature, which argues that concrete words that are accompanied by rich
adjectives can actually enhance imagery elicitation. For example, including the words ‘eternal sunshine’ as opposed to just ‘sunshine’ may evoke clearer and more elaborate consumption visions, when presented with or without pictorial images (Unnava & Burnkrant, 1991). To improve the visibility and readability of the text, the font size was also increased for both forms of stimulus. The newly designed advertisements can be found in Appendix 6.

These results demonstrated the value and necessity of undertaking a pilot study to ensure validity of the main study. It was anticipated that the changes made in preparation for Study 1 would result in a more accurate representation of not only the participant’s visionary and emotional response to the stimuli, but also the effectiveness of the external stimulus in terms of its ability to evoke the responses. As there were no problems in terms of the administration of the experiment, the procedure undertaken in the pilot study was considered appropriate for replication.

4.6 Conclusion

This chapter has reported on the development and pilot testing of the measurement instruments and experimental material created for Study 1. A Principle Components Factor Analysis was employed to assess the validity and reliability of the two measurement scales designed to assess the participant’s visionary and emotional responses to the external stimuli. As a result of this procedure, problematic items belonging to these scales were deleted. Consequently, above average Cronbach Alphas confirmed the internal consistency of both scales. The results of the pilot study also revealed some problems regarding the operationalisation of the independent variables. These problems were addressed and adjustments were made to enhance the reliability and validity of the findings revealed in Study 1. These findings,
demonstrating the most and the least effective combination of stimuli in evoking elaborate consumption visions and their associated emotional responses, are presented in the following chapter.
Chapter 5

Study 1: The Effectiveness of Print Advertising Stimuli in Evoking Elaborate and Quality Consumption Visions Among Tourism Consumers

5.1 Introduction

Chapter 4 outlined the variables and measurement instruments employed for Study 1 and reported the results of a pilot study undertaken to test the viability of the procedure. The previous chapter also presented the results of a factor analysis that investigated the reliability and validity of the scales belonging to the study’s self-administered questionnaire. With these preliminary tests completed, it was possible to commence data collection for Study 1 of this research, which entailed an investigation of the effectiveness of nine different combinations of external stimuli in evoking an elaborate and quality consumption visions. In particular, a 3 x 3 factorial experimental design was employed to examine the main and interaction effects of pictures and text in terms of their ability to evoke elaborate and quality consumption visions among potential tourism consumers. The study also explored the relationship between this evoked consumption vision and the individual’s emotional response to the print advertisement in which the stimuli was presented. This chapter presents four main sections. Section 5.2 provides a brief background of the study to refresh the reader in terms of the body of literature that supports the need for the investigation to take place. This section will also introduce the specific hypotheses designed to address the study’s research questions previously revealed in Chapter 2. Section 5.3 presents a description of the experimental
design, and outlines the sampling method used to select the participants. A detailed description of the participants is presented, followed by a description of the instrumentation and materials used in the experiment. The actual procedure is then detailed, followed by a discussion of the statistical methods used to analyse the participants’ responses. Section 5.4 presents the results of the analysis and reveals the key findings with regards to the main enquiries of the study. Finally, section 5.5 provides a brief discussion of the results, integrating these findings with the current body of literature.

5.2 Background

Previous research in marketing communications has investigated a number of different forms of external symbolic stimuli with regard to their effectiveness in evoking mental imagery. Unnava and Burnkrant (1991) claim that there are three basic forms of external stimuli demonstrated to elicit mental imagery, namely, pictures, concrete words and instructions to imagine. The following discussion presents a brief background of these three stimuli and the somewhat contradictory findings and consequent research gaps surrounding their effectiveness in evoking mental imagery.

The effectiveness of various different types of pictorial presentations in evoking mental imagery represents a widespread area of research. However, the research findings surrounding the successful usage of pictorial stimuli in terms of its ability to evoke mental imagery remain relatively ambiguous. For example, although Macinnis and Price (1987) argue that pictorial images featured in advertisements are an established means of inducing mental images. While Goossens (1994) argues that the use of pictorial images
may in fact stifle the individual’s imagination as they become over reliant on the featured image as an information source as opposed to elaborating on their own mentally enhanced images.

The use of concrete wording or words with high visual content is also said to be an effective means of eliciting mental imagery. Babin and Burns (1997) proposed that concrete words may in fact be more effective than concrete pictures alone in eliciting mental imagery as with no picture present, the individual has no choice but to imagine the objects / scenario described by the text. However, these results are indicative of research that tested advertisements featuring tangible products, or products that the consumer has prior knowledge of and may have experienced previously. Research to date is yet to investigate the effectiveness of this stimulus when promoting an intangible product such as a vacation.

Instructions to imagine, or directions contained in ad copy that tell consumers to imagine themselves with the product, is the only technique designed to evoke self-generating imagery. This method is said to be more persuasive than the former two as the images generated by this particular external stimulus have the potential to be more personally relevant and meaningful (Mani & Macinnis, 2000). However, a study by Burns et al., (1993) that investigated the impact of these particular stimuli on mental imagery, found no significant differences among the participants who were instructed to imagine and those who were not.

In addition to these contradictory findings, research in this area is also yet to investigate the combined usage of these stimuli and their combinations’ effectiveness in evoking elaborate and quality consumption visions within a tourism context. Therefore
the aim of this study was to address these gaps in the research by addressing the following research question:

**Q1** Which combination of external symbolic stimuli (pictorial images, concrete words and instructions to imagine) is most effective in evoking consumption visions and associated emotional responses among tourism consumers?

The results of the pilot study previously presented in Chapter 4 revealed the construct of consumption vision as having two dimensions – elaboration and quality (see Chapter 4, Section 4.4.2). Therefore, in order to measure the effectiveness of various combinations of the three types of external stimuli on both of these dimensions, the following hypotheses were created:

**H1** The extent to which an individual will elaborate on their consumption vision of a destination will vary according to the presence or absence and type of pictorial stimulus used in the destination advertisement.

**H2** The quality of an individuals’ consumption vision will vary according to the presence or absence and type of pictorial stimulus used in the destination advertisement.

**H3** The extent to which an individual will elaborate on their consumption vision of a destination will vary according to the type of text stimuli used in the destination’s advertisement.
**H4** The quality of an individual’s consumption vision will vary according to the type of text stimuli used in the destination advertisement.

**H5** The effectiveness of pictorial images – whether they are concrete, less concrete or absent, in evoking an elaborate and quality consumption vision is dependent on the presence, absence or combination of concrete words and instructions to imagine.

Chapter 2 also revealed that the impact of the evoked consumption vision on an individual’s emotional response to advertising stimulus represented an area yet to be explored and posited the following research question;

**Q2** What is the nature and strength of the relationship between the tourism consumer’s consumption vision and emotional response to the advertisement?

Former research in this area, more specifically the previous research findings providing support for a positive relationship between mental imagery and emotion (see; Dekker and Everaerd, 1989; Goossens, 2003; Kahneman, 1995; Keller and McGill, 1984) lead to the researcher to hypothesise the following:

**H6** A positive relationship exists between the tourism consumer’s evoked consumption vision and their emotional response to the advertisement.
Study 1 also acted as a preparatory procedure for Study 2. The reason for this is that Study 2’s investigation into the impact of an individual’s consumption vision and associated emotional response on their decision behaviour required that the most and least effective combination of external stimulus in elaborate consumption visions be revealed. Therefore, the current study also asked the following research questions.

**Q3.** What is the most effective combination of text and pictorial stimulus in evoking an elaborate and quality consumption vision?

**Q4.** What is the least effective combination of text and pictorial stimulus in evoking an elaborate and quality consumption vision?

Responses to these research questions will provide the researcher with sufficient information that will assist in the generation of variance among responses pertaining to the participants’ consumption visions. This is considered necessary in Study 2, as the hypotheses to be tested in this study require that there be both high and low levels of consumption vision elaboration.

### 5.3 Research Procedure

#### 5.3.1 The Experimental Design

The aims of study one were twofold. First the study aimed to investigate the main and interaction effects of three types of proven imagery evoking stimuli commonly used in print advertisements namely – pictorial images, concrete words and instructions to
imagine, and identify their most effective combination in evoking elaborate and quality consumption visions among potential tourism consumers. Second, the study aimed to examine the nature of the relationship between the evoked consumption vision and its subsequent emotional response. The study employed a 3 x 3 factorial design, consisting of two independent variables - pictures and text, with each independent variable consisting of three levels. The three levels of the picture variable included a concrete type picture, a less concrete type picture or no picture at all. While the three text levels included concrete imagery evoking words, instructions to imagine or a combination of both.

In the study, two dependent measures were administered and the impact of the main and interaction effects of the picture and text variables on the dependent variables was investigated. The two dependent variables consisted of the two dimensions of consumption vision - elaboration and quality that were identified through the factor analysis performed previously in the pilot study. Both the independent variables and the dependent variables are further detailed in the section that follows.

5.3.2 The Participants

A convenience sampling method was used to recruit 3rd year Tourism and Hotel Management students to participate in this experiment. This particular population was selected on the assumption that most 3rd year university students will be over 18 years of age. Females represented 65% of the sample and males represented the remaining 35%. The majority of participants (88%) were aged between 18 and 25 years, with the remaining 12% being aged between 26 and 50. Seventy percent of the population were
single, and 30% claimed they were either married or in a relationship. The sample population comprised a number of nationalities. Sixty one percent were Australian, 21% were Asian and the remaining 18% were from the USA and Europe. As previously mentioned in Chapter 3 (see Section 3.6, p71), this particular sample was considered to be homogenous in nature. To confirm the homogeneity of the sample a series of statistical tests were performed to test for mean differences between the different demographic based groups’ visionary responses to the advertisements. An independent groups t-test revealed no significant gender differences on both the elaboration and quality components of consumption vision, whilst a one-way ANOVA also presented no significant differences between the nationality, relationship status and age-group based groups. Appendix 6 presents the results of these analyses.

5.3.3 Number of Participants

According to Creswell (2003) when conducting experimental research such as that employed for this study, one must ensure that the size of each treatment group provides the greatest sensitivity so the effect on the outcome is actually due to the experimental manipulation in the study. As the analysis involved multivariate analysis of variance (MANOVA) it was necessary to ensure there was a greater number of participants per cell than there were dependent variables (Tabachnick & Fidell, 2001). Given that past research has demonstrated reasonably strong effect sizes for the independent variables in question, and the current study used only two dependent variables in its MANOVA, a sample size of 20 per cell, total of 180 participants, was considered adequate to detect interaction effects in this study.
5.3.4 Instrumentation and Materials

External Stimulus / Advertisements. The three levels of each independent variable were combined to represent nine different combinations and a series of print advertisements were designed in alignment with these nine combinations (see Appendix 7). Table 5.1 illustrates the ways in which these external stimuli were combined with each cell representing one of the nine print advertisement designs.

Table 5.1

Advertisement Designs for the Study 1 Experiment

<table>
<thead>
<tr>
<th>Advertisement 1</th>
<th>Advertisement 2</th>
<th>Advertisement 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Picture</td>
<td>Less Concrete Picture</td>
<td>No Picture</td>
</tr>
<tr>
<td>Both Instructions and Words</td>
<td>Both Instructions and Words</td>
<td>Both Instructions and Words</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertisement 4</th>
<th>Advertisement 5</th>
<th>Advertisement 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Picture</td>
<td>Less Concrete Picture</td>
<td>No Picture</td>
</tr>
<tr>
<td>Instructions to Imagine</td>
<td>Instructions to Imagine</td>
<td>Instructions to Imagine</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertisement 7</th>
<th>Advertisement 8</th>
<th>Advertisement 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Picture</td>
<td>Less Concrete Picture</td>
<td>No Picture</td>
</tr>
<tr>
<td>Concrete Words</td>
<td>Concrete Words</td>
<td>Concrete Words</td>
</tr>
</tbody>
</table>

These nine different print advertisements featured a fictitious tourist destination. The size, length and theme of the advertisements were kept constant across the nine different designs to minimise any confounding effects. The colour advertisements were
professionally designed and included two different photographed scenes of a tropical island destination, one was designed to exhibit a concrete imagery eliciting tone and the other exhibited a less concrete tone. Concrete imagery eliciting words and instructions to imagine were included in the designs in alignment with the experimental design. As discussed in Chapter 4, (Section 4.3.1) prior to the commencement of the experiment, the advertisements were subjected to both an expert panel consisting of advertising and marketing communications specialists and a pilot study to assess the effectiveness of the independent variable manipulations as well as the realism and appropriateness of the advertisement copy.

**Questionnaire Design.** The self-administered questionnaire consisted of 40 items, 14 of which were designed to measure consumption vision and 9 to measure emotional response. Six items were included to assess the reliability and effectiveness of the experimental manipulations. Six open-ended questions were also included to collect in the questionnaire to gather some general information about the advertisements such as the most and least preferred features and the way the advertisement made the participant feel. The final section of the questionnaire featured five demographic style questions. An instruction sheet and information sheet were attached to the front of the questionnaire along with the researcher’s contact details. The detachable colour print advertisement was placed at the end of the questionnaire. See Appendix 8 for a copy of the questionnaire.

**The Consumption Vision Measure.** The consumption vision scale consisted of two dimensions comprising the dependent variables elaboration and quality. The scale was
pilot tested to ensure that the questions were understood and to alleviate any problems regarding their interpretation (see Chapter 4). The scale was also subjected to a Principle Components Factor Analyses and a Reliability analysis to assess the structure and internal consistency of the scale. This was repeated to assess the conformity of the scale to the dimensions revealed in the pilot study with a different sample. The results of both the factor analysis and the reliability analysis for the consumption vision scale are presented in Section 5.4 of this chapter.

The Emotional Response Measure. This scale, specifically designed to measure the dependent variable emotional response, consisted of nine items, five of which were adapted from the Well’s (1964) Emotional Quotient Questionnaire and four that were developed as a result of intensive review of the relevant literature. The scale was also piloted and subjected to a Principle Components Factor Analysis and a Reliability analysis (see Chapter 4, section 4.4.2). Again, the conformity of the scale to the factor structure revealed in the pilot study was tested with the sample of the current study. The results of this procedure are discussed in Section 5.4.

5.3.5 Experimental Procedure

The 3rd year Tourism and Hotel Management students were approached at the conclusion of their lecture and asked to participate on a voluntary basis in the study. Prior to this, ethical approval was sought and granted by the Human Research Ethics Committee, Griffith University (see Appendix 9). Because students were approached across two different lectures, a standardised instructional dialogue was written and read aloud to the students to ensure consistency. This was as follows:
“Attached to the questionnaire I will be distributing shortly is an advertisement that has been specifically designed to promote a tourism destination. What I would like you to do is take some time to read and review this advertisement and then complete the questionnaire. The questionnaire will ask you questions in regards to your responses to the advertisement and there are also some open ended questions that ask you about your opinion of the advertisement as well as a number of demographic related questions that will advise the researchers of your gender, age group, relationship status and nationality. I have also provided an opportunity for you to express any problems you may have had completing the questionnaire and whether there were any questions in the questionnaire that you did not understand.”

A draw for a $20 drink voucher was offered as an incentive for the students’ participation. Once the students had agreed to participate in the study, they were randomly allocated to one of the nine different advertisements that represented the nine conditions of the experiment. Once again, the randomisation of the different treatment groups was deemed necessary to eliminate the possibility of systematic bias and systematic differences between the individuals (Creswell, 2003).

Once the participants had familiarised themselves with the researcher’s written instructions, they were then asked to review one of the nine advertisements and complete the questionnaire. In order to limit the likelihood of demand effects, they were not told that the experiment had been specifically designed to measure advertising- evoked
consumption vision. Rather they were told that the researchers were testing the viability of a new tourism advertisement. The entire procedure took place in a supervised lecture theatre and the participants required approximately 20 minutes to complete the task.

5.3.6 Data Analysis

The data were analysed using the Statistical Package for Social Sciences (SPSS) software. The statistical measures that were used to address the research questions included analysis of variance (ANOVA), multivariate analysis of variance (MANOVA) and correlation analysis. MANOVA was used to investigate the main and interaction effects of the stimulus on the participant’s consumption vision, whilst a series of one-way ANOVA’s were performed to further investigate where these effects lie. The correlation was performed to investigate the relationship between the participant’s consumption vision and their emotional response. As previously mentioned, both factor analysis and reliability analysis were performed to test the validity and reliability of the measures.

5.4. Results

5.4.1 Introduction

This section presents the results of the procedure previously discussed. First, the results of the factor analysis performed on the consumption vision and emotional response scales used in the study are provided. Second, the normality assessments performed on the computed composite variables representing consumption vision and emotional response are discussed. Third, the manipulations used in this study are discussed in terms of their effectiveness in evoking the desired responses among the
participants. Fourth, the MANOVA results that reveal the findings of the main hypotheses and research questions are presented. This is followed by the results of the correlation analysis performed to investigate the relationship between consumption vision and emotional response.

5.4.2 Factor and Reliability Analysis of Scales

Consumption Vision Scale. A factor analysis was performed on the two-dimensional consumption vision scale created in the previous pilot study to assess the dimensionality of the scale’s items. The data were carefully examined to ensure that the assumptions underlying the application of factor analysis were upheld. The examination revealed that the sample size of 180 was adequate as satisfied the minimum requirement of five subjects per item. With regards to the normality assumption, a brief investigation of the items included in this scale revealed that they did not represent a normal distribution. However, according to Coakes and Steed (2003) factor analysis is robust to assumptions of normality, therefore it was decided that the data not be transformed prior to the analysis.

The assumption of linearity was upheld and outliers were identified and removed from the data set. Bartlett’s Test of Sphericity presented significant results and a Keiser Meyer Olkin (KMO) score of .93 was well above the accepted level of .6 (Conlon, 2002). Inspection of the Anti-Image correlation matrix confirmed the factorability of the study with all measures of sampling adequacy being well above .5 (Conlon, 2002). The correlation matrix revealed several sizable correlations among the items ranging from .44 to .77.
The communalities of the items presented a variance range from .60 to .82. An examination of the eigenvalues suggested a two-factor solution for the scale accounting for a total of 70.2 % of the variance with the first factor representing 62.1 %. Observation of the scree plot supported this solution.

To ensure consistency between the previous analysis performed on the pilot results and the current data, a varimax-rotated solution was conducted. The rotated factor matrix conformed with the previous analysis in much the same way with nine of the ten elaboration items loading cleanly on the first factor and three of the four quality items loading on the second factor. The solution revealed two complex items, those being, “It was easy for me to imagine being at this destination” and the semantic differential item “Overall, the images that came to mind while I examined the advertisement were vivid/vague”. As illustrated in Table 5.1, there were significant differences between the weightings of each of these items and given that the higher weighting for each item loaded onto the predicted factor it was decided that both items should be retained.

A reliability analysis performed on the two-dimensional measure presented Cronbach Alphas of .94 for the elaboration dimension and .91 for the quality dimension, illustrating that the scale was both reliable and internally consistent. The two dimensions were summated and averaged for use in further analysis.
Table 5.2.

Factor Loadings of the Consumption Vision Scale

<table>
<thead>
<tr>
<th>Item</th>
<th>CV</th>
<th>CV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whilst reviewing the advertisement many images came to mind</td>
<td></td>
<td>0.74</td>
</tr>
<tr>
<td>I could easily construct a story about myself and the featured</td>
<td></td>
<td></td>
</tr>
<tr>
<td>destination based on the mental images that came to mind</td>
<td></td>
<td>0.75</td>
</tr>
<tr>
<td>The mental images that came to mind were very clear and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>specific</td>
<td></td>
<td>0.70</td>
</tr>
<tr>
<td>The mental images that came to mind made me feel as though I</td>
<td></td>
<td></td>
</tr>
<tr>
<td>was actually experiencing the destination featured in this</td>
<td></td>
<td>0.78</td>
</tr>
<tr>
<td>advertisement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The mental images that came to mind formed a series of events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>in my mind in which I was a part of</td>
<td></td>
<td>0.79</td>
</tr>
<tr>
<td>I could actually see myself in this scenario</td>
<td></td>
<td></td>
</tr>
<tr>
<td>It was easy for me to imagine being at this destination</td>
<td>0.75</td>
<td>0.43</td>
</tr>
<tr>
<td>This advertisement made me fantasize about having the</td>
<td></td>
<td></td>
</tr>
<tr>
<td>opportunity to experience the featured destination</td>
<td></td>
<td>0.76</td>
</tr>
<tr>
<td>Whilst reviewing this advertisement I found myself</td>
<td></td>
<td></td>
</tr>
<tr>
<td>daydreaming about the featured destination</td>
<td></td>
<td>0.75</td>
</tr>
</tbody>
</table>

110
The images that came to mind acted as a source of information about the featured destination .70

Overall the images that came to mind while I examined the advertisement were vivid / vague .48 .73

Overall the images that came to mind while I examined the advertisement were clear / unclear .83

Overall the images that came to mind while I examined the advertisement were intense / weak .84

Overall the images that came to mind while I examined the advertisement were sharp / dull .84

Extraction Method: Principle Component Analysis

Rotation Method: Varimax with Kaiser Normalization

*The Emotional Response Scale.* Prior to the factor analysis on this scale the assumptions were once again tested to ensure the correct interpretation and application of the results. As previously discussed the sample size was adequate for this statistical analysis and the abnormal distribution of some of the items in this scale did not pose a problem for this type of procedure. The assumption of linearity was upheld and the significant Bartlett’s Test and a KMO score greater then .6 indicated that there were no problems regarding the factorability of the data. Finally, the anti–image correlation
presented measures of sampling adequacy over .5 and the inter-item correlations revealed scores ranging from .58 to .89, both of which also supported the factorability of the data.

The communalities of the nine items belonging to the emotional response scale ranged from .63 to .84. The eigenvalues for the scale were consistent with the previous pilot study, again suggesting a one-factor solution explaining 75% of the variance. The scree plot confirmed this outcome illustrating one distinct bend in the curve. A reliability analysis provided support for the internal consistency of the emotional response scale revealing a Cronbach Alpha of .96. (Refer to Appendix 11 for the factor loadings for the emotional response scale).

5.4.2 Normality - Consumption Vision Scale

The items belonging to the two dimensions of the consumption vision scale identified in the previous factor analysis were computed to create two compound variables titled elaboration and quality. These variables were subjected to a number of tests for normality recommended by Coakes and Steed, (2003). According to the Kolmogorov – Smirnov tests for normality the data belonging to both variables were abnormally distributed. Further observation of both the histogram and box-plots found support for these results with the calculated skew statistic suggesting that both the elaboration and quality variables were significantly negatively skewed. The skew statistics for these variables were –5.07 for the elaboration and –3.47 for the quality variable. According to Coakes and Steed (2003) the calculated skew statistic for data that is normally skewed will fall between –2.38 and 2.38, therefore, one can conclude that this particular data set could be viewed as outside the normal boundaries. According to Tabachnick and Fidell (2001) there are various methods that can be applied to transform
negatively skewed data. For moderate negative skew the authors suggest that a reflect and square root be applied. For more severe cases of skew, the author suggests that a reflect and logarithm be used to transform the data to a normal distribution. These methods were applied to the consumption vision constructs of elaboration and quality to enhance the reliability of the outcomes of the statistical procedures and ensure that the planned procedures’ underlying assumptions are upheld.

Once the transformations were complete these computed variables were then reviewed in terms of their normality and the transformations proved successful with the compound variables presenting a calculated skew of 0.52 for elaboration and −1.49 for quality, both of which fell between the recommended values of −2.38 – 2.38.

Tabachnick and Fidell (2001) claim that transformation can often increase the difficulty of interpretation and in some cases may not make any substantial differences to the actual statistical results. In addition, many statistical procedures are actually robust to the violation of the assumption of normality. Therefore, the procedures performed in this study that were classed as sensitive to this violation were repeated using both the transformed and non-transformed data prior to the results being recorded. If there was little or no differences between the results of these two data sets, the results from the non-transformed data set were analysed and reported.

5.4.3 Normality of the Emotional Response Scale

The Kolmogorov – Smirnov test for normality suggested that the data belonging to this one-dimensional construct were abnormally distributed. However, further observation of the histogram and box plot and calculation of the skew (-2.10) and kurtosis (1.90) statistic revealed that the distribution of the data is relatively normal.
5.4.4 Manipulation Checks.

The research design comprised nine conditions. Each condition was represented by a print advertisement consisting of a combination of the two stimuli – pictures or text. These stimuli were purposefully manipulated by the researcher to evoke a certain reaction among the participants to the advertisement. The picture variable consisted of a concrete picture, a less concrete picture and no picture, whereas the text variable consisted of concrete words, instructions to imagine or both. In order to ensure the manipulations were reliable and effective a number of manipulation checks were included in the questionnaire. A brief description of these checks and their effectiveness are discussed below.

*Picture Manipulation.* The concrete picture consisted of an entire island type scene complete with sand, water, palm trees, deck chairs and blue sky. The less concrete picture contained just parts of this scene and included a picture of blue sky and the tip of a palm tree and a picture of two deckchairs against a plain blue backdrop (see Appendix 7). As previously mentioned in Chapter 4, the aim of the manipulation was to make the less concrete picture less identifiable in terms of its recognition as an island destination. The participants were asked the question “In your opinion, what type of destination was portrayed in the picture?” The results for this manipulation check were relatively unclear with 51.7% of participants who received this condition claiming that they were ‘not sure’ and 48.3% of participants identifying the less concrete picture as an island destination. However, further statistical investigation into this result revealed a significant difference,
t (118) = 3.50, p<.05, in the mean level of consumption vision elaboration between those participants who received the concrete picture condition (M = 5.26) and the less concrete picture condition (M = 4.58). This result signified that despite the fact that some participants were able to identify the less concrete picture as being an island destination, the researcher could assume that this particular manipulation was successful in terms of its intended interpretation by the participants.

Text Manipulations. The instructions to imagine manipulation consisted of a set of written instructions asking the participant to imagine themselves at the destination. The instructions contained rich elaborate text that described the destination and suggested some possible scenarios that the participant may be likely to experience (see Appendix 7). This particular manipulation was successful with 91% of participants that received this condition claiming that the instructions to imagine did in fact tell them to imagine or picture something in their mind.

The concrete words manipulation entailed the two phrases ‘palm fringed beaches’ and ‘relaxing sun lounges’. These phrases were specifically designed to evoke a mental representation of the objects in the participant’s mind. Participants who had confirmed that they received this condition were asked if they were able to form a mental picture in their mind of the objects or images that these words were representing. This manipulation check supported the effectiveness of this manipulation with 76% of participants claiming they were able to mentally picture the objects described by the text. The remaining 24% were either unsure whether or not they could picture the objects, (15%), suggesting they may have had problems understanding the question, or could not picture the objects at all.
(9%). However, given that the majority of participants were able to form a mental representation of the objects, this manipulation was considered to be successful.

5.4.5 MANOVA Results

Given there were two dependent variables and more than one independent variable included in this analysis an extension of univariate analysis of variance known as Factorial MANOVA was performed to analyse the main and interaction effects of the combination of the three different types of stimuli on the participant’s consumption vision. According to Conlon (2002), one of the main reasons that MANOVA is used when there is more than one dependent variable, is to control for a potential inflated error rate if multiple ANOVA’s were performed, hence providing the researcher with a more valid and reliable result. In addition, MANOVA should only be applied when the dependent variables are significantly correlated, which as revealed in section 5.4.6 was the case in this study.

Prior to commencing the analysis, the assumptions surrounding MANOVA were investigated. The first assumption relates to the study’s design. According to Coakes and Steed (2003), it is necessary to have more subjects in each cell than the number of dependent variables. Given that the study had 20 subjects per cell this requirement was met. According to Tabachnick and Fidell (2001), with a sample size of 20 per cell the analysis is also robust to most violations of the assumptions. In addition, the fact that the experimental design had equal cell sizes also made the results more robust against assumption violations (Conlon, 2002).
The assumption of univariate and multivariate normality should also be upheld when performing a MANOVA. As previously mentioned, the normality assumption was violated with the distribution of the scores belonging to both dependent variables revealing significant negative skew. However, as previously stated MANOVA is fairly robust to departures from normality with the exception of extreme outliers. Prior observation of the Mahalanobis distance confirmed there were no issues regarding possible multivariate outliers. Within cell scatterplots were requested from the SPSS program to ensure linearity among the pairs of dependent variables. Observation of the plots revealed no concerns regarding this assumption. Inspection of the error correlation matrices also suggested that there were no problems regarding the multicollinearity among the dependent variables.

The equality of variance co-variance matrices is concerned with the variance and covariances of the different groups used in the experimental design (Coakes & Stead, 2003). Two tests are used to investigate this assumption, the Box’s M and the Levene’s test for homogeneity of variance. The Box’s M is used to evaluate the combined effects of the dependent variable across groups for homogeneity of both variance and co-variance. This test revealed a non-significant result at the .01 level of significance, suggesting that the variance and co-variance across the groups was homogenous.

The Levene’s test for Homogeneity of variance was used to evaluate the homogeneity of variance for each group on each dependent variable. The test revealed significant results for the elaboration variable at an Alpha level of .05, hence this assumption was not upheld and it was assumed that this was due to the abnormality of the data. However, as previously mentioned, violation of this assumption is not serious when
sample sizes are equal unless the violation is severe. The significance level of .003 was not considered too problematic. The quality variable presented a non-significant result of .054, suggesting that this assumption was upheld for this variable.

The MANOVA was performed to reveal the main and interaction effects of the pictures and the text content on the elaboration and quality components of the participant’s consumption vision. In addition, the multivariate and univariate tests were performed to reveal the most and least effective combination of stimulus in evoking a high quality elaborate consumption vision. The results are as follows.

*Picture Stimulus.* The picture variable contained three levels: (1) a concrete style picture (2) a less concrete style picture and (3) no picture. According to Conlon (2002) the Pillai’s Trace is most robust to violations of assumptions and was hence used to interpret this analysis. With respect to Hypotheses 1 and 2, observation of the Pillai’s Trace revealed that the picture variable produced significant group differences in terms of the elaboration and quality components of the participant’s consumption vision (F (4,342) = 5.41, p<.05). The effect size for this independent variable accounted for 6 % of the variance in the combined dependent variables, suggesting a reasonably small impact on the extent to which the participants elaborated upon their consumption vision and the quality of the vision.

As can be seen in Table 5.3, the univariate tests revealed that the main effect of the picture stimuli was significant on both the elaboration and quality dimensions of the participant’s consumption vision. Inspection of the cell means (see Table 5.4) showed that the concrete picture was most successful in evoking an elaborate and quality consumption vision as the means were significantly higher than the less concrete picture.
There was no significant difference between the less concrete picture and the no picture condition, signifying that a less concrete picture had no more impact on participant’s consumption vision than no picture at all.

Table 5.3.

Main and Interaction Effects of the Stimuli on the Participant’s Consumption Vision

<table>
<thead>
<tr>
<th>Stimuli</th>
<th>Elaboration of vision</th>
<th>Quality of vision</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F-Value</td>
<td>Partial $\eta^2$</td>
</tr>
<tr>
<td>Picture</td>
<td>9.21*</td>
<td>.10</td>
</tr>
<tr>
<td>Text</td>
<td>12.59***</td>
<td>.13</td>
</tr>
<tr>
<td>Picture * Text</td>
<td>2.40*</td>
<td>.06</td>
</tr>
</tbody>
</table>

***.001 level of significance; ** .01 level of significance; * .05 level of significance

Table 5.4.

Means and Standard Deviations of the Pictorial Stimuli Conditions

<table>
<thead>
<tr>
<th>Picture Condition</th>
<th>Elaboration of vision</th>
<th>Quality of vision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Picture</td>
<td>M = 5.26$^a$</td>
<td>M = 5.16$^a$</td>
</tr>
<tr>
<td></td>
<td>(.90)</td>
<td>(1.10)</td>
</tr>
<tr>
<td>Less Concrete Picture</td>
<td>M = 4.58$^c$</td>
<td>M = 4.24$^d$</td>
</tr>
<tr>
<td></td>
<td>(1.23)</td>
<td>(1.40)</td>
</tr>
<tr>
<td>No Picture (Absent)</td>
<td>M = 4.50$^d$</td>
<td>M = 4.26$^d$</td>
</tr>
<tr>
<td></td>
<td>(1.31)</td>
<td>(1.41)</td>
</tr>
</tbody>
</table>

Within the column: a is different from c at p <.01; a is different from d at p <.001
Text Stimulus. The text variable in this study comprised three levels, concrete words, instructions to imagine and a combination of both. With respect to Hypotheses 3 and 4, the Pillai’s Trace revealed a significant multivariate effect, \( (F(4,342) = 5.89, p<.05) \), with an effect size accounting for 6.5% of the variance. Furthermore, the text variable demonstrated significant univariate effects for both elaboration and quality (see Table 5.3). Examination of the Tukey HSD post hoc test and further inspection of the means (see Table 5.5) revealed that two conditions: instructions to imagine or the combination of both instructions to imagine and concrete words were more effective than concrete words alone in evoking an elaborate consumption vision. There was no significant difference between the instructions to imagine level and the combination of both signifying that the concrete words appear to be redundant when used in unison with instructions to imagine.

Table 5.5.

Means and Standard Deviations of the Text Stimuli Conditions

<table>
<thead>
<tr>
<th>Stimuli Condition</th>
<th>Elaboration of vision</th>
<th>Quality of vision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Words (only)</td>
<td>M = 4.68(^a)</td>
<td>M = 4.48(^a)</td>
</tr>
<tr>
<td></td>
<td>(1.52)</td>
<td>(1.39)</td>
</tr>
<tr>
<td>Instructions to Imagine (only)</td>
<td>M = 5.06(^d)</td>
<td>M = 4.77(^b)</td>
</tr>
<tr>
<td></td>
<td>(1.11)</td>
<td>(1.31)</td>
</tr>
<tr>
<td>Concrete Words and Instructions to Imagine (combined)</td>
<td>M = 5.15(^d)</td>
<td>M = 4.84(^c)</td>
</tr>
<tr>
<td>Imagine (combined)</td>
<td>(.89)</td>
<td>(1.28)</td>
</tr>
</tbody>
</table>

Within the column: a is different from b at p <.05; a is different from c at p <.01; a is different from d at p <.001
The significant differences with regard to the quality of the consumption vision were again found between the concrete words and both the instructions to imagine and the combination of concrete words and instructions to imagine. Again there was no significant difference in terms of the quality of the consumption vision between the instructions to imagine condition and the combination of both concrete words and instructions. In summary, there was support for Hypotheses 3 and 4.

As can be seen in Table 5.3, the univariate tests revealed that the main effect of the picture stimuli was significant on both the elaboration and quality components of the participant’s consumption vision. Inspection of the cell means (see Table 5.4) showed that the concrete picture was most successful in evoking an elaborate and quality consumption vision as the means were significantly higher than the less concrete picture. There was no significant difference between the less concrete picture condition and the no picture condition, signifying that a less concrete picture had no more impact on the participant’s consumption vision than no picture at all.

With respect to Hypothesis 5, the picture* text interaction multivariate effect was significant, \( F(8, 342) = 2.53, \ p < .05, \ \eta^2 = .06 \). The univariate results revealed a significant effect only for the elaboration variable (see Table 5.3). This result suggests that the effectiveness of the picture in the advertisement, in terms of its ability to evoke an elaborate consumption vision, is dependent on the presence, absence or combination of the concrete words and instructions to imagine.

*Post Hoc and Simple Effects Tests.* Further examination of the post hoc tests and the associated profile plot illustrating this interaction (see Figure 5.1) potentially
demonstrated that the concrete picture was most effective in evoking an elaborate consumption vision when combined with instructions to imagine. Simple effects tests revealed a significant difference among the three levels of text within the concrete picture condition, $F(2,57) = 5.57, p<.05$. The Tukey’s HSD revealed that the significant difference lies between the concrete words condition ($M = 4.88$) and the instructions to imagine condition ($M = 5.74$). No significant difference appeared apparent between the concrete picture when combined with instructions to imagine and the concrete picture and the text condition consisting of both instructions and concrete words. There appeared to be a significant difference between this combination and that consisting of the concrete picture and the concrete words.

*Figure 5.1.*

Profile plot illustrating the picture x text interaction effect on the participant’s consumption vision elaboration.
The less concrete picture appeared most successful in evoking an elaborate consumption vision when combined with the combination of both the concrete words and instructions. An ANOVA was performed selecting those cases that received the less concrete picture condition. The Levene’s test confirmed homogeneity of variance presenting a significance level greater than .05. The analysis demonstrated a significant difference between the means of the three text conditions on the less concrete picture level, \((F (2,57) = 7.01, p < .05)\). Observation of the Tukey’s post hoc test demonstrated that the difference on this picture level lies between the concrete words condition \((M = 3.96)\) and the condition that included both concrete words and instructions to imagine \((M = 5.29)\). As illustrated by the profile plot, the latter text condition was the most effective in evoking an elaborate consumption vision at the less concrete picture level.

When no (absent) picture was presented, the ‘both’ text level was the most effective in evoking an elaborate consumption vision. This appeared to be significantly different to the concrete words level, which, when presented alone was the least effective of all combinations of the external stimuli in evoking an elaborate consumption vision. An ANOVA was conducted selecting those cases that received the ‘absent’ picture condition. Again, the Levene’s test illustrated that the assumption of homogeneity of variance can be upheld. This particular analysis also revealed how well the three levels of the text variable performed when presented without any pictorial content. The analysis presented a significant result \((F (2,57) = 4.91, p > .05)\). The Tukey’s demonstrated that the main difference on the level that presented no picture again lay between the concrete words condition \((M = 3.81)\) and the ‘both’ condition \((M = 4.98)\). This finding suggested
that the combination of both concrete words and instructions to imagine is the most effective text combination in evoking an elaborate consumption vision should there be no pictorial content presented in the advertisement.

With regard to research questions three and four that inquired into the most and least effective combination of the stimulus. Further analysis statistically revealed that the condition featuring a concrete style picture and instructions to imagine represented the most effective combination of external stimuli in evoking elaborate and quality consumption visions. The condition featuring concrete words and no pictorial image represented the least effective combination of stimuli. The researcher would also like to acknowledge at this point that a series of independent groups t-tests revealed no significant demographic related differences among the participants in terms of their visionary responses to the advertisements.

5.4.6 Correlation Between Consumption Vision and Emotion

As formerly mentioned, one of the aims of the Study 1 was to examine the nature of the relationship between the evoked consumption vision and its subsequent emotional response. A Pearson product correlation was performed to address this enquiry and investigate the relationship between the extent to which the participants elaborated on their consumption vision, the quality of the vision and their emotional response to the advertised destination. The research design of the study satisfied the related pairs and scale of measurement assumption and examination of the affiliated scatter plots confirmed a linear relationship and homoscedasticity as the scores were clustered uniformly around the regression line. Given that there were problems relating to the
normality of these particular variables, the correlation procedure was performed using both the transformed and non-transformed data sets.

There was minimal difference in the Pearson’s r-values between the transformed and non-transformed data set, therefore, for ease of interpretation, it was decided that the results from the non-transformed data would be reported for the purpose of this analysis. The results revealed that a large\(^1\) positive relationship exists between the elaboration component of consumption vision and emotional response \((r = .84, p< .01)\). A large positive relationship was also found between the quality component of consumption vision and the participant’s emotional response \((r = .69, p< .01)\). These results signify that the more the participant elaborates upon their evoked consumption vision and the better the quality of the images that arise – the stronger the emotional response is likely to be. The correlation analysis also revealed a large positive relationship between the elaboration and quality dimensions of consumption vision \((r = .74, p< .01)\).

In summary, Study 1 revealed that the inclusion of certain combinations of text and pictorial copy in print advertisements has a significant impact upon the extent to which an individual elaborates on their consumption vision and the quality of the vision. The study also revealed a significant positive relationship between the participant’s evoked consumption vision and their emotional response to the advertisement. Table 5.6 presents a summary of the key significant results revealed in Study 1. This is followed by a brief discussion that integrates these results with the current body of literature and discusses their linkages to Study 2.

\(^1\) These correlation coefficient interpretations are based on Cohen’s (1988) interpretations for correlations in psychological research.
<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Findings</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 The extent to which an individual will elaborate on their consumption</td>
<td>Significant univariate and multivariate main effects demonstrated that the presence or absence and type of pictorial image used in a destination advertisement determines the extent to which an individual elaborates on their consumption vision.</td>
<td>Confirmed</td>
</tr>
<tr>
<td>vision of a destination will vary according to the presence or absence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and type of pictorial stimuli used in the destination advertisement.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H2 The quality of an individuals’ consumption vision will vary according</td>
<td>Significant univariate and multivariate main effects demonstrated that the presence or absence and type of pictorial image used in a destination advertisement influences the quality of an individual’s consumption vision.</td>
<td>Confirmed</td>
</tr>
<tr>
<td>to the presence or absence and type of pictorial stimuli used in the</td>
<td></td>
<td></td>
</tr>
<tr>
<td>destination advertisement.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H3 The extent to which an individual will elaborate on their consumption</td>
<td>Significant univariate and multivariate main effects demonstrated that the type of text stimuli used in a destination advertisement determines the extent to which an</td>
<td>Confirmed</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vision of a destination will vary according to the type of text stimuli used in the destination’s advertisement.</td>
<td>Individual elaborates on their consumption vision.</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
</tr>
</tbody>
</table>

**H4** The quality of an individual’s consumption vision will vary according to the type of text stimuli used in the ad. Again there were significant univariate and multivariate main effects for the quality variable, indicating that the type of text stimulus used in an advertisement has a significant impact on the quality of the individual’s consumption vision. **Confirmed**

**H5** The effectiveness of pictorial images – whether they are concrete, less concrete or absent, in evoking an elaborate and quality consumption vision is dependent on the presence, absence or combination of concrete words and instructions to imagine. A significant interaction effect between the pictorial and text content demonstrated that the presence, absence or combination of both concrete words and instructions to imagine determines the extent to which an individual elaborates upon their consumption vision. However, a non-significant interaction effect on the quality dimension suggested that the effectiveness of certain pictorial images in evoking a quality consumption vision is not dependent on the type of text included in the advertisement. **Partially Confirmed**
### Hypotheses

**H6** A positive relationship exists between the tourism consumer’s evoked consumption vision and their emotional response to the advertisement.

This hypothesis was confirmed with the results revealing that a significant positive relationship exists between both the elaboration and quality components of consumption vision and an individual’s emotional response to the advertisement. **Confirmed**

### Research Questions

**Q1.** What is the most effective combination of text and pictorial stimulus in evoking an elaborate and quality consumption vision?

The study has revealed that the most effective combination of advertising stimulus in evoking an elaborate and quality consumption vision is a concrete style picture combined with instructions to imagine.

**Q2.** What is the least effective combination of text and pictorial stimulus in evoking an elaborate and quality consumption vision?

Concrete words when combined with no pictorial image were the least effective combination of stimuli in evoking an elaborate and quality consumption vision.
5.5 Discussion – Study 1

Study 1 has demonstrated the importance of the effective usage of external stimuli sources in print advertisements featuring intangible experiential products. One of the aims of the study was to investigate the main and interaction effects of three types of proven imagery evoking stimuli commonly used in print advertisements namely – pictorial images, concrete words and instructions to imagine, and identify their most effective combination in evoking elaborate and quality consumption visions among potential tourism consumers. The study revealed that the inclusion of certain types of text and pictorial copy when designing print advertisements specifically for tourism destinations has a significant impact upon the visionary and imaginary responses of targeted consumers. The most effective combination of external stimuli was a concrete style picture combined with textual content consisting of instructions to imagine, whilst the least effective combination of external stimuli comprised concrete words and no pictorial image. A further aim of Study 1 was to examine the nature of the relationship between the evoked consumption vision and its subsequent emotional response. The results revealed a large positive relationship between the participant’s consumption vision and their associated emotional response to the destination advertisement. The following section will provide a detailed summary of these results, integrating the findings with the current body of literature and discussing their linkage to Study 2.

5.5.1 The Effectiveness of External Stimulus in Evoking Elaborate Consumption Visions among Tourism Consumers

Pictorial Stimuli. This study revealed that a concrete style picture featuring an entire scenario was significantly more successful in evoking elaborate consumption
visions among the participants than the less concrete picture which features only parts of a scene. This finding is in agreement with previous research findings investigating this form of external stimulus (see Dann, 1993; Macinnis & Price, 1987; Mayo & Jarvis, 1981). This result, however, contradicted Burns and Babin’s (1993) argument that detailed concrete style pictures may not be effective in eliciting elaborate imagery as they have the potential to stifle people’s imagination.

Text Stimuli. The impact of different text imagery-evoking stimulus is a research area that has typically revealed somewhat ambiguous results. The results of the current study were consistent with the majority of previous findings such as those of Babin and Burns (1997), Mani & Macinnis, (2000) and Miller and Marks (1997), with instructions to imagine proving to be more successful than concrete word use for evoking elaborate consumption visions. However, the present study revealed that the instructions to imagine stimulus was more effective in evoking elaborate and quality consumption visions among the participants when combined with the concrete words as opposed to when they were presented alone. This result implies that when instructions to imagine are employed as a form of imagery evoking stimulus without the accompaniment of pictorial images, the addition of concrete words will enhance the overall imagery evoking ability of the advertisement.

One of the differentiating characteristics of this study was its investigation into what combination of pictorial and text stimuli was most effective in evoking elaborate and quality consumption visions. The study revealed that the combination of a concrete style picture and the text stimulus instructions to imagine was the most successful imagery eliciting strategy when compared with the remaining eight combinations. This finding conflicts with that of Unnava and Burnkrant (1991) who,
in a similar study that looked at the role of pictures in print advertising, found that when the text information was high in imagery, the addition of pictorial images did not increase the participant’s imaginary response.

5.5.2 The Relationship Between Consumption Vision and Emotional Response

Revisiting the previous literature presented in Chapter Two, (Section 2.5), the result concerning this enquiry supports Emmons, (1986) contention that consumers are likely to express various emotions when experiencing their consumption visions as a result of the positive affect that often accompanies visions of desired future situations. The findings of the current study suggested that participants who experienced elaborate and quality consumption visions were more likely to experience stronger emotional responses to the advertisement. The confirmation of this relationship informs the second stage of this thesis in that the researcher can now further examine how this established relationship impacts upon the tourism consumer’s decision behaviour.

5.6 Conclusion

Study 1 employed a 3 x 3 factorial experimental design to examine the main and interaction effects of pictorial and textual stimuli in terms of their effectiveness in evoking elaborate and quality consumption visions among the participants. The concrete style pictures were found to be the most effective picture source in generating elaborate and quality consumption visions, while the less concrete and no image conditions were found to be less effective. Instructions to imagine were significantly more effective in evoking both elaborate and quality consumption visions among the participants than concrete words. The advertisement featuring
concrete words without the accompaniment of pictorial images was revealed as the worst performing combination of stimulus, resulting in the evocation of the least elaborate and lesser quality consumption visions among the participants. The most effective combination of stimuli comprised a concrete style picture and instructions to imagine.

Also, fundamental to this study was the confirmation of the relationship between the participant’s consumption vision and their emotional response to the advertising material containing the stimuli. These two findings will be incorporated in the next phase of this research which aims to measure the impact on the consumption vision / emotional response relationship on the tourism consumer’s final purchase decision. The following chapter details the procedure undertaken to carry out the second phase of the research and the subsequent results.
Chapter 6

Study 2: The Impact of Consumption Vision and Emotion on the Tourism Consumer’s Decision Behaviour

6.1 Introduction

The primary aim of Study 2 was to investigate the impact of the consumption vision/emotional response relationship on the tourism consumer’s final purchase decision. Prior to the presentation of the results of this investigation, this chapter also introduces the instrumentation employed to execute this research and provides a detailed description of the variables of interest, some of which remain the same as those explored in Study 1 and some of which have been newly created as a result of the preceding literature review presented in Chapter 2. Section 6.2 commences this chapter with a brief review of the literature that aims to refresh the reader’s understanding of the rationale for this research. Section 6.3 then introduces the variables of interest to Study 2 and provides justification for the inclusion of these variables in this particular phase of the research. The hypotheses are then listed in section 6.4. Section 6.6 presents details of the procedure used to collect the data, followed by a description of the sample population and justification for their selection. Section 6.6 presents the statistical results of the analysis and reveals the key findings of the study’s main enquiries and Section 6.7 refers to the qualitative responses collected in Study 2. Section 6.8 presents a clarifying summary of Study 2’s main findings. This is followed by a brief discussion of the study’s results in terms of their association with the relevant literature.
6.2 Background

Previous tourism research suggests that one aspect of planning or deciding where to vacation may rely on non-rational thought and be influenced by imaginative processes such as visions of future consumption experiences and the associated emotions (Goossens, 2003; Miller et al, 2000; Otto & Ritchie, 1996). However, a common criticism of the traditional decision-making theory is that it fails to acknowledge the experiential components such as sensory pleasures, daydreams and the aesthetic enjoyment that individuals often experience whilst searching for information relevant to their vacation (Botterill & Crompton, 1996; Gnoth et al., 2000; Holbrook & Hirschman, 1982; Lowenstein, 1996). The current study addressed this criticism by exploring the impact of the consumption vision phenomena and its associated emotional response on an individual’s decision-making behaviour when considering a tourism product. In particular, this study explored the influence of these imaginative and affective attributes on the tourism consumer’s propensity to bypass the alternative evaluation stage of the traditional decision-making process and move straight to the purchase phase, therefore expediting their vacation decision. This specific research goal arose as a result of a review of the relevant literature which noted a suggestion by Stein and Levine (1991) that implied that a consumer’s sensory and affective feedback becomes an important and valid information source when considering hedonic products such as those associated with tourism.

6.3 Variables

6.3.1 Independent Variables

The first stage of Study 2 consisted of the same two independent variables as Study 1: pictures and text. In this particular study however, each independent variable
had only two levels. The picture levels comprised a concrete picture (present) and no picture (absent), while the text levels were instructions to imagine or concrete words. The different combinations of these variables constituted the least and most effective advertisements revealed in Study 1. The four different advertisements that aligned with these combinations, along with the questionnaire, were randomly distributed to the population. The second stage of Study 2 positioned the two dimensions of consumption vision - elaboration and quality, formerly dependent variables, as the independent variables and these variables were tested in terms of their influence on the participant’s purchase decision behaviour. Emotional response, also previously positioned as a dependent variable, was tested for its mediating impact on this proposed causal relationship.

An additional independent variable included in Study 2 was ‘involvement’. This variable was tested in terms of its impact on the extent to which the participants elaborated upon their consumption vision and the quality of the vision. According to Greenwald and Leavitt (1984) in the field of advertising, involvement is manipulated by making the information provided in the advertisement personally relevant. By doing so, the receiver is supposedly more personally affected and hence more motivated to respond. In addition, Etzioni (1988) claims that the extent to which one fantasises and elaborates upon their mental images and the quality of the images may well depend on the level of felt involvement. To provide further clarification of this claim, Study 2 investigated the impact of the participant’s level of felt involvement towards the information provided in the advertisement on their consumption vision.
6.3.2 Dependent Variables

The first stage of Study 2 again positioned the elaboration and quality components of consumption vision, and emotional response as the dependent variables. In conformity with Study 1, it was expected that the least effective combination of external stimulus would evoke a non-elaborate consumption vision and, consequently, a weak emotional response, while the most effective combination would result in an elaborate consumption vision and a strong emotional response.

As mentioned above, in the second stage of the study, these dependent variables were posited as the independent and mediating variables. It was anticipated that an elaborate consumption vision, mediated by a strong emotional response would result in the participant choosing to by-pass the alternative evaluation stage of the decision process and go straight to the purchase phase. If a non-elaborate consumption vision and weak emotional response arose, then the participant was expected to be more likely to want to seek other alternatives prior to their purchase decision. Therefore the dependent variable in the second stage of Study 2 was the participant’s purchase decision behaviour.

6.3.3 Additional Variables

After consideration of Study 1s results and further examination of the associated literature, four additional variables that could potentially pose threats to the study’s internal validity were identified. These included the participant’s impression of the featured destination, their general interest in tourism planning activities, their holiday preferences and their recent holiday experience.

The participant’s impression of the destination portrayed in the advertisement was considered to be a possible intervening variable as their visionary and emotional
responses to the advertisement may have been influenced as a result of the non-appeal of the featured destination. Similarly, the participant’s general interest in tourism planning activities was foreseen as having a potential influence on their overall approach to the experimental activity. For example, if the participant was not at all conducive towards, or interested in, tourism planning activities, they may have taken little interest in the exercise. This in turn could have again influenced their visionary and emotional response towards the advertisement.

Insight into the participant’s preferred holiday activities was sought to ensure that the participants were not drawn to the experiment purely because of the appeal of the destination featured in the advertisement, and hence eliminate the risk of selection bias. Information regarding the participant’s holiday recency was gathered to rule out any potential influence that this might have on their consumption vision and consequent purchase decision behaviour. For example, those who may have just come back from a holiday may have been more able to generate vivid images as a result of similar images being fresh in their mind. Participant responses to these four additional areas of enquiry can be found in section 6.6.6 of this chapter.

6.4 Research Questions and Hypotheses

In response to the research gap identified as a result of the literature review undertaken in the initial stages of this research, (see Chapter 2), the overarching research question addressed in Study 2 was as follows:

Q1 Does an elaborate consumption vision and its subsequent emotional response have a significant influence on the tourism consumer’s final purchase decision?
More specifically, this study examined the effect of an elaborate and quality consumption vision, and the subsequent emotional response, on the tourism consumer’s propensity to want to seek information about other alternatives or seek closure on their decision by choosing to purchase the product without further deliberation.

To measure this inquiry, the participants had to first be exposed to some form of imagery evoking stimuli. Given that the present study utilized a different sample population to that of Study 1, the procedure used in Study 1 was repeated, this time using four of the nine advertisements previously administered. In order to achieve some variance among participants’ visionary responses to the stimuli, two of these advertisements featured the most and least effective combination of stimuli, as revealed in Study 1. A 2 x 2 experimental design was implemented prior to addressing the above research question, and the following hypotheses were addressed:

**H1** The extent to which an individual will elaborate on their consumption vision of a destination will vary according to the absence or presence of pictorial stimulus.

**H2** The quality of an individuals’ consumption vision will vary according to the presence or absence of pictorial stimulus.

**H3** The extent to which an individual will elaborate on their consumption vision of a destination will vary according to the type of text stimuli used in the destination advertisement.

**H4** The quality of an individuals’ consumption vision will vary according to the type of text stimuli used in the destination advertisement.
**H5** The effectiveness of text stimulus – whether it is concrete words or instructions to imagine, in evoking an elaborate and quality consumption vision is dependent on the presence or absence of pictorial images.

As noted in Chapter 2, (Section 2.2.2) previous research investigating the affects of external stimulus on the consumers’ decision behaviour has revealed that their visionary responses to the stimulus may be dependent on their level of felt involvement towards the advertisement (Etzioni, 1988; Teare et al., 1994). Study 2 extends this investigation and explores whether the level of involvement felt by the participants made any significant difference to their consumption vision through testing the following hypotheses:

**H6** The extent to which an individual elaborates upon their consumption vision will differ according to the felt level of involvement towards the information provided in the advertisement.

**H7** The quality of an individual’s consumption vision will differ according to the felt level of involvement towards the information provided in the advertisement.

The following hypotheses were then tested to address Study 2s overarching research question, incorporating two newly defined dimensions of purchase decision behaviour - product interest and purchase immediacy. These dimensions arose as a result of the development and testing of an instrument specifically designed to measure the participant’s purchase decision behaviour (refer to Section 6.6.3 of the current chapter).
H8 An elaborate consumption vision will have a significant positive influence on the consumer’s product interest through the mediating factor of emotional response.

H9 A quality consumption vision will have a significant positive influence on the consumer’s product interest through the mediating factor of emotional response.

H10 An elaborate consumption vision will have a significant positive influence on the consumer’s purchase immediacy through the mediating factor of emotional response.

H11 A quality consumption vision will have a significant positive influence on the consumer’s purchase immediacy through the mediating factor of emotional response.

6.5 Research Procedure

6.5.1. The Experimental Design

The independent variables included in the 2 x 2 design were pictorial images, with the levels present or absent, and text, with the levels instructions to imagine or concrete words. Again the two dependent variables administered consisted of the elaboration and quality dimensions of consumption vision previously identified in Study 1.

6.5.2 The Participants

A randomly selected sample of 2300 Australian residents was invited to participate in the study. The sample was randomly drawn from a consumer database known as “The Australian Master File” and consisted of the names and addresses of
23,000 consumers. The consumers on the list had previously nominated themselves as interested and willing to participate in consumer based research. The list was purchased and conformed to ethical and privacy laws of Australia. It was assumed by the researcher that each member of the general population had planned or intended to plan a holiday at some stage during their lives. Therefore it was considered appropriate to assume that the sample comprised potential tourism consumers. The questionnaire featured demographic style questions to enable the researcher to obtain a detailed description of the sample as well as identify any significant differences among the sample in terms of their age, gender, ethnic origin and marital status. The demographic details of the sample are featured in the results section of this chapter.

6.5.3 Number of Participants and Non-Response Rate

A usable response rate of 260 or 11.3% was received as a result of the mail-out. A non-response rate of 89.6% did raise some concern for the researcher. Given the nature of the mailing list and the budgetary limitations surrounding this research project, it was not possible to obtain any additional information about the sample population for comparative or phone contact purposes, nor was it possible to send reminder notices. However, according to Creswell (2003) one method via which the researcher can check for response bias associated with non-returns is wave analysis. This technique involves the examination of the returned questionnaires week by week to determine if the responses on select items change in conjunction with the time in which the participants took to respond to the questionnaire. The involvement item was chosen as the most appropriate construct for this comparison as it measures the participants level of interest in the advertisement. There appeared to be no apparent differences, in terms of the responses to this item, between those who returned the
questionnaire within the first week and the fourth week of the data collection period. In addition, responses to the holiday preference question were coded and descriptively analysed to identify any potential response bias in terms of the participants being more drawn to the experiment as a result of the advertisements’ appeal. Again, no bias was evident. Therefore, it was assumed that the existence of non-response bias, was not a major threat to the validity of the research findings.

Despite the modest response rate, this sample size was considered to be adequate in order to validate the statistical procedures carried out in this research. For example, a MANOVA requires that the number of participants per cell exceed the number of dependent variables. Given that the current study had an average cell size of 65 participants and four dependent variables, one could be confident about the validity of this procedure (Hair et al, 2006; Tabachnick & Fidell, 2001). Multiple regression analysis requires that there be five times more cases than independent variables again a sample size of 260 was deemed sufficient to test the effects of the predictors investigated in this study.

6.5.4 Experimental procedure

Prior to the commencement of this procedure ethical approval was sought and granted by the Human Research Ethics Committee, Griffith University (see Appendix 9). At the completion of the ethics process, each potential participant was randomly assigned to one of the four conditions and then posted the assigned advertisement along with a self-administered questionnaire (see Appendix 12) and associated instructions. The instructions requested that they review the attached advertisement and then complete the questionnaire containing a number of scales designed specifically to measure their visionary and emotional response to the advertisement as well as the questions pertaining to the previously mentioned areas of interest to the
researcher. The participant nominated their consent by participating in the experiment and sending their completed questionnaire back to the researcher. The responses were recorded via a combination of 7-point Likert scales and semantic differentials. Once the participant had completed the questionnaire they were asked to return their responses to the researcher in a self-addressed pre-paid envelope. One $200 and two $100 department store gift vouchers were offered as incentives for the sample populations’ participation.

6.5.5 Data Analysis

The data in Study 2 were analysed using the SPSS software. The statistical measures used to analyse these data included factor and reliability analysis, multivariate analysis of variance (MANOVA), analysis of variance (ANOVA), correlation analysis, multiple regression analysis, and independent group’s t-tests of significance. Factor and reliability analysis were used to test the internal reliability and content validity of the dimensions of the measurement scales. MANOVA was used to assess the main and interaction effects of the imagery-evoking stimuli on the participant’s consumption vision. An ANOVA was then used in the follow up tests to confirm where these effects lay. Correlation analysis was used to investigate and confirm the strength of the relationships between the independent and dependent variables and Multiple Regression Analysis was performed to measure the predictability of consumption vision and emotional response on the participant’s purchase decision behaviour.
6.6. Results

6.6.1 Introduction

This section presents the results of the above procedure. First, a tabulated demographic profile of the sample is presented. This is followed by the results of the factor and reliability analyses performed on the various scales included in the questionnaires and their associated reliability scores. Third, prior to further statistical analysis, data were subjected to a series of tests of normality, and their conformity to this assumption is discussed. Fourth, the results of the manipulations and realism checks are presented with regards to their success in evoking the desired responses among the participants and whether or not the participants believed the stimulus to be typical of that presented in tourism advertisements. Fifth, the results of the MANOVA and ANOVA illustrating the main and interaction effects of the advertisement stimulus on the participant’s consumption vision are presented. This is followed by the results of the independent groups t-test performed to assess the influence of personal relevance on the participant’s consumption visions. Next, the results of the correlation analyses that further investigated the relationship between the elicited consumption vision and the emotional response are presented. The results of the Multiple Regression Analyses performed to assess the impact of the consumption vision and emotion on the participant’s decision behaviour are then put forward. Following this, the results of statistical tests carried out to examine the impact of the participant’s holiday preferences and previous holiday experiences on the study are presented. A brief discussion based on the responses to the open ended questions included in the questionnaire concludes this section.
6.6.2 Demographic Profile of the Sample.

Tables 6.1 to 6.4 present a summary of the demographic information collected from the participants. The tabulated data demonstrates that the most common age of participants was 51 - 60 years and the majority of the participants were of Australian origin. The gender of the sample is moderately skewed with 68 % of the participants being female. Almost 70 % of the participants were either married or in a partnership.

Table 6.1
Age of the Sample

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency</th>
<th>%</th>
<th>Valid %</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-20</td>
<td>5</td>
<td>1.9</td>
<td>1.9</td>
<td>1.9</td>
</tr>
<tr>
<td>21-30</td>
<td>26</td>
<td>10.0</td>
<td>10.0</td>
<td>11.9</td>
</tr>
<tr>
<td>31-40</td>
<td>44</td>
<td>16.9</td>
<td>16.9</td>
<td>28.8</td>
</tr>
<tr>
<td>41-50</td>
<td>54</td>
<td>20.8</td>
<td>20.8</td>
<td>49.6</td>
</tr>
<tr>
<td>51-60</td>
<td>68</td>
<td>26.2</td>
<td>26.2</td>
<td>75.8</td>
</tr>
<tr>
<td>61-70</td>
<td>41</td>
<td>15.8</td>
<td>15.8</td>
<td>91.5</td>
</tr>
<tr>
<td>70+</td>
<td>22</td>
<td>8.5</td>
<td>8.5</td>
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</tr>
<tr>
<td>Total</td>
<td>260</td>
<td>100.0</td>
<td>100.0</td>
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</tr>
</tbody>
</table>

Table 6.2
Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>%</th>
<th>Valid %</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>89</td>
<td>34.2</td>
<td>34.2</td>
<td>34.2</td>
</tr>
<tr>
<td>Female</td>
<td>171</td>
<td>65.8</td>
<td>65.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>260</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
Table 6.3

*Ethnic Origin*

<table>
<thead>
<tr>
<th>Origin</th>
<th>Frequency</th>
<th>%</th>
<th>Valid %</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian</td>
<td>235</td>
<td>90.4</td>
<td>90.4</td>
<td>90.4</td>
</tr>
<tr>
<td>European</td>
<td>15</td>
<td>5.8</td>
<td>5.8</td>
<td>96.2</td>
</tr>
<tr>
<td>Asian</td>
<td>10</td>
<td>3.8</td>
<td>3.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>260</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Table 6.4

*Marital Status of Sample*

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>%</th>
<th>Valid %</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>79</td>
<td>30.4</td>
<td>30.4</td>
<td>30.4</td>
</tr>
<tr>
<td>Married</td>
<td>143</td>
<td>55.0</td>
<td>55.0</td>
<td>85.4</td>
</tr>
<tr>
<td>Couple/de-facto</td>
<td>38</td>
<td>14.6</td>
<td>14.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>260</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

6.6.3 *Factor and Reliability Analysis of Scales*

The entire questionnaire consisted of a total of 52 items, each of which belonged to one of the eight scales comprising the independent and dependent variables. Although all eight scales had been previously subjected to at least one exploratory factor analysis in past studies, further analysis confirmed their reliability and consistency using the current sample population.
The Consumption Vision Scale. The items comprising the consumption vision scale were considered satisfactory for factor analysis with the Keiser-Meyer-Olkin (KMO) measuring .928 (Coakes & Steed, 2003). In addition, the Bartlett’s test of Sphericity was significant, providing further support for the factorability of the items. The rule of thumb for sample size in a factor analysis states that there must be a minimum of five responses per item (Hair et al., 2006). Given that the consumption vision scale had 14 items, the current study’s sample size of 260 was considered sufficient. A review of the correlation and anti-image matrices also confirmed the factorability of the items, with several considerable correlations among the items and all measures of sampling adequacy above .5.

The communalities of the 14 items presented a variance range from .472 to .860. To promote ease in interpretation and ensure consistency with previous analysis, the analysis was performed using varimax rotation.

In uniformity with the previous analyses, the eigenvalues suggested a 2-factor solution for the scale accounting for a total of 71.7% of the variance. The scree plot provided added support for this solution. Nine of the ten elaboration items loaded cleanly on the first factor, and all four quality items loaded onto the second factor. The item “The mental images that came to mind were clear and specific” raised slight concern for the scales content validity as the factor loadings suggested it could belong to both the elaboration and quality dimensions. After careful review of the item and consideration of the item and its role in the scale, a decision was made to omit the item as the clarity and specifics of the visions are adequately measured via the quality dimension of the scale. Table 6.5 presents the items of the consumption vision scale and their factor loadings.
### Table 6.5

*Factor Loadings of the Consumption Vision Scale*

<table>
<thead>
<tr>
<th>Item</th>
<th>CV</th>
<th>CV Elaboration</th>
<th>CV Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>I could actually see myself in this scenario</td>
<td>.83</td>
<td></td>
<td></td>
</tr>
<tr>
<td>It was easy for me to imagine being at this destination</td>
<td>.82</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The mental images that came to mind made me feel as though I was actually experiencing the destination featured in this advertisement</td>
<td>.81</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This advertisement made me fantasize about having the opportunity to experience the featured destination</td>
<td>.79</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whilst reviewing this advertisement I found myself daydreaming about the featured destination</td>
<td>.78</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The mental images that came to mind formed a series of events in my mind in which I was a part of</td>
<td>.77</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I could easily construct a story about myself and the featured destination based on the mental images that came to mind</td>
<td>.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The images that came to mind acted as a source of information about the featured destination</td>
<td>.69</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whilst reviewing the advertisement many images came to mind</td>
<td>.63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The mental images that came to mind were very clear and specific</td>
<td>.61</td>
<td>.43</td>
<td></td>
</tr>
</tbody>
</table>
A reliability analysis was performed on the elaboration and quality dimensions of consumption vision. The elaboration dimension presented a Cronbach Alpha of .94 and the quality dimension .92. These results confirmed that these two dimensions are both reliable and internally consistent.

*The Emotional Response Scale.* A KMO of .93 and a non-significant Bartlett’s test of Sphericity signified that there were no problems regarding the factorability of the items belonging to the emotional response scale. Investigation of the item correlation matrix and the anti-image matrix also suggest that the relevant assumptions surrounding factor analysis can be upheld. The factor analysis produced results consistent with those previously revealed in Study 1 in that the analysis confirmed a uni-dimensional factor structure explaining 77% of the variance. The
reliability analysis confirmed the internal consistency of the scale exhibiting a Cronbach Alpha for the nine items of .96.

*The Involvement Scale.* Six of the seven items used in this measure were adapted from Celsi and Olsen’s (1988) Involvement (ad) scale, which was designed to measure the degree to which an advertisement contains information relevant to a person’s interests. The scale included items such as “the information provided in this advertisement was very important to me”, “the information provided in this advertisement was relevant to my current interests” and “the information provided in this advertisement is relevant to my current needs”. Little information was provided by the authors regarding the internal consistency of the scale other than it appeared adequate. Therefore, an exploratory factor analysis and reliability analysis to assess the scale’s performance in this particular study was warranted.

Assessment of the assumptions revealed that the items belonging to this particular scale were sound in terms of their factorability. Observation of the correlation matrix and the anti-image matrix presented no problems in terms of the item-to-item correlations and the KMO of .906 also suggests that the items were fit for analysis. The solution presented communalities ranging from .67 to .82. The factor analysis revealed a uni-dimensional solution explaining 78% of the variance, signifying that this particular scale was sound in terms of its underlying structure. A reliability analysis presented a Chronbach Alpha of .95. Table 6.6 presents the items belonging to this scale and their associated factor loadings.
Table 6.6

Factor Loadings for the Involvement Scale

<table>
<thead>
<tr>
<th>Item</th>
<th>Factor Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>The information in the attached advertisement…</td>
<td></td>
</tr>
<tr>
<td>Made me think about purchasing a holiday at this vacation</td>
<td>.90</td>
</tr>
<tr>
<td>Made me think about a how valuable a holiday at this destination would be</td>
<td>.91</td>
</tr>
<tr>
<td>Was relevant to my current needs</td>
<td>.91</td>
</tr>
<tr>
<td>Was relevant to my current interests</td>
<td>.89</td>
</tr>
<tr>
<td>Made me feel quite involved in this exercise</td>
<td>.88</td>
</tr>
<tr>
<td>Was well worth remembering</td>
<td>.86</td>
</tr>
<tr>
<td>Was very important to me</td>
<td>.83</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

The Decision Behaviour Scale. Seven of the nine items included in the scale designed to measure participant’s purchase decision behaviour were adopted from three existing questionnaires. Items one, “I am intrigued by this destination”, two, “I would like more information about this destination”, three, “Learning more about this destination would be useful to me” and four, “I’m a little curious about this destination” were adopted from Macleit, Allen and Madden’s (1993) ‘Brand Interest’ scale designed specifically to measure the extent of interest a consumer has in a particular product or brand. The Cronbach Alpha for the scale was above .80 and the
author’s confirmatory factor analysis on the scale also presented strong evidence of the scale’s discriminant validity (Bruner & Hensel, 1996).

Items five, “I would simply go ahead and select the vacation featured in the advertisement without seeking additional information about the product or further pre-purchase consideration” and six, “I would simply go ahead and select the vacation featured in the advertisement without seeking information about alternative destinations” were taken from Murray’s (1985) ‘Non-Search Purchase Tendency’ scale. This scale measures the probability that a consumer would forego much if not all-systematic pre-purchase information search activity by making an almost immediate product selection. The calculation of the reliability across 15 different products revealed a mean Alpha of .87. No information on the scale’s validity was reported (Bruner & Hensel, 1996). All of the above items are measured using a 7-point Likert scale ranging from 1= strongly disagree to 7 = strongly disagree.

Item nine, a semantic differential item, “My willingness to buy a holiday at this destination” is very high or very low was adapted from Dodds, Monroe and Grewal’s (1991) scale that was created to measure the likelihood that a consumer will purchase a product they are knowledgeable about. Two similar experiments were run by the authors to assess the reliability of the scale, revealing Cronbach Alpha’s of .97 and .96. The remaining two items “I have all the information I need to inform my decision on whether or not I would like to purchase this vacation” and “I am confident that this vacation is the right choice for me” were created by the researcher after extensive review of the relevant literature that embraces the main constructs of this thesis. These two items were measured via a 7-point Likert scale.

Because the items in the decision behaviour scale had not previously been used in this particular combination or in this context, the scale was subjected to a pilot
study using a convenience sample consisting of students, academics and general members of the community. A total of 45 responses were collected. The data were subjected to a principle components factor analysis to test the reliability of the scale.

The Principle Components Factor Analysis employed for this initial analysis applied varimax rotation and produced a robust 2-factor solution explaining a cumulative total of 74.6% of the variance. The first factor consisted of five items and explained 38.9% of the variance. These items were representative of the participant’s willingness to buy the product without the seeking of alternatives or further information and their confidence that this was the right choice for them. It was decided that the logical title for this factor was ‘purchase immediacy’. The second factor consisted of the remaining four items explaining 35.6%. The items loading onto the second factor were those belonging to the Machleit et al (1993) brand interest scale, hence it is not surprising that these items loaded on the one factor. One of these items, “I am intrigued by this destination” appeared slightly problematic as it loaded on to both factors. However, it was decided that the item should remain as there was a distinct difference in the factor loadings with the higher loading obviously belonging to the second factor. This factor was titled ‘product interest’. (See Appendix 12 for the results of this pilot study).

Factor and reliability analyses were repeated on this scale with the data collected from the current sample to assess the scale’s reliability and conformity with this initial solution. The items proved to be compliant with the relevant factor analysis assumptions with a KMO of .89, a non-significant Bartlett’s test and no problems in terms of the item-to-item correlations. The communalities among the items ranged from .70 to .89 suggesting that the items belong together.
The analysis illustrated a robust 2-factor solution accounting for 80% of the variance. One item, the semantic differential “My willingness to buy a holiday at this destination is high/low” proved to be inconsistent in that it appeared to be more attracted to the ‘product interest’ factor as opposed to its original position on the ‘purchase immediacy’ factor. A comparison of the mean responses across the two studies for this particular item revealed no significant difference in the way in which the two different samples interpreted or responded to the question. In addition, the item’s loading value on the product interest factor strongly suggested that is where it belongs. Given the fact that this particular item provides the only representation of participant’s actual willingness to buy the product, it was decided that the item remain in the analysis. The product interest and purchase immediacy dimensions were internally consistent presenting Chronbach Alphas of .92 and .91 respectively. The reliability analysis provided support for positioning of the “willingness to buy” variable as the removal of this item from the product interest dimension did not improve the Alpha score and its addition to the purchase immediacy dimension lessened its reliability score. Table 6.7 presents the items and their factor loadings.

Table 6.7

*Factor Loadings for the Decision Behaviour Scale*

<table>
<thead>
<tr>
<th>Item</th>
<th>Purchase Immediacy</th>
<th>Product Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would like more information about this destination</td>
<td>.93</td>
<td></td>
</tr>
<tr>
<td>Learning more about this destination would be useful to me</td>
<td>.92</td>
<td></td>
</tr>
<tr>
<td>I’m a little curious about this destination</td>
<td>.89</td>
<td></td>
</tr>
</tbody>
</table>
I am intrigued by this destination .78

My willingness to buy a holiday at this destination is very low – very high .73 .40

I have all the information I need to inform my decision on whether or not I would like to purchase this vacation .88

I would simply go ahead and select the vacation featured in the advertisement without seeking additional information about the product or further pre-purchase consideration .88

I would simply go ahead and select the vacation featured in the advertisement without seeking information about alternative destinations .87

I am confident that this vacation is the right choice for me .77

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization

Impression of the Destination Scale. As previously discussed in section 6.3.3 of this chapter, this scale was included in Study Two to measure the participants’ impression of the destination and control for the possible intervening effect of destination appeal. The four items used to measure this additional variable were adapted from a seven-point semantic differential scale created by Batra and Ahtola (1988) to measure the hedonic related aspects of a consumer’s attitude toward some specific product.
All assumptions were adequately met for the factor analysis of the items belonging to this scale, with the KMO being .81, a significant Bartlett’s test of Sphericity and communalities among the four items ranging from .81 to .92. The four semantic differential items produced a logical 1-factor solution accounting for 87% of the variance. The reliability analysis supported the internal consistency of the scale, revealing a Chronbach Alpha of .95. The factor loadings for this scale can be viewed in Appendix 13.

*Interest in Tourism Scale.* The nine-item semantic differential scale designed to measure the participant’s general interest in planning for or thinking about tourism-based activities was adapted from Zaichowsky’s, (1985) Personal Involvement Inventory (PII). The KMO for these items of .921 confirmed their sampling adequacy, as did the non-significant Bartlett’s Sphericity test. The communalities of the items ranged from .54 to .89 signifying no major problems regarding the items’ shared variance. The nine items conformed to previous analyses performed on the scale, producing a 1-factor solution that accounted for 78% of the total variance. The reliability analysis presented a Chronbach Alpha of .96, hence providing additional confirmation of the scale’s consistency. Table 6.8 lists the items belonging to this scale and their corresponding factor loadings.
Table 6.8

Factor Loadings for the Interest in Tourism Scale

<table>
<thead>
<tr>
<th>Item</th>
<th>Factor Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>To me, thinking about or taking holidays:</td>
<td></td>
</tr>
<tr>
<td>Is irrelevant / relevant</td>
<td>.89</td>
</tr>
<tr>
<td>Is uninteresting / interesting</td>
<td>.90</td>
</tr>
<tr>
<td>Is boring / stimulating</td>
<td>.93</td>
</tr>
<tr>
<td>Is unexciting / exciting</td>
<td>.90</td>
</tr>
<tr>
<td>Is unappealing / appealing</td>
<td>.93</td>
</tr>
<tr>
<td>Is undesirable / desirable</td>
<td>.93</td>
</tr>
<tr>
<td>Is unwanted / wanted</td>
<td>.88</td>
</tr>
<tr>
<td>Is irrelevant / relevant</td>
<td>.73</td>
</tr>
<tr>
<td>Means nothing / means a lot</td>
<td>.78</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.


The results of these factor analyses have provided sufficient support for the reliability and internal consistency of the eight different scales used in the study’s questionnaire. The items belonging to each of the eight scales proved to be sound in terms of their dimensionality, suggesting that the item to item association is powerful enough to represent a single concept or summated scale. According to Hair et al (2006) there are two distinct advantages of summing the items belonging to a scale, as determined by a factor analysis. First, summated scales are said to provide an effective means of overcoming measurement error in an analysis and second, it
enables the researcher to represent several aspects of a concept via a single measure. This in turn enhances the simplicity of further statistical procedures and their interpretation. Following the averaged summation of each of the eight scales, a series of tests of normality were performed to examine the scales’ compliance with this statistical assumption. A detailed discussion of the normality test procedures and the coinciding results can be viewed in Appendix 14, while a brief summary of these findings is presented in the following section.

6.6.4 Tests of Normality

The tests of normality performed on each of the eight summated variables prior to further statistical analysis involved the observation of graphical measures including the histogram, stem and leaf plot, normal probability plot and the detrended normal plot. The non-graphical or statistical measures examined included the Kolmogorov – Smirnov statistic with Lilliefors significance level and the calculation of both the skewness statistic and the kurtosis statistic.

These tests of normality revealed that the majority of the scores or responses to the scales deviate from the normality assumption with significant negative skew being the main issue. This deviation was not unexpected given the nature and objectives of the research design. Therefore, it was decided that transformation of this data set for the purpose of normalisation would not take place. The reasons for this decision, as mentioned in Study 1, are first, transformation has been known to increase the difficulty of interpretation and, more often than not, transformation makes little difference to the statistical results. Second, many statistical procedures are actually robust to the normality assumption, including those employed for this investigation (Coakes & Steed, 2003).
6.6.5 Manipulation and Realism Checks

The research design of Study 2 comprised four conditions and each of these conditions was represented by a print advertisement consisting of either a concrete style pictorial image or no image, and text content featuring either concrete words or instructions to imagine. These stimuli were manipulated by the researcher to evoke a visionary reaction among the participants. The manipulation checks were designed to ensure that the text content was concrete enough to evoke a mental image of the scenario or objects they aimed to define. Given that the condition featuring the less concrete pictorial image, (previously employed in Study 1), was not used in the current study, this condition’s associated manipulation check was omitted from the questionnaire. The realism checks were introduced in Study 2 to ensure that both the pictorial image and the text content in the advertisements depicted content typical of that one would observe in tourism advertisements.

Manipulation Checks. The manipulation check for the instructions to imagine demonstrated that this particular stimulus was effective, with 92% of participants claiming that they were able to generate an image in their minds of the scenario the instructions to imagine described. The concrete words were also deemed successful with 92.7% of participants stating that they were able to generate a mental image of the objects the words were representing.

Realism. With regards to the realism of the pictorial image and the text content, the majority (92.7%) of participants agreed that the picture featured in the advertisement was representative of the type of image one is likely to see in a ‘real
world’ printed tourism advertisement. A large proportion of the sample (90 %) also agreed that the text content typified the copy that one is likely to observe in a ‘real world’ tourism advertisement. Therefore, it can be concluded from these results that any concern regarding the possible intervention that may have occurred due to the participants perceiving the advertisements as unrealistic can be dismissed.

6.6.6 Participant’s General Interest in Tourism, Impression of the Destination, Holiday Preferences and Holiday Recency

General Interest in Tourism and Impression of the Destination. The participant’s general interest in tourism the associated planning activities such as choosing and purchasing a vacation was considered an important prerequisite for their participation in this study. A favourable impression towards the portrayed destination featured in the advertisement was also perceived to be of considerable importance to the research. Reasons supporting the inclusion of these variables were presented previously in section 6.3.3 of this chapter.

With regard to the participant’s general interest in tourism, 95 % of participants rated positively in response to this enquiry. Therefore, the researcher was able to remain confident that the sample was generally interested in the type of activities simulated in the experiment.

In relation to the participant’s like /dislike for the particular destination portrayed in the advertisement, the majority (89 %) of the sample responded positively to this question. Therefore it was assumed that the ‘island type’ destination portrayed in the mock advertisement appealed to the participants. Further statistical testing for the impact of this particular variable on the study was considered.
However, given the scale’s high correlation with emotional response, it was decided that further analysis would not provide any further significant contribution to this research enquiry.

*Holiday Preferences and Holiday Recency.* To eliminate the risk of selection bias among the participants, a series of open-ended questions designed to encapsulate participant’s preferred holiday activities and their holiday recency were included in Study 2. The open-ended responses were recorded in text format and then categorized and numerically coded accordingly. The numerical responses to this question were transformed into categorical variables based on the time frames and coded accordingly. The data representing participants’ holiday preferences and the recency of their previous holiday activities are presented in Tables 6.9 and 6.10.

Table 6.9

*The Participants General Holiday Preferences*

<table>
<thead>
<tr>
<th>Holiday Preference</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Island / Beach Holiday</td>
<td>95</td>
<td>36.4</td>
</tr>
<tr>
<td>Relaxation / Spa Holiday</td>
<td>60</td>
<td>23.0</td>
</tr>
<tr>
<td>Adventure Holiday</td>
<td>50</td>
<td>19.2</td>
</tr>
<tr>
<td>Sightseeing / Shopping Holiday</td>
<td>19</td>
<td>6.2</td>
</tr>
<tr>
<td>Visiting Cities</td>
<td>18</td>
<td>6.9</td>
</tr>
<tr>
<td>Sport Oriented Holiday</td>
<td>10</td>
<td>3.8</td>
</tr>
</tbody>
</table>
An island or beach type holiday appeared to be the most preferred type of vacation among the sample. However, the sample was representative of a range of holiday preferences indicating that the advertisement featured in this experiment appealed to an array of people despite their holiday preference. Hence, selection bias, or participant attraction to the experiment as a result of the appeal of the advertisement, was not considered to be an issue in this research.

To investigate the possible confounding effect of holiday recency, an independent group’s t-test was performed selecting those participants who had recently had a holiday (least time) and comparing them, in terms of their consumption vision and decision behaviour responses, with those who had not had a holiday for over two years (most time). The results revealed that no significant differences existed on all four dimensions of the participant’s consumption vision and decision behaviour. This non-significant result indicated that the recency of the participant’s last holiday had no confounding effect on their response to the questionnaire.

Table 6.10

*Time Since Last Holiday*

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 6 Months</td>
<td>124</td>
<td>47.5</td>
</tr>
<tr>
<td>7 Months to a Year</td>
<td>47</td>
<td>18.0</td>
</tr>
<tr>
<td>1 to 2 Years</td>
<td>33</td>
<td>12.6</td>
</tr>
<tr>
<td>Over 2 Years</td>
<td>46</td>
<td>17.6</td>
</tr>
</tbody>
</table>


6.6.7 MANOVA - Factorial Experimental Design Results

A 2 x 2 factorial MANOVA was performed to address hypotheses 1 to 5 and analyse the main and interaction effects of the four different combinations of stimulus. These four combinations are presented in Table 6.11. Prior to this analysis the data were investigated to check for any violations regarding the underpinning assumptions of this statistical procedure.

As previously discussed, the majority of the distributions belonging to the measured variables were relatively abnormal. However, according to Coakes and Steed (2003) when cell size is greater than 30, assumptions of normality are of little concern. The average cell size in this particular design is 65, suggesting there are no problems in terms of the study’s design, nor the variables’ deviation from normality.

Table 6.11

Advertisement Designs for Study 2 Experiment

<table>
<thead>
<tr>
<th>Advertisement One</th>
<th>Advertisement Two</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete Pictorial Image</td>
<td>Concrete Pictorial Image</td>
</tr>
<tr>
<td>Instructions to Imagine</td>
<td>Concrete Words</td>
</tr>
<tr>
<td>Advertisement Three</td>
<td>Advertisement Four</td>
</tr>
<tr>
<td>No Pictorial Image</td>
<td>No Pictorial Image</td>
</tr>
<tr>
<td>Instructions to Imagine</td>
<td>Concrete Words</td>
</tr>
</tbody>
</table>

Another critical assumption underlying MANOVA concerns the homogeneity of the variance-co-variance across the two groups. The Levene’s tests for all four variables were non-significant, hence the univariate homogeneity across the four
groups is sound. The Box’s M also revealed a non-significant result, implying that there are no significant differences between the four groups on the two dependent variables collectively. Observation of the Mahalanobis distance revealed only one outlier among the data, which is considered acceptable in a sample size of 260. Consequently, as the influence of this outlier on the results of this analysis was considered insignificant, it was retained in the data set. With regards to the assumption of linearity, observation of the associated scatterplot and a correlation analysis revealed that a significant relationship existed between the dependent variables and therefore this assumption was also upheld.

**Multivariate Tests**

Picture Stimuli

With regards to Hypotheses 1 and 2, the multivariate statistic failed to reveal a significant group difference for the picture condition on the participant’s consumption vision. However, according to Hair et al (2006) a non-significant multivariate effect does not guarantee that all dependent variables have non-significant differences, as the result of a multivariate test of differences across the set of dependent measures does not extend to each variable separately, just collectively. The authors suggest that the researcher should also examine the univariate results, regardless of the non-significance, and investigate the extent to which the multivariate results extend to the individual dependent measures. In doing so, the univariate results did reveal a significant result for the picture variable on the elaboration component of consumption vision (see Table 6.12). An independent groups t-test confirmed this difference among the groups (t (246) = 1.95, p<.05,) and further observation of the group means implied that the presence of a pictorial image (M = 5.12) in the
advertisements resulted in a more elaborate consumption vision than no image (M = 4.79). Despite this support for Hypothesis 1, no significant difference between the presence or absence of pictorial images on the quality dimension resulted in the rejection of Hypothesis 2.

Text Stimuli

With reference to Hypotheses 3 and 4, the Pillai’s trace revealed a significant difference in terms of the effect of the text stimulus on the participant’s consumption vision, $F(2, 243) = 3.27, p<.05$. As illustrated in Table 6.12, in support of Hypothesis 4, the text variable demonstrated significant univariate effects for the quality dimension of consumption vision. Consistent with Study 1, this result suggested that the type of text stimulus included in the advertisement can determine the clarity, vividness, intensity and sharpness of the participant’s consumption vision. An independent groups t-test and examination of the means revealed that instructions to imagine (M = 4.94) when presented alone without accompanying text, were significantly more effective, $t(258) = -2.54, p<.05$, than concrete words (M = 4.49) in evoking a quality consumption vision. Hypothesis 3 remained unsupported with no significant univariate effects of the text variable found for the elaboration dimension.

Picture * Text Interaction

Support was found for Hypothesis 5 in that both the multivariate and univariate F results revealed a significant text x picture interaction effect. However, the univariate effect was significant only on the elaboration dimension (see Table 6.12). This finding was consistent with that of Study 1, again suggesting that the effectiveness of the pictorial images in the advertisement, in terms of their success evoking an elaborate consumption vision, is dependent on the type of text stimuli
Table 6.12

Main and Interaction Effects of the Stimuli on the Participant’s Consumption Vision

<table>
<thead>
<tr>
<th>Stimuli</th>
<th>Elaboration of vision</th>
<th>Quality of vision</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F-Value</td>
<td>Partial $\eta^2$</td>
</tr>
<tr>
<td>Picture</td>
<td>4.40*</td>
<td>.02</td>
</tr>
<tr>
<td>Text</td>
<td>1.037</td>
<td>.01</td>
</tr>
<tr>
<td>Picture * Text</td>
<td>6.313*</td>
<td>.03</td>
</tr>
</tbody>
</table>

* Effect significant at the .05 level of significance

Examination of the profile plot (see Figure 6.1) and the associated means (see Table 6.13) illustrated that the advertisement featuring a pictorial image was potentially more effective when combined with the concrete words text condition. However, further investigation into this interaction was carried out via an Analysis of Variance (ANOVA). This procedure revealed that the concrete words and instructions to imagine, when combined with pictorial images, did not significantly differ in terms of their effectiveness in evoking elaborate consumption visions among the participants.

The profile plot illustrates that a significant difference lies between the two text conditions on the ‘absent’ picture level. When those cases featuring the ‘absent’ condition were selected, an ANOVA confirmed this difference, presenting a significant F value, ($F(1,127) = 5.75, p < .05$). Further inspection of the means (Table 6.11) revealed that when no pictorial images were provided in the...
advertisement, instructions to imagine were somewhat more effective in evoking an elaborate consumption vision than concrete words.

*Figure 6.1*

Profile plot illustrating the picture x text interaction effect on the participant’s consumption vision elaboration.

![Profile plot illustrating the picture x text interaction effect on the participant’s consumption vision elaboration.](image)

*Table 6.13*

**Means and Standard Deviations of the External Stimuli Combinations on the Elaboration Component of Consumption Vision**

<table>
<thead>
<tr>
<th>Pictorial Condition</th>
<th>Concrete Words</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Picture (present)</td>
<td>5.27&lt;sup&gt;a&lt;/sup&gt;</td>
<td>5.01</td>
</tr>
<tr>
<td></td>
<td>(1.22)</td>
<td>(1.24)</td>
</tr>
<tr>
<td>No Picture (absent)</td>
<td>4.48&lt;sup&gt;b&lt;/sup&gt;</td>
<td>5.08&lt;sup&gt;c&lt;/sup&gt;</td>
</tr>
<tr>
<td></td>
<td>(1.53)</td>
<td>(1.53)</td>
</tr>
</tbody>
</table>

Within the column: *a* is different from *b* at *p* < .05,

Within the row: *b* is different from *c* at *p* < .05
Simple observation of the means suggest that the most effective combination of imagery evoking stimuli is concrete words and pictorial images. However, as previously noted, statistically, no difference was found in terms of the effectiveness of this combination and that consisting of instructions to imagine and a pictorial image. Therefore, one can conclude that these findings were relatively similar to those revealed in Study 1 and conclude that both concrete words and instructions to imagine when used in unison or separately, with a pictorial image, are equally effective in evoking elaborate consumption visions. However, when no picture is presented, instructions to imagine are still an effective stimulus, statistically more so than concrete words, which in congruence with Study 1, were revealed to be the least effective imagery-evoking stimulus when no picture was present.

6.6.8 Independent Groups t-test Results

Hypotheses 6 and 7 proposed that the elaborateness and the quality of the participant’s consumption vision will depend on their level of personal involvement or rather how personally relevant the participant perceives the advertisement to be. According to Field and Hole (2003) an independent groups t-test is the preferred method of statistical enquiry when one wishes to compare two means using only two groups. In this case, a median split (4.71) was performed on the involvement variable, resulting in two groups of participants – those who found the information in the advertisement highly involving and those who did not. A t-test was then performed to test for significant mean differences on the elaboration and quality components of the participant’s consumption vision. Prior to running the test, the distribution of cases across the two levels of involvement was inspected to ensure that neither of the two groups was dominated by a particular stimulus combination. The frequencies revealed
that all four combinations of stimulus were quite evenly represented across the two groups.

The results of this analysis provide support for Hypothesis 6 revealing a significant difference between the two levels of involvement on the elaboration dimension of consumption vision, \((t (209) = 10.69, p < .05, r = .59)\). Those who found the information in the advertisement to be highly involving experienced a more elaborate consumption vision \((M = 5.69, SD = .93)\) than those who did not find this information to be that involving \((M = 4.13, SD = 1.29)\). Hypothesis Six was also supported, \((t (248) = 7.32, p < .05, r = .43)\) with those participants who found the information in the advertisement to be highly involving reporting a more quality consumption vision \((M = 5.31, SD = 1.22)\) than those who did not find the information that involving \((M = 4.11, SD = 1.40)\).

6.6.9 Correlation Analysis

Study 1 revealed a significant positive correlation between both the elaboration and quality components of consumption vision and participant’s emotional response to the advertisement. To confirm this relationship with the Study 2 sample, a correlation analysis was undertaken. Assessment of the scatter plots representing the relevant variables confirmed that the assumptions of linearity and homoscedasticity were upheld. The research design of the study satisfied the related pairs and scale of measurement assumption.

The analyses demonstrated support for the findings revealed in Study 1 with a large positive\(^1\) relationship \((r = .85, p < .001)\) evident between the elaboration component of consumption vision and the participant’s emotional response. A large

---

\(^1\)These correlation coefficient interpretations are based on Cohen’s (1988) interpretations for correlations in psychological research.
positive relationship, \( r = .60, p < .001 \) was also found between the quality of the consumption vision and participant’s emotional response. The regression analysis presented in the following section was used to further explore the impact of this relationship on the participant’s purchase decision behaviour.

**6.6.10 Regression Results**

One of the primary aims of Study 2 was to investigate the influence of the ad-evoked consumption vision and the associated emotional response on the tourism consumer’s propensity to either seek alternative information about other destinations or finalise their purchase. According to Baron and Kenny (1986) cause and effect relationships are often mediated by psychological processes that occur simultaneously to those purposefully evoked by the independent variables. As suggested in Hypotheses 8, 9, 10 and 11, the participant’s emotional response to their consumption vision is proposed as a psychological process that mediates the influence of the consumption vision on their actual purchase decision behaviour. The current study adopted Baron and Kenny’s method for mediation testing to explore this proposal.

Baron and Kenny’s (1986) method for mediation testing involves the estimation of the three following regression equations. First, the mediator is regressed onto the independent variable and the independent variable must effect the mediator. Second, the dependent variable should be regressed onto the independent variable and a significant effect of the independent variable must hold. Third, the dependent variable should be regressed on both the independent variable and the mediator and the mediator must effect the dependent variable. Should these conditions hold in the predicted direction, then the effect of the independent variable on the dependent
variable must be less in the third equation than that in the second. The equations estimated for this enquiry are presented in the following tables.

As can be seen by the data presented in Table 6.14, emotional response acted as a significant mediator between consumption vision elaboration and product interest. The beta weight also reduced considerably for the consumption vision elaboration variable, being highly significant in equation one, to non-significant in equation three.

Table 6.14

*Regression Equations Testing the Mediation Role of Emotional Response on the Influence of Consumption Vision Elaboration on Product Interest*

<table>
<thead>
<tr>
<th>Variables in Regression Equation</th>
<th>DV: Product Interest</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adj r²</td>
<td>β</td>
<td>t-value</td>
</tr>
<tr>
<td>EQUATION 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CV Elaboration =&gt; Emotional Response</td>
<td>.72***</td>
<td>.85</td>
<td>25.08***</td>
</tr>
<tr>
<td>EQUATION 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CV Elaboration =&gt; Product Interest</td>
<td>.46***</td>
<td>.68</td>
<td>14.42***</td>
</tr>
<tr>
<td>EQUATION 3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CV Elaboration and Emotional Response =&gt; Product Interest</td>
<td>.57***</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CV Elaboration</td>
<td>.14</td>
<td>1.71</td>
<td></td>
</tr>
<tr>
<td>Emotional Response</td>
<td>.63</td>
<td>7.84***</td>
<td></td>
</tr>
</tbody>
</table>

*** p<.001
Further, as claimed by Baron and Kenny (1986) mediation is established when the effect of the independent variable on the dependent variable is less in the third equation than in the second. As this was the case in this analysis, support was found for Hypothesis 8.

The results presented in Table 6.15 confirm that the influence of the quality component of consumption vision on the participant’s product interest is also mediated by emotional response. Therefore, support was found for Hypothesis 9.

Table 6.15

*Regression Equations Testing the Mediation Role of Emotional Response on the Influence of Consumption Vision Quality on Product Interest*

<table>
<thead>
<tr>
<th>Variables in Regression Equation</th>
<th>DV: Product Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adj r^2</td>
</tr>
<tr>
<td>EQUATION 1</td>
<td></td>
</tr>
<tr>
<td>CV Quality =&gt; Emotional Response</td>
<td>.36***</td>
</tr>
<tr>
<td>EQUATION 2</td>
<td></td>
</tr>
<tr>
<td>CV Quality =&gt; Product Interest</td>
<td>.18**</td>
</tr>
<tr>
<td>EQUATION 3</td>
<td></td>
</tr>
<tr>
<td>CV Quality and Emotional Response =&gt; Product Interest</td>
<td>.56***</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>CV Quality</td>
<td>-.07</td>
</tr>
<tr>
<td>Emotional Response</td>
<td>.78</td>
</tr>
</tbody>
</table>

*** p<.001
Hypotheses 8 and 9 investigated the mediating effect of emotional response on the impact of the elaboration and quality components of consumption on the participant’s product interest. The product interest variable is one of two dimensions comprising the decision behaviour variable included in this study. The second dimension, purchase immediacy, represents the propensity of the consumer to want to seek closure on the decision and purchase the product without further deliberation or need to evaluate alternatives. The following regression equations address Hypotheses 10 and 11, which were designed to investigate the mediation of emotional response on the influence of consumption vision on the participant’s purchase immediacy.

Table 6.16
Regression Equations Testing the Mediation of Emotional Response on the Influence of Consumption Vision Elaboration on Purchase Immediacy

<table>
<thead>
<tr>
<th>Variables in Regression Equation</th>
<th>DV: Purchase Immediacy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adj $r^2$</td>
</tr>
<tr>
<td><strong>EQUATION 1</strong></td>
<td></td>
</tr>
<tr>
<td>CV Elaboration $\Rightarrow$ Emotional Response</td>
<td>.72***</td>
</tr>
<tr>
<td><strong>EQUATION 2</strong></td>
<td></td>
</tr>
<tr>
<td>CV Elaboration $\Rightarrow$ Purchase Immediacy</td>
<td>.24**</td>
</tr>
<tr>
<td><strong>EQUATION 3</strong></td>
<td></td>
</tr>
<tr>
<td>CV Elaboration and Emotional Response $\Rightarrow$ Purchase Immediacy</td>
<td>.31***</td>
</tr>
<tr>
<td>CV Elaboration</td>
<td>.05</td>
</tr>
<tr>
<td>Emotional Response</td>
<td>.52</td>
</tr>
</tbody>
</table>
As revealed in Table 6.16, Hypothesis 10 was confirmed with emotional response found to play a mediating role between the elaboration dimension of consumption vision and the participant’s purchase immediacy.

Table 6.17

*Regression Equations Testing the Mediation of Emotional Response on the Influence of Consumption Vision Quality on Purchase Immediacy*

<table>
<thead>
<tr>
<th>Variables in Regression Equation</th>
<th>DV: Purchase Immediacy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adj r²</td>
</tr>
<tr>
<td><strong>EQUATION 1</strong></td>
<td></td>
</tr>
<tr>
<td>CV Quality =&gt; Emotional Response</td>
<td>.36***</td>
</tr>
<tr>
<td><strong>EQUATION 2</strong></td>
<td></td>
</tr>
<tr>
<td>CV Quality =&gt; Purchase Immediacy</td>
<td>.14***</td>
</tr>
<tr>
<td><strong>EQUATION 3</strong></td>
<td></td>
</tr>
<tr>
<td>CV Quality and Emotional Response =&gt; Purchase Immediacy</td>
<td>.30***</td>
</tr>
<tr>
<td>Purchase Immediacy</td>
<td></td>
</tr>
<tr>
<td>CV Quality</td>
<td>.07</td>
</tr>
<tr>
<td>Emotional Response</td>
<td>.51</td>
</tr>
</tbody>
</table>

*** p<.001

As illustrated in Table 6.17, emotional response was found to be a significant mediator between the quality of the participant’s consumption vision and their purchase immediacy, demonstrating support for Hypothesis 11. Therefore, support was found for all four hypotheses investigating the mediating role of emotional response on all dimensions of both the independent variable (consumption vision) and
the dependent variable (decision behaviour). Figures 6.2 (representing the elaboration component of consumption vision) and 6.3 (representing the quality component) provide a summary illustration of the mediation effects.

*Figure 6.2*

*Figure 6.3*
Mediating Effect of Emotional Response on the influence of Consumption Vision Quality on Decision Behaviour
6.7 Qualitative Responses

Qualitative information was requested in the questionnaire to collect qualitative information regarding the most favourable and least favourable aspects of the advertisement so as to provide a point of reference for explaining any particular untoward or unusual responses to the questionnaire. The qualitative questions included 1. ‘How did this advertisement make you feel?’ 2. ‘What word first comes to mind when you view this advertisement?’ 3. ‘What did you like most about this advertisement?’ and 4. ‘What did you like least about this advertisement?’

As there were no evident concerns regarding the overall responses to the questionnaire, and further discussion pertaining to the responses to these questions was considered non-essential to the primary aims of this research project. However, a tabulated presentation of these open-ended responses can be viewed in Appendix 15.

6.8 Results Summary

Chapter 6 has presented both the quantitative and qualitative results for the second phase of this research. The results have again demonstrated that an individual’s imaginary and emotional response to a print advertisement does indeed depend on the type of imagery evoking stimulus used in the advertisement. The combination of pictorial images combined with text content, more specifically concrete words, was revealed to be the most effective form of stimulus in evoking elaborate and quality consumption visions, although, destination marketing practitioners who employ print advertising can also expect reasonable consumption vision results from the use of instructions to imagine alone.

In terms of the research enquiry central to Study 2, both the evoked consumption vision and subsequent emotional response were found to significantly contribute to
the participant’s purchase decision behaviour. More specifically, the research revealed that an elaborate and quality consumption vision accompanied by a strong emotional response is a significant predictor of an individual’s product interest and purchase immediacy.

Table 6.18 presents a summary of the findings that address the hypotheses surrounding Study 2. Following this summary table, a brief discussion that integrates the findings of this research with the current body of literature on this topic area will be presented.
Table 6.18

Summary of Hypotheses and Key Findings for Study 2

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Findings</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>H1</strong> The extent to which an individual will elaborate on their consumption vision of a destination will vary according to the absence or presence of pictorial stimulus.</td>
<td>The univariate results revealed a significant result for the picture variable on the elaboration component of consumption vision, indicating that the presence or absence of pictorial images has a significant impact on the extent to which one elaborates on their consumption vision.</td>
<td><strong>Confirmed</strong></td>
</tr>
<tr>
<td><strong>H2</strong> The quality of an individual’s consumption vision will vary according to the presence or absence of pictorial stimulus</td>
<td>No significant difference was revealed in the presence or absence of pictorial images on the quality dimension of the participant’s consumption vision.</td>
<td><strong>Not Confirmed</strong></td>
</tr>
<tr>
<td>Hypothesis</td>
<td>Findings</td>
<td>Result</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>--------</td>
</tr>
<tr>
<td><strong>H3</strong>. The extent to which an individual will elaborate on their consumption vision of a destination will vary according to the type of text stimuli used in the destination’s advertisement.</td>
<td>Hypothesis 3 remains unsupported with no significant univariate effects of the text variable found for the elaboration dimension.</td>
<td>Not Confirmed</td>
</tr>
<tr>
<td><strong>H4</strong> The quality of an individual’s consumption vision will vary according to the type of text stimuli used in the destination advertisement.</td>
<td>There were significant univariate and multivariate main effects for the quality variable, indicating that the type of text stimulus used in an advertisement has a significant impact on the quality of the individual’s consumption vision.</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Hypothesis</td>
<td>Findings</td>
<td>Result</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>--------</td>
</tr>
<tr>
<td>H5 The effectiveness of text stimulus – whether it is concrete words or instructions to imagine, in evoking an elaborate and quality consumption vision is dependent on the presence or absence of pictorial images.</td>
<td>Both the multivariate and univariate results revealed a significant text x picture interaction effect. However, the univariate effect was significant only on the elaboration dimension. This result suggests that the effectiveness of the pictorial images in the advertisement, in terms of their success evoking an elaborate consumption vision, is dependent on the type of text stimuli (concrete wording or instructions to imagine) accompanying the images.</td>
<td>Partially Confirmed</td>
</tr>
<tr>
<td>H6 The extent to which an individual elaborates upon their consumption vision will differ according to the felt level of involvement towards the information provided in the advertisement.</td>
<td>Those who found the information in the advertisement to be highly involving experienced a more elaborate consumption vision than those who did not find this information to be that involving.</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Hypothesis</td>
<td>Findings</td>
<td>Result</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td><strong>H7</strong> The quality of an individual’s consumption vision will differ according to the felt level of involvement towards the information provided in the advertisement.</td>
<td>Those participants who found the information in the advertisement to be highly involving reported a more quality consumption vision than those who did not find the information so involving.</td>
<td>Confirmed</td>
</tr>
<tr>
<td><strong>H8</strong> An elaborate consumption vision will have a significant positive influence on the consumer’s product interest through the mediating factor of emotional response.</td>
<td>Emotional response had a significant mediating effect on the influence of an elaborate consumption vision on the participant’s product interest.</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Hypothesis</td>
<td>Findings</td>
<td>Result</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>--------</td>
</tr>
<tr>
<td><strong>H9</strong> A quality consumption vision will have a significant positive influence on the consumer’s product interest through the mediating factor of emotional response.</td>
<td>Emotional response significantly mediated the relationship between the quality of the consumption vision and the participant’s product interest.</td>
<td>Confirmed</td>
</tr>
<tr>
<td><strong>H10</strong> An elaborate consumption vision will have a significant positive influence on the consumer’s purchase immediacy through the mediating factor of emotional response.</td>
<td>Emotional response had a significant mediating effect on the influence of an elaborate consumption vision on the participant’s purchase immediacy.</td>
<td>Confirmed</td>
</tr>
<tr>
<td><strong>H11</strong> A quality consumption vision will have a significant positive influence on the consumer’s purchase immediacy through the mediating factor of emotional response.</td>
<td>Emotional response significantly mediated the relationship between the quality of the consumption vision and the participant’s purchase immediacy.</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>
6.9 Discussion Study 2

Study 2 has revealed that an individual’s elicited consumption vision and emotional response to certain print advertising stimulus do influence their purchase decision behaviour. In addition, the results from this study also confirmed that the most successful combination of external stimuli in evoking such responses is one that comprises a concrete style picture and concrete wording. The least effective combination was that consisting of concrete wording alone. The current study, in congruence with previous research findings, also revealed that the higher the participant’s felt level of involvement was towards the information presented in the advertisement, the more likely they were to elaborate upon their consumption vision. The high positive correlation found between the elaboration component of consumption vision and emotional response revealed that this in turn would result in the consumer having a more powerful emotional affiliation with the advertised destination. The following discussion summarises these findings in terms of their relevance and contribution to the previous and current research surrounding the tourism consumer’s decision behaviour.

6.8.1 The Effectiveness of External Symbolic Stimulus in Evoking Consumption Visions among Tourism Consumers

Study 2 employed four of the nine advertisements used in Study 1, two of which featured the most effective combination of stimuli and two featuring the least effective combination. These four combinations were successful in terms of their consistency with the results from Study 1, revealing that in order for a print advertisement to be successful in evoking an elaborate and quality consumption vision, it must comprise both concrete style images and text content featuring concrete style wording or instructions to imagine. As formerly discussed in Chapter 5, this
winning combination of pictorial and text stimulus is contradictory to previous findings from Goossens (1994) and Unnava and Burnkrant (1991) who concluded that pictorial images become superseded in terms of their imagery evocation ability by text information that is high in imagery. The fact that the text content employed by this study, previously proven to be high in imagery, performed worse when presented alone than when it was combined with pictorial images, indicates that pictorial images actually enhance the effect of the text. Therefore, these two types of external stimulus are best presented in unison when being employed for use in print advertisements.

6.8.2 The Effect of Involvement on the Tourism Consumer’s Elicited Consumption Vision

According to Celsi and Olsen (1988), the consumers felt level of involvement with the information presented in the advertisement is positively correlated with the amount of effort, attention and cognitive elaboration that consumers devote to information processing task. Study 2’s results confirmed this relationship, revealing a positive relationship between the participant’s felt level of involvement towards the featured advertisement and the elaboration and quality components of their elicited consumption vision.

Given the proposed importance of the role of involvement in the consumers’ purchase decision (see Bloch, 1981; Cai et al., 2003; Goossens, 1994; Teare et al., 1994), Study 2 extended this investigation and tested for differences in participants’ consumption visions between those who did not find the advertisement that involving and those who found it highly involving. The results revealed significant differences within the sample, between those who were not highly involved, rating their consumption vision significantly lower, in terms of the extent to which they
elaborated upon their vision and the quality of the images, and those who were. This result reiterates the importance of product relevant information to tourism consumers and substantiates the need for tourism marketers to have an understanding of the psychological needs of those belonging to their targeted markets.

6.8.3 The Impact of Consumption Vision and Emotional Response on the Tourism Consumer’s Decision Behaviour

Based on the previous literature, it was anticipated that an elaborate consumption, mediated by an emotional response, would have some impact on the participant’s decision behaviour. The literature suggests that when consumers consult their elicited emotions throughout their decision process, they are more likely to purchase the product on impulse, as opposed to seeking other alternatives, as a result of their forming an emotional attachment to the advertised product (Elster, 1985). Therefore, the current research hypothesised that the successful evocation of an elaborate consumption vision, which in turn generates a strong emotional response, will influence the tourism consumer’s propensity to partake in the alternative evaluation stage of the consumer decision process. The findings of the current study support these propositions by revealing that an elaborate and quality consumption vision, mediated by an emotional response, can significantly influence the consumers’ interest in an advertised product to the point where they are likely to seek closure on their decision and make an immediate purchase. By doing so, the tourism consumer will bypass the alternative evaluation stage of the decision process and hence expedite their decision.
6.10 Conclusion

The results of this study further emphasise the overall importance of the effective usage of external stimulus in print advertising when promoting intangible consumption experiences. As a result of this study, both academia and industry marketing professionals can benefit from the following information. First, the most effective combination of external stimulus for use in print tourism advertisements in evoking elaborate and quality consumption visions comprises concrete pictorial images and either concrete style words or instructions to imagine. Second, the personal relevance of the information in the advertisement to the targeted consumer will have an impact on their consumption vision, with non-relevant information resulting in a non-elaborate consumption vision and a highly relevant advertisement resulting in a more elaborate consumption vision. Third, an elaborate and quality consumption vision will inevitably result in a strong emotional response towards the advertised destination. Fourth, these visionary and emotional responses will together influence the tourism consumer’s product interest and propensity to bypass the alternative evaluation phase of their destination choice process, resulting in an immediate purchase without further deliberation. The following chapter will provide a detailed discussion of these findings in terms of their agreement with previous research, contribution to the relevant academic body of knowledge and their implications for industry.
Chapter 7

General Discussion

7.1 Introduction

The aim of this research was twofold. First, the research aimed to examine the effectiveness of various combinations of external stimuli (pictures, concrete words or instructions to imagine) on the tourism consumer’s consumption vision and associated emotional response. Second, the research aimed to explore the impact of the tourism consumer’s consumption vision and associated emotional response on their subsequent purchase decision behaviour. Chapter 2 of this thesis presented a detailed review of the previous literature surrounding the constructs of interest to this research. This review revealed a number of shortfalls in the literature, which in turn formed the basis for the research questions and hypotheses addressed in this thesis. Chapter 3 provided a detailed discussion regarding the epistemological paradigm in which the methods employed for this study lie whilst justifying cause for their implementation. Chapter 4 presented a more practical insight into the first phase of this research, introducing the variables of interest to Study 1 and discussing the results of a pilot study performed to test the study’s instrumentation and manipulations. Chapter 5 presented the results of the experimental investigation performed in Study 1 that investigated the effectiveness of external stimuli in the evocation of consumption visions among tourism consumers. Chapter 6 then presented the results of the statistical procedures performed to investigate the influence of the ad-evoked consumption vision, and its associated emotional response, on the tourism consumer’s decision behaviour.
This final chapter discusses the findings of the two studies in order to synthesise a more complete understanding of what has been learned in these preceding chapters about the power of the tourism consumer’s imaginative and emotional responses to advertising and how best to evoke these responses. First, the results of the research hypotheses addressed in Study 1 regarding the usage of external stimuli for the evocation of consumption visions will be discussed in terms of the agreement or disagreement of the findings with the previous literature. Second, the findings relating to role of involvement in the evocation of consumption visions are discussed. Third, the relationship between consumption vision and emotional response will be discussed in accordance with previous research findings supporting this relationship. Fourth, the findings from the investigation carried out in Study 2 that explored the influence of consumption vision and emotional response on the tourism consumer’s subsequent purchase decision will also be discussed with reference to their standing with previous research. The theoretical implications and contributions of the research findings to academe are then revealed. Following this, the research findings are discussed in terms of their implications for destination marketers and the tourism industry. Finally, the limitations of the study are presented and directions for future research are proposed.

7.2 The Effectiveness of Print Advertising Stimuli in Evoking Elaborate and Quality Consumption Visions Among Tourism Consumers

Study 1 of this research employed a 3 x 3 factorial experimental design to test the impact of various combinations of external stimuli on an individual’s consumption vision. The two categories of stimuli explored in this study included pictorial images and imagery-evoking text. The pictorial image category consisted of a concrete style
picture, a less concrete style picture or no picture. The text category comprised concrete words, instructions to imagine or both combined. One of nine combinations of the stimulus was presented to each participant via a mock print tourism advertisement.

The findings revealed in Study 1 regarding the effective usage of pictorial images and text for the purpose of evoking elaborate and quality consumption visions among tourism consumers are discussed below. First, this discussion will focus specifically on the performance of pictorial stimulus. This will be followed by a discussion of the effectiveness of the three combinations of text created for this research. A discussion regarding the effectiveness of pictorial and text-based stimuli when used in combination concludes this subsection.

7.2.1 The Effectiveness of Pictorial Images in Evoking Consumption Visions

With reference to the literature presented in Chapter 2, (Section 2.7), external stimuli sources such as pictorial images are considered an established means for inducing imagery among consumers (see Babin & Burns 1997; Dann, 1993; Macinnis & Price, 1987; Miniard, Lord, Bhatla, Dickson & Unnava, 1991). However, despite these claims, marketing communications researchers identified a need for further clarification regarding the effectiveness of pictorial stimuli in evoking consumption related mental imagery (see Goossens, 1994; Burns & Babin, 1997). Moreover, previous research has also failed to inform tourism marketers, particularly those employing print advertisement techniques, in terms of the effectiveness of this stimulus in evoking elaborate and quality consumption visions among tourism consumers. The current research aimed to address this current shortfall in the
literature and provide further clarification regarding the usage of pictorial images for the purpose of imagery evocation by testing the following hypotheses:

**H1** The extent to which an individual will elaborate on their consumption vision of a destination will vary according to the presence or absence and type of pictorial stimulus used in the destination advertisement.

**H2** The quality of an individual’s consumption vision of a destination will vary according to the presence or absence and type of pictorial stimulus used in the destination advertisement.

The results of Study 1 provided full support for these hypotheses, revealing that the extent to which the tourism consumer elaborates upon their consumption visions and the quality of their vision depends on the presence or absence of the image and its level of concreteness (see Chapter 5, section 5.4.5). The concrete style pictures were found to be the most effective picture source in generating elaborate consumption visions, while the less concrete images were found to be less effective. This finding is consistent with research conducted by Babin and Burns’ (1997) that revealed a concrete style picture has a stronger impact on mental imagery processing than a less concrete style picture. In addition Dyer’s (1982) contention that concrete images offer greater opportunity for the incitement of imagination is also supported by this finding.

On reflection of the design of the concrete pictures employed for the current research and their success in generating elaborate and quality consumption visions, it is important to acknowledge the use of photographic images in this study, as opposed
to artistic renditions. According to Miller and Stocia (2003), photographic images of
tourism destinations are more effective in evoking mental imagery than are artistic
renditions. Further, Lippard (1999) claims that potential tourism consumers often use
the photographic images featured in tourism brochures as a means of indirectly
experiencing a destination without the need to travel. With reference to the definition
of the consumption vision construct, that is, its ideology relating to the vicarious
experience of self-relevant consequences of product usage, the current research
findings are consistent with Lippard’s claim. That is, the concrete photographic
images featured in the study’s advertisement appeared to be the most effective form of
pictorial stimuli in evoking elaborate and quality consumption visions among the
participants.

In addressing this first hypothesis pertaining to the usage or non-usage of
concrete and less concrete images, the current research has extended the existing
knowledge base regarding the effectiveness of concrete pictorial images in evoking
elaborate and quality consumption visions among tourism consumers. In particular,
the results of this particular enquiry have contributed to the current body of
knowledge by providing much needed clarification in terms of the effectiveness of
pictorial stimuli in evoking consumption related mental imagery within a tourism
context.

7.2.2 The Effectiveness of Textual Stimulus in Evoking Consumption Visions

A review of the literature regarding the inclusion of imagery-eliciting text and
its contribution to the success of a print advertisement in evoking consumption related
imagery revealed a disparate area of discussion. For example Goossens (2003) found
that imagery-eliciting text such as concrete words and instructions to imagine are
more effective in evoking mental imagery when presented without pictures. Babin and Burns (1997) also revealed that the inclusion of imagery-evoking text in advertisement copy stimulates vividness in mental imagery processing. On the other hand, a number of studies conducted in this area failed to demonstrate any significant main effects at all in terms of the usage of text-based stimuli (see Keller & McGill, 1994, McGill & Anand, 1989, Lisielius & Sternthal, 1984). In order to provide further clarification regarding the effective usage of text stimuli, Study 1 explored the use of two types of text - concrete words and instructions to imagine - in terms of their effectiveness in evoking elaborate and quality consumption visions when presented alone and in combination. The following hypotheses were tested:

**H3** The extent to which an individual will elaborate on their consumption vision of a destination will vary according to the type of text stimuli used in the destination’s advertisement.

**H4** The quality of an individual’s consumption vision of a destination will vary according to the type of text stimuli used in the destination’s advertisement.

The text variable manipulated in Study 1 comprised three levels: concrete words, instructions to imagine and a combination of both. The results provided support for both Hypotheses 3 and 4, illustrating that the extent to which the tourism consumer elaborates on their consumption vision and the quality of the vision will vary according to the type of text-based external stimuli featured in the advertisement. This result is discussed in further detail with reference to the impact of each
individual condition (instructions to imagine, concrete words, combination of instructions to imagine and concrete words) on the participant's consumption vision.

*Instructions to imagine.* According to Babin et al. (1992) this imagery-evoking strategy is the most direct way to encourage imagery processing. Not only has this method of imagery evocation been found to facilitate learning (Pavio, 1971), it has also been found to be successful in the elicitation of self-generated imagery which in turn results in the imagery being more personally relevant (Babin et al., 1992). Mani and MacInnis (2000) present two positive implications for the evocation of self-generated or person-related imagery. First, the authors claim that self-related imagery has a direct positive impact on feelings. Second, the authors revealed that this type of imagery has a significant influence on attitudes towards the product and purchase intentions, suggesting that imagery instructions that instruct the consumer to imagine ‘him or herself” can have a persuasive impact. Further support for this finding was provided by Escalas (2004), who also produced evidence supporting the persuasiveness of narrative self-referencing that occurs when consumers are instructed to imagine themselves using / experiencing the advertised product. Moreover, Bone and Ellen (1992) also revealed that when an individual imagines him or herself as the focal character, this in turn enhances the vividness and ease of the imagery elaboration. The latter authors conclude that individuals actually prefer to imagine themselves experiencing the product, than they do others.

In consistency with previous research, the results of Study 1 (see Chapter 5, Section 5.4.5) indicated that instructions to imagine were significantly more effective in evoking both elaborate and quality consumption visions among the participants than concrete words. Qualitative comments from participants who received this
condition such as “…I really enjoyed being able to paint my own picture of the destination” and “…The ad made me feel like I was actually there, now I really want to go…” provides further confirmation of the power of this particular imagery-evoking stimulus to encourage elaborate and quality consumption visions and influence purchase intentions.

*Concrete Wording.* The concrete words condition created for this study featured the phrases ‘relaxing sun lounges’ and ‘palm fringed beaches’. Study 1 revealed the advertisement featuring these words without the accompaniment of pictorial images as the worst performing source of stimulus, resulting in the evocation of the least elaborate and lesser quality consumption visions among the participants. Possible explanation for the result is provided by MacInnis and Price (1987) who claim that when limited information is provided in an advertisement, the resultant mental imagery is likely to be vague, which in turn makes the evaluation of the product more difficult. However, on review of the qualitative responses, some participants did state that they would like more information about the advertised destination. This finding suggests that exposing consumers to limited information consisting of concrete style phrases may in fact induce further interest or curiosity about the product. Hence, regardless of this source’s ability to evoke vivid mental imagery, the advertisement featuring this particular external stimuli source appeared to be successful in evoking further interest about the destination.

Previous research regarding the usage of concrete words as a means of generating mental imagery has mainly focused on the comparison of concrete and abstract wording (see for example Lutz & Lutz, 1978; Burns., et al., 1991). Therefore, this particular evaluation of the sole usage of this stimulus constitutes a new and much
needed contribution (Babin, et al., 1992) to the advertising and marketing communications literature.

*The combination of concrete words and instructions to imagine.* Concrete words were revealed in this research as having an enhancement effect on the imagery-evoking ability of instructions to imagine, particularly when the advertisement did not contain pictorial images (see Chapter 5, Section 5.4.5). Support for the effectiveness of this combination is provided by Unnava and Burnkrant (1991) who claim that if individuals are exposed to high imagery verbal information (text), they are more likely to elaborate on the information by forming mental images as a natural part of understanding the meaning of the information. As this particular combination (instructions and concrete words) not only instructed the person to form these images but also provided concrete imagery-eliciting phrases, it is not surprising that this combination of text stimuli was the most effective in terms of its success in generating consumption visions among the participants.

While previous research in this area has produced findings in relation to the combination of concrete words and pictorial images (see Edell & Staelin, 1983; Babin & Burns, 1997; Miller et al., 2000), no empirical testing to date has produced results relating to the effectiveness of this particular textual combination as a method of imagery evocation among consumers. Therefore, this finding regarding the effectiveness of this particular combination of textual stimuli in evoking elaborate and quality consumption vision again represents a significant contribution to the advertising and marketing communications literature.
7.2.3 The Effectiveness of Pictorial Images and Textual Stimulus Combined in Evoking Consumption Visions

One of the unique attributes of the current research was its empirical investigation of the effectiveness of various imagery-evoking stimuli when used in combination. Previous research efforts in tourism and marketing communications have successfully investigated the use of pictorial images (see Unnava & Burnkrant, 1991; Edell & Staelin, 1983) and text (see Escalas, 2005; Mani & MacInnis, 2000; Miller & Marks, 2000) for the evocation of mental imagery. However, research has yet to present findings regarding the combined usage of these various forms of external stimuli and their combination’s effectiveness in evoking elaborate and quality consumption visions within a tourism context. Responding to this deficiency in previous research, Study 1 explored the interaction effects between the levels of the picture and text variables featured in this research by testing the following hypothesis:

**H5** The effectiveness of pictorial images – whether they be concrete, less concrete or absent, in evoking an elaborate and quality consumption vision is dependent on the presence, absence or combination of concrete words and instructions to imagine.

The results revealed partial support for this hypothesis, revealing that the effectiveness of the pictorial image used in the advertisement in terms of its ability to evoke an elaborate consumption vision, is dependent on the presence, absence or combination of concrete words and instructions to imagine. No significant differences in terms of the quality of the participants’ consumption vision were found in relation to the different combinations of stimuli.

Not only does this result provide insight into the success of various
combinations of imagery evoking stimulus, further statistical investigation into this result also revealed the best and worst performing combination. Concrete pictorial images accompanied by both concrete words and instructions to imagine represented the most effective combination of external stimuli for the evocation of elaborate consumption visions. Concrete words presented without the accompaniment of pictorial images or instructions to imagine constituted the least effective combination. This result differs from former research that suggests that concrete pictorial images may stifle the consumer’s imagination (Rossiter & Perry, 1983) or that information high in imagery, such as the textual content employed for this study, results in high levels of imaginary processing regardless of whether or not a pictorial image is present (Unnava & Burnkrant, 1991).

According to a study conducted by Edell and Staelin (1983), the extent to which the information presented in a print advertisement will be mentally elaborated upon will differ depending on the pictorial and text message congruency. The authors claim that the more compatible the two sources of stimuli, the more cognitive attention the participant will devote to the advertisement. The current research incorporated rich descriptive textual content that was complementary to the concrete picture. Given that the participants were more responsive to this particular combination in terms of the extent to which they elaborated upon their consumption visions, the results of the study lend further support to the implications of picture/text congruency.

In summary, in response to various shortfalls in the tourism and marketing communications literature, the current research has revealed pertinent information regarding the effectiveness of pictorial images and imagery-eliciting text in evoking elaborate and quality consumption visions. By investigating participants’ visionary
responses to a mock tourism advertisement featuring various combinations of these stimuli, this study has revealed that through the usage of certain external stimuli, advertisers can successfully evoke elaborate and quality images within the minds of their targeted audiences. The results of this particular area of research suggest the following:

- When the advertiser is working with pictures alone they should use a concrete style picture as opposed to a less concrete or abstract style picture.
- When no pictorial image is present, instructions to imagine are more effective in evoking elaborate and quality consumption visions than concrete words.
- Higher levels of imagery elaboration can be expected when both concrete words and instructions to imagine are used in unison.
- A concrete pictorial image combined with textual content featuring either concrete words or instructions to imagine will provide the best results for the advertiser in terms of the consumers’ visionary responses to the destination advertisement.

The theoretical implications of these findings and their application to the tourism marketing communications industry are discussed in sections 7.7 and 7.8 of this chapter.

Study 2 of this research extended this investigation into the tourism consumer’s receptivity to advertising this proposition by examining the role of the tourism consumer’s level of felt involvement in the evocation of consumption vision. The results of this enquiry are discussed in the following section.
7.3 The Role of Involvement in the Evocation of Consumption Visions

Cai et al. (2003) argue that product involvement in search behaviour has a significant influence on the consumer’s final purchase decision. Teare et al. (1994) also agree with this contention. However, the latter authors are more specific in stating their position, claiming that the consumer’s product involvement is likely to be most influential during the information search phase of the consumer’s decision process. The consumer’s receptivity to advertising and the type of cognitive responses generated during their exposure to the advertisement were Teare et al’s main variables of interest and provided the bases for Hypotheses 6 and 7 tested in Study 2 of the current research (see Chapter 6, Section 6.4). These hypotheses proposed the following.

**H6** The extent to which an individual will elaborate upon their consumption vision will differ in accordance with their level of felt involvement towards the information provided in the advertisement.

**H7** The quality of an individual’s consumption vision will differ in accordance with their level of felt involvement towards the information provided in the advertisement.

By use of the term ‘felt involvement’ the researcher is referring to how personally relevant the participant found the information in the advertisement to be.

The results relating to this enquiry provided support for both hypotheses revealing that the higher the individual’s level of involvement or the more personally relevant they found the information provided in the advertisement, the more likely they are to elaborate upon their consumption vision and the higher the quality of the
vision (see Chapter 6, Section 6.5.8). This result also offered further support for findings revealed by Celsi and Olsen (1988). Similar research performed by these authors found a positive relationship between the level of involvement the consumer attributed to the advertisement and the amount of effort, attention and cognitive elaboration they produced whilst processing the information. Consequently, those responsible for destination promotional material need to be accurately informed of the interests and motivations of those consumers belonging to their targeted market. For example, according to Um and Crompton (1990), an individual’s beliefs relating to the attributes of a destination are often formed as a result of internal factors such as their own needs, motivations, prior knowledge and preferences. Further, Beerli and Martin (2004) provided empirical evidence to suggest that when there is congruence between the tourism consumer’s motivations and extant needs and the destination’s attributes, the consumer’s image of the destination is positively influenced.

In response to Cai et al.’s (2003) call for further tourism based research regarding the role of involvement in the consumer’s information search process (see Chapter 2, Section 2.2.2), the findings of this particular enquiry suggest the following:

- For a tourism-based print advertisement to be effective in evoking elaborate and quality consumption visions, not only must it contain proven imagery evoking external stimuli, it must also present relevant information that corresponds with the needs and motivations of those belonging to the targeted market.

- When there is a mismatch between the information presented in the advertisement and the tourism consumer’s interests / motivations, not only will the advertisement fail to evoke elaborate and quality consumption visions among the consumers, this mismatch may result in low levels of involvement.
and potentially evoke negative perceptions of the destination. Further discussion regarding the implications of these finding for tourism marketers is provided in section 7.7.

### 7.4 Consumption Vision and Emotional Response – The Relationship

As formerly discussed in the literature review, (see Chapter 2, Section 2.5), numerous consumer behaviour researchers have already expressed the importance of consideration of consumer emotions when promoting experiential products (see Holbrook & Hirschman, 1992; Mano, 1990; Tuan Pham et al. 2001). Concern was also expressed by various researchers in the tourism field in terms of the lack of acknowledgement of the anticipatory emotions and feelings experienced by the consumer when making tourism purchases (see Boterill & Crompton, 1996; Gnoth, 1997; McGuiggan, 2001). The current research addressed this need by providing further insight into the tourism consumer’s emotional response to destination advertising. The relationship between the tourism consumer’s consumption vision and their emotional response to a destination advertisement represented the first area of investigation and the following hypothesis was tested:

\[ H_8 \text{ A positive relationship exists between the tourism consumer’s evoked consumption vision and their emotional response to the advertisement.} \]

Correlation analysis performed in both Studies 1 and 2 revealed support for this hypothesis, presenting a strong positive relationship between the elaboration and quality components of the participant’s consumption vision and their emotional response to the advertisement. Based on this result, one can conclude that the more an
individual elaborates upon their consumption vision and the higher the quality of the vision, the stronger their emotional response will be to the advertised product.

The results of the current research support those of Oliver, Robertson and Mitchell (1993), who revealed a strong positive relationship between imagery and affect, and proposed a carry-on effect of this relationship on the consumers’ potential purchase behaviour. According to a study conducted by Macinnis and Price (1987) when information processing is imagery-based and reflects the potential consequences of the product’s usage, consumers are more likely to generate emotional responses to the constructed image. These emotions in turn are predicted to contribute to the attitude formation towards the advertised product (Macinnis & Jaworski, 1989). In addition, Babin and Burns’ (1997) review of numerous studies in this area concluded that imagery-eliciting stimuli resulted in more positive attitudes towards the advertised product when compared to stimuli not attempting to elicit imagery.

On review of these comparable findings however, it is important to note that they mostly lie within a general consumer behaviour context. The results of the current study regarding the relationship between consumption vision and emotional response, however, present findings that are specifically relevant to the promotion of a tourism-oriented product. This particular area of enquiry was undertaken in response to a call by established tourism researchers for further investigation into the imaginative and emotional forces on the tourism consumer’s purchase decision behaviour and has therefore made a significant contribution to the tourism literature (see Chapter 2, Section 2.4). Further information regarding the influence of the tourism consumer’s consumption vision and associated emotional response on their purchase decision behaviour is presented in the following section.
Thus far, this chapter has discussed the effectiveness of various sources of external stimulus in evoking elaborate and quality consumption visions. This was followed by a discussion of the role that consumer involvement plays in terms of the success of the advertisement in evoking such visions. Confirmation of the relationship between the elicited consumption vision and the participant’s emotional response was also discussed. This section provides further insight into the consumption vision / emotional response relationship as it discusses the influence of this relationship on the tourism consumer’s purchase decision behaviour.

The conceptual framework encompassing this study positioned emotional response as mediating the relationship between the participant’s consumption vision and their purchase decision behaviour (see Chapter 2, Figure 2.2). The reason for this was first to indicate direction, that is, give attention to the fact that for the purpose of this research it was assumed that the consumption vision would occur prior to the emotional response. For example, in order for a consumer to have an affective reaction to the advertisement it was assumed that they must first experience some kind of cognitive visionary processing of the information. Second, this positioning of emotional response reiterates the supposition put forward by Etzioni (1988) that the fantasies or mental images that come to mind as the consumer reviews the advertising copy would only affect their purchase decision behaviour if they were powerful enough to induce some kind of emotion. In accordance with this framework, the current research investigated the following hypotheses:
H9 An elaborate consumption vision will have a significant positive influence on the tourism consumer’s level of product interest through the mediating factor of emotional response.

H10 A quality consumption vision will have a significant positive influence on the tourism consumer’s level of product interest through the mediating factor of emotional response.

H11 An elaborate consumption vision will have a significant positive influence on the tourism consumer’s level of product interest through the mediating factor of emotional response

H12 A quality consumption vision will have a significant positive influence on the tourism consumer’s purchase immediacy through the mediating factor of emotional response.

A series of multiple regression analyses offered significant support for all four hypotheses suggesting that consumption vision can heighten the tourism consumer’s product interest and increase their propensity to bypass the alternative evaluation phase of the decision process and seek immediate closure on their purchase via the consumer’s elicited emotional response. Sections 7.5.1 and 7.5.2 provide a detailed explanation of the individual roles that the components of the consumption vision phenomena (elaboration and quality) play in terms of their emotional response mediated influence on the consumers’ product interest and purchase immediacy. This
is followed by a brief discussion regarding the findings’ contributions to the tourism literature.

7.5.1. The Influence of an Elaborate Consumption Vision on the Tourism Consumer’s Product Interest and Purchase Immediacy

The elaboration component of consumption vision refers to the extent to which the individual elaborates upon the mental images that come to mind as a result of their viewing the advertisement. Several streams of research in consumer behaviour have revealed that information can be processed at different levels of cognitive elaboration (see Cacioppo & Perry, 1984; Greenworld & Leavitt, 1984; MacInnis & Price, 1987; Mitchell, 1981). Information processed at low levels (non-elaborate) is said to elicit only a recognition response. Information that is processed at higher levels of elaboration is said to involve the integration of data from multiple knowledge structures which in turn influences affective or emotional experiences. The current research is in partial agreement, in that support is provided for the imagery elaboration continuum. However, contrary to research by MacInnis and Price (1987) and Park and Mittal (1985), who claim that elaborate imagery in choice contexts does not imply that the consumer ignores information about alternatives, this research has revealed that as a result of highly elaborate imagery and its associated emotional responses, product interest is heightened and the need for alternative evaluation is lessened.

With reference to Hypothesis 10, the results revealed that when a consumption vision is elaborated upon and an emotional response occurs, the participant’s level of purchase immediacy is high. This result suggests that when the tourism consumer experiences an elaborate consumption vision, they are more likely to bypass the
alternative evaluation phase of the decision process and seek closure on their purchase decision. A logical explanation for this result is provided by Dann (1981) who contends that when tourism consumers project themselves visually into an imagined future consumption, the projections they experience are often translated into the goals they wish to achieve as a result of their tourism purchase. Dann (1981) claims that these fantasies and images then become responsible for directing the tourism consumer’s information search activities. Therefore, the participant’s high level of product interest and desire to purchase the product that occurred as a result of their elaborate consumption vision and associated emotional response can potentially be explained by the presumed ability of the featured destination to satisfy their fantasy derived goals.

According to Uzzel (1984) the potential tourism consumer is often swayed into an imaginative state as the advertiser manipulates the consumers by constructing advertising material in a form that is most appealing to their emotions and desires. This in turn is said to make them feel as though the destination is somewhere they want to be as it possesses something they need to experience and achieve. The author argues that to have this effect the consumer must be given the opportunity to ascribe personal meanings to the interpretive process and actively participate in the translation of the material presented in the ad. In other words, the advertisers, when designing their advertising stimulus, must ensure that they focus on the attributes of the destination that allow the consumers to assume any identity they wish to undertake, providing them only with the ‘tools’ necessary to create their own fantasies and meanings. The method employed to operationalise the current study adhered to this rule by providing the participants with imagery-evoking strategies that invited them to imagine themselves experiencing the featured destination. The results of the research
present further empirical evidence to support Uzzel’s argument, with those participants who elaborated upon their induced fantasies experiencing stronger emotional responses and demonstrating higher levels of product interest and purchase immediacy than those who did not.

With specific regard to the purchase immediacy dimension of decision behaviour, the fact that the imagery-evoking stimulus was designed to encourage the participants to imagine themselves experiencing the destination possibly contributes to the nature of the findings surrounding this dimension. For example, Mani and MacInnis (2001) propose that self-related imagery is more likely to have an effect on purchase intentions as such imagery has been proven to be more emotionally provocative than imagery that is other-oriented. With further reference to the intermediary role of the participant’s emotional response to their consumption vision, Hirschman and Holbrook (1982) contend that consumers often choose to impulsively purchase hedonic type products with the intent of generating the same emotional response derived from their imagined future consumption experience.

7.5.2 The Influence of the Quality of the Tourism Consumer’s Consumption Vision on their Product Interest and Purchase Immediacy

The quality component of an individual’s consumption vision refers to the vividness, clarity, intensity and sharpness of their mental images. In the current study, those participants who experienced consumption visions that rated highly on all four of these elements reported a stronger emotional response to the advertisement, higher product interest, and were more likely to seek immediate closure on their purchase decision.
According to a study conducted by Petrova and Cialdini (2005), mental imagery that is vivid and clear produces stronger product preferences. Further explanation regarding this finding is offered by prior research that suggests that consumers who experience mental images that are vague and unclear are unlikely to generate affective responses to the advertisement as their cognitive information source fails to provide them with concise detail regarding the outcomes of their product choice (see Miller & Marks, 1997; Oliver et al, 1993; Phillips et al, 1995). The current study has revealed a follow on effect of this previously determined outcome on the individual’s purchase decision behaviour. That is, the results pertaining to Hypotheses 11 and 12 indicate that the consumer’s non-affective responses that occurred as a result of their poor quality consumption vision can result in a decrease in product interest and an increased propensity to delay their purchase decision by seeking further information about alternative destinations.

Despite the fact that previous research in this area posited the quality component, or rather those elements comprising this component, within the elaboration construct (Miller et al., 2000) the current research produced empirical findings that suggest the quality of the vision is a construct that stands separately from elaboration. However, the strong positive relationship revealed between the elaboration and quality components of consumption vision is suggestive of a complementary relationship between the two. This indicated that the more the individual elaborates upon their consumption vision, the higher the quality of the vision will be. Therefore, it is conceivable that the results regarding the impact of the quality component of consumption vision on the participant’s decision behaviour were in alignment with those involving the elaboration component.
These results regarding the impact of the tourism consumer’s visionary and emotional responses to advertising on their purchase decision behaviour provide support for the importance of the consideration of the tourism consumer’s imaginative and affective response when executing destination promotion campaigns. This particular study was again undertaken in response to a significant knowledge gap identified in the preceding literature review. For example, the alternative evaluation phase of the tourist’s decision process was described in Chapter 2 (Section 2.2.3) as an area in which discussion was particularly scant among the tourism literature. To the researcher’s knowledge, no research to date had investigated the influence of psychological variables such as mental imagery and emotion on this particular stage of the decision process. Further, despite the efforts of previous research in confirming the relationship between mental imagery and emotion, such research had yet to be extended to investigating the influence of these cognitive and affective responses on the tourism consumer’s final purchase decision (see Chapter 2, Section 2.5). The current research has addressed these knowledge deficit areas and has therefore provided a significant contribution to the existing body of knowledge surrounding the tourism consumer’s decision-making process. To conclude, the researcher condenses the findings pertaining to this particular enquiry via the following statement:

A strategic advertisement design that employs the correct combination of external stimuli can result in more timely decisions among the targeted tourism consumers as their imagery induced emotional attachment to the featured destination persuades them to seek closure on their decision, via the immediate purchase of the tourism product, and to bypass the alternative evaluation phase of the decision process without further deliberation.
Further discussion regarding the theoretical contribution of these findings as well as their practical implications for the tourism industry will be discussed in the following two sections.

7.6 Contribution to Knowledge / Theoretical Implications

The contributions of this research to the existing body of literature surrounding the tourism consumer’s decision-making process are presented in Table 7.1 (Study 1) and Table 7.2 (Study 2). Column 1 presents the previously identified research gaps, to which this particular study has responded. Column 2 describes the contribution that the research has made to the body of knowledge as a result of the study’s response.

In summary, this thesis has made a number of significant contributions to the body of knowledge that embraces both marketing communications and tourism. First, the findings of Study 1 provide much needed clarification regarding the effective usage of imagery-evoking stimuli, commonly used in print media sources, in generating elaborate and quality consumption visions within a tourism context. Second, the research undertaken in Study 1 also provides valuable insight into the relationship between the tourism consumer’s ad-evoked consumption vision and the emotions that are likely to occur in response to these visions. Third, Study 2 of the research responds to recent requests by tourism researchers for further investigation into how tourism consumer decisions are made by exploring the influence that consumption related imagery and associated emotional responses have on the tourism consumer’s purchase decision.
Table 7.1

*Contributions to Knowledge – Study 1*

<table>
<thead>
<tr>
<th>Research Gap</th>
<th>Contribution</th>
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<tbody>
<tr>
<td>Previous research had yet to consider the effectiveness of concrete and less</td>
<td>The result of this particular enquiry has added to the existing body of knowledge surrounding consumer behaviour and advertising by providing much needed clarification in terms of the effectiveness of pictorial stimulus in evoking mental imagery. The research has also made a significant contribution to the tourism marketing literature by providing fresh insight into the effectiveness of pictorial stimuli in evoking future consumption related imagery within a tourism context.</td>
</tr>
<tr>
<td>concrete and less concrete pictorial stimulus in evoking elaborate and quality</td>
<td></td>
</tr>
<tr>
<td>consumption visions among tourism consumers.</td>
<td></td>
</tr>
<tr>
<td>A review of the consumer behaviour and tourism literature regarding the usage</td>
<td>These results have added to the tourism marketing literature by providing further clarification regarding the effective usage of concrete words and instructions to imagine as means of evoking elaborate and quality consumption visions among tourism consumers.</td>
</tr>
<tr>
<td>of imagery eliciting text, such as concrete words and instructions to imagine,</td>
<td></td>
</tr>
<tr>
<td>and their effectiveness in evoking elaborate and quality consumption visions</td>
<td>The particular enquiry that evaluated the sole usage of concrete words in term of their ability to generate consumption visions also constitutes a new area of research. Further, to the researcher’s knowledge, marketing communications research, to date, has yet to investigate the effectiveness of text stimuli when used in combination with and without pictorial images, hence a significant</td>
</tr>
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<td>revealed a disparate and inconclusive area of research.</td>
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</table>
A contribution to marketing communications literature that discusses the usage of text-based stimuli has been made.

Research had yet to present findings regarding the combined usage of these various forms of external stimuli and their combination’s effectiveness in evoking elaborate and quality consumption visions within a tourism context.

Again, the findings regarding the effectiveness of the external stimuli combinations in evoking elaborate and quality consumption visions among tourism consumers, offer a significant contribution to both the tourism marketing literature and that of marketing communications.

Despite previous confirmation regarding the relationship between ad-evoked mental imagery and emotional response, research had yet to confirm this relationship looking specifically at consumption related imagery responses to advertisements featuring tourism based products.

By addressing the previously identified research gap regarding the confirmation of this relationship within a tourism context, the current research has added to the extant body of knowledge that specifically encapsulates cognitive and affective components of the tourist’s decision process.
Table 7.2

Contributions to Knowledge – Study 2

<table>
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<tr>
<th>Research Gap</th>
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<tr>
<td>Tourism researchers claimed that the literature on involvement in the tourism</td>
<td>This research has addressed this scarcity in the literature by providing valuable insight into the impact of the tourism consumer’s level of felt involvement towards information featured in an advertisement on their visionary responses to the advertisement.</td>
</tr>
<tr>
<td>research field, specifically with regards to the tourism consumer’s receptivity to advertising during their information search, remains scarce.</td>
<td></td>
</tr>
<tr>
<td>The literature surrounding the tourist’s decision-making process failed to acknowledge the influence of an ad-evoked consumption vision and emotional response on a tourism consumer’s preference for an advertised product</td>
<td>By revealing that an elaborate and quality consumption vision, mediated by an emotional response, can significantly influence the tourism consumer’s interest in an advertised product to the point where they are likely to seek closure on their decision and make an immediate purchase, the results of Study 2 have presented a theoretical contribution to the body of knowledge surrounding consumer decision making, marketing communications and tourism.</td>
</tr>
<tr>
<td>The study has offered additional insight into the influential role that psychological variables such as</td>
<td>The study has offered additional insight into the influential role that psychological variables such as</td>
</tr>
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</table>
tourism product. mental imagery and emotion have on the information search and alternative evaluation phase of the consumer decision-making process.

From a marketing communications perspective, Study 2 also provided valuable insight into the importance of the evocation of elaborate and quality consumption visions in revealing the positive follow-on effects of an ad-evoked consumption vision on the tourism consumer’s purchase decision. Given that this particular study was undertaken within a tourism context, the tourism marketing and consumer behaviour literature can also benefit from these results.
Overall, this research has confirmed the importance of considering anticipatory emotions and feelings experienced by the consumer when making their purchase decision. That is, the study has provided empirical evidence supporting the influence of imaginative and emotional forces on the tourism consumer’s purchase decision.

From a methodological perspective, this research has made two significant contributions. First, with reference to the editor of Cornell Quarterly’s call for more causal research within the services industry (Lynn, 2002), this research has successfully employed two factorial experimental designs via which a number of valid and reliable conclusions regarding the tourism consumer’s imaginative and emotional responses to imagery-evoking stimuli have been drawn. Further, despite the wide application of this particular method to the study of consumer behaviour, according to Finn et al. (2000) experimental research is considered to be less common in leisure and tourism research. Therefore, by adopting this particular methodology, this research has also made a somewhat unique and much called for methodological contribution to tourism research.

Second, this research has been successful in the creation of a statistically valid and reliable scale for the quantitative measurement of imaginative responses to advertising. Previously developed mental imagery scales have been successful in terms of their reliable measurement of mental imagery responses to advertising (see Miller et al, 2000; Babin & Burns, 1997). However, to date these measures have focused predominantly on the quality components of the elicited imagery, for example, the images’ vividness, quantity and intensity. Therefore, the extent to which the individual is able to vicariously experience the product depicted in the advertisement, and their imagined product related behaviours, had not yet been explored. Hence, this 9-item scale designed for the measurement of an individual’s
ad-evoked consumption vision is the first of its kind. It can also be applied to future research that aims to measure imaginary responses to any type of advertising copy, whether it is print, television, Internet or radio. Given that previous research in this area was yet to create an instrument for the specific measurement of consumption related imagery, the creation and testing of the consumption vision scale is viewed as a significant methodological contribution.

7.7 Implications for Destination Marketers and the Tourism Industry

This research provides the tourism industry with valuable information regarding the internal stimulus often referred to by consumers as an information source when considering the purchase of tourism related products. Such research has several implications for the tourism industry’s marketing professionals, particularly those who choose to distribute their information via the various types of print advertising sources such as travel guidebooks, brochures, newspapers, magazines and billboards. Not only do the results of this research provide insight into how tourism marketers can capture their audiences’ imagination and emotional interest, the research also advises on the impact of these imaginative and emotional forces on the desired audiences’ purchase decision behaviour. For example, the findings presented in Study 1 can assist tourism destination marketers to better understand how different types of external stimuli are processed mentally by tourism consumers by identifying what combination of external stimuli (i.e. concrete wording, instructions to imagine and pictorial images) is most effective in generating elaborate and quality consumption visions. The results of Study 2 suggest that the correct use of these stimuli can actually improve the tourism marketer’s chance of selling their destination, as the consumer’s generated consumption vision, mediated by their
emotional response, heightens their product interest and encourages them to seek closure on their purchase decision. The following discussion presents a detailed explanation of how the tourism industry, particularly those involved in destination marketing, can benefit from the information revealed in this research.

One of the challenges that the tourism and other service industries face is the fact that they are dealing with the promotion of an intangible product, one that cannot be seen or experienced by the potential consumer prior to consumption. The results of this research can assist the tourism industry’s marketing professionals to overcome this challenge by informing them of various methods via which they can evoke imaginary consumption experiences in their targeted audiences. This research has found that these imaginary responses to advertisements result in tourism consumers vicariously feeling what it would be like experience the actual tourism product. Therefore, the consumer may become less concerned by the fact that the product is not in their immediate presence as their information search becomes guided by their cognitive (consumption vision) and affective (emotional response) information source.

This research has suggested that the successful evocation of elaborate mental imagery can reduce the consumer’s decision time as their visionary and emotional responses to certain combinations of external stimulus presented in advertising copy heightens their product interest and purchase immediacy. This finding has implications for those in tourism sales, more so than those responsible for the marketing of the destination, as tourism consumers then potentially require less time and assistance with their holiday purchase. This in turn has the potential to increase productivity among the sales team as it enables the travel consultant to decrease the
time in which they need to allocate to each consumer, and as a result, increase their consumer base.

The post-purchase evaluation phase of the tourist’s decision phase can often present problems for the travel industry when consumers become dissatisfied with their holiday experience due to the fact that the destination was not what they expected or ‘imagined’. According to MacInnis and Price (1987), if consumers imagine themselves in multiple scenarios with the one tourism product as opposed to several, they are less likely to expect any one of these to unfold as planned. Hence, deviations of the actual outcome from the imagined outcome are less likely to occur, resulting in less dissatisfaction in the tourist’s post purchase evaluation. Therefore, in providing tourism marketers with the necessary tools to generate consumption visions, which, as previously disclosed in Chapter 2, have the potential to evoke multiple images involving the self and the product, this research can also assist the tourism industry to improve satisfaction levels among their consumers.

In summary, if a tourism marketer is equipped with an understanding of the usage and effectiveness of external imagery-evoking stimuli when designing their print media sources they are likely to encounter a number of beneficial outcomes. First, the successful evocation of elaborate and quality consumption visions among tourism consumers can assist tourism marketers in overcoming the intangibility issues associated with the tourism product. Second, as revealed in this research, an elaborate and quality consumption vision has the potential to heighten the consumer’s emotional response to the advertised product, which in turn may decrease the time in which the consumer’s decision is made. Consequently, the industry can expect an increase in productivity among their sales agents, as less time is required for each individual sale. Finally, tourism marketers will be better able to tailor their
advertisements to potentially induce specific emotional responses from those individuals belonging to their target market.

7.8 Research Limitations

The researcher acknowledges several limitations surrounding Study 1 and Study 2 of this research. With regard to Study 1, a potential limitation surrounding this study was the use of university students. Previous research in this area has, at times, criticized the use of university students in academic research (see, for example, Soley & Reid, 1983). However, given that the research goal of this stage of current research is one of theoretical explanation as opposed to generalization, a homogeneous sample such as university students was considered to be suitable for Study 1 (Sternthal, Tybout & Calder, 1994). Furthermore, the use of this sample provided reliable results indicative of the most effective methods of advertisement design for tourism marketers who may be targeting the student market. Finally, the study was designed to be relevant and involving for the cohort targeted.

The experiment conducted in Study 1 also had the advantage of virtually ensuring the attention of 100% of the subjects, whereas print ads in the real world receive attention of only about 49% of the targeted audience (Rossiter, 1982). In addition, the current research demonstrates that print advertising strategies can stimulate elaborate consumption visions, but this research is by no means definitive as it is limited to the specific strategies chosen to test the experiment. For example, the combination that proved to be most effective in the particular island scenario portrayed in the advertisement might not necessarily be the most effective in other scenarios created for other types of destination advertisements. Moreover, individual differences in terms of one’s ability to generate mental imagery have not been taken
into account in this research and there is the possibility that students with greater mental imagery ability were by chance assigned to one of the conditions.

The low response rate and the lack of control of the environment in which the self-administrated experimental procedure took place represented the limitations identified in Study 2. According to Field and Hole (2003) small sample sizes, resulting from low response rates, can potentially threaten the external validity of the study, as the generalisability of the findings to the entire population remains questionable. In addition, response bias, that is the potential for those responses from non-participants to alter the overall results of the survey (Creswell, 2003), also poses threats to the validity of the study’s results. For the purpose of enhancing the statistical power of the results of Study 2, the researcher would have preferred to receive a higher response rate than that received. However, despite this, the number of usable questionnaires was sufficient enough to substantiate the results of the statistical techniques employed to address the study’s main enquiries. In addition, the researcher has made no attempt to generalise these results to the general population, instead focusing on the much-needed theoretical contribution of the research to the existing theory surrounding consumer decision-making, marketing communications and tourism.

The environment in which the self-administered questionnaire created for Study 2 was completed was beyond the control of the researcher, unlike Study 1 where the questionnaire was completed under supervision. As a result, the researcher remained uninformed of the possible environmental influences that may have impacted on the participant’s ability to give their full and undivided attention to the task. For example, the participant may not have been able to generate consumption related imagery as a result of distractions from others, background noise or other
disruptions in their immediate environment. Hence, their recorded responses may not have been truly representative of their actual interpretation and response to the stimulus presented in the advertisement. On the other hand, the various conditions under which the questionnaires were completed could be viewed as representative of the everyday environments that the general public actually review print advertising material.

A limitation surrounding both studies involves the participant’s actual cognitive ability to imagine - a potential moderating variable that was not accounted for in this research. Past research in this area, (see Childers & Houston, 1984 & Phillips et al. 1995), has posited the ability to imagine as a predictor variable. The reason for this is that individual differences in imagery processing style have been found to affect the incidence of using consumption visions to guide decision-making. The implications of this unaccounted for covariate is that in some cases, the participant’s failure to experience a consumption vision may not have been entirely related to the effectiveness of the stimulus combination, but rather, their inability to engage in visual processing. The measurement and control of the participant’s ability to imagine may have enhanced the reliability and validity of the conclusions drawn from this research. However, to date no conclusions have been drawn regarding the moderating effect of the ability to imagine on the relationship between imagery-evoking strategies and imagery processing or communication effects (Babin et al., 1992).

Despite these limitations, the researcher remains confident that the findings of this investigation into the tourism consumer’s decision process were supported by a sound methodological procedure. Further, the acknowledgement of these limitations also provides scope for future research that will not only strengthen the theoretical
standing of the current study’s findings, but also provide further contributions to this emergent and valuable field of study. These future research opportunities are discussed further in the next section.

7.9 Future Research

The current research presents a number of opportunities for further research in this area. First, however, natural extensions to this research should be conducted to overcome its limitations. The inclusion of two additional scales, one to measure and control for any moderating effects of the participant’s ability to imagine and another to inform the researcher of any potential distractions in the environment in which the participant is reviewing the advertisement, need to be incorporated into future research design. Future research should include multiple advertisements featuring not only a variety of destinations to eliminate possible bias associated with the participant’s holiday preferences but also expand the scope of the research to a wider range of products and services. Replication of this research using different contexts and hence different pictorial and textual information would allow for the measurement of the extent to which the results of the study could be attributed to the external stimulus combinations as opposed to the actual pictures and words that were used. In addition, further research pertaining to the use of pictorial images could incorporate other forms of artwork such as water colour type pictures, both in a concrete and less concrete format, and compare their imagery evoking ability with that of photographic images. The untouched research opportunities that will result in valuable extensions to the existing theory encompassing this area of research are as follows.

This research investigated the impact of an advertisement featuring three widely acknowledged imagery-eliciting strategies. However, these strategies alone
should not be assumed to be the only means of mental imagery evocation. Future research should examine other print advertisement features such as colours, font size and positioning, and picture size with regard to their potential in evoking consumption visions. Although this research used a fictitious destination it would be useful to check that the destination was not thought to be recognized in future research. Further, this research limited its investigation to the effectiveness of external stimulus presented via print media sources. Therefore, research opportunities lie in the assessment of such imagery evoking strategies when presented via other media sources such as television commercials, the Internet and, for the text components only, radio.

As previously mentioned, elaborate consumption visions have the potential to eradicate negative post-purchase evaluations as the multiple imagined scenarios regarding the consumer’s future consumption can result in their forming no specific expectations of the destination. However, contrary to this belief, previous research has implied that consumption visions can at times also instil unrealistic expectations of future consumption experiences (Hirshman, 1985). Therefore, the likelihood that the consumer will be dissatisfied with their purchase as they partake in this phase may increase. Further research could provide further clarification of this disparity by examining the consequences of consumption related imagery and its subsequent decision behaviour on the consumer’s post purchase satisfaction levels. An understanding of the triggers that result in this potentially negative implication would be of great benefit to both industry and academe.

Finally, both industry and academe would benefit from further exploration of the types of emotions one can expect to be felt by tourism consumers in response to different combinations of external stimulus. This research has established that
emotional response is an important mediator between advertising content and decision behaviour. Therefore, it is imperative that those responsible for marketing communications are informed of the typical emotional responses they are likely to evoke when creating their promotional material. Access to this information will advise on the successful elicitation of positive feelings among those belonging to the targeted market segment.

7.10 Conclusion

This research has demonstrated that the tourism consumer’s imaginative and emotional responses to destination advertising efforts play a vital role in their decision process. Study 1 of this research provided valuable insight into the effective usage of three forms of imagery evoking stimulus in terms of their ability to generate elaborate and quality consumption visions. This study also confirmed a positive relationship between the tourism consumer’s evoked consumption vision and their emotional response to destination advertisements. Study 2 extended this investigation in its exploration of the way in which these psychological responses have the potential to influence the tourism consumer’s product interest and purchase immediacy, that is, their propensity to bypass the alternative evaluation phase as a result of their heightened product interest and to make an immediate purchase. Overall, this research has provided significant contributions on both a theoretical and practical level. From a theoretical perspective, the research has not only contributed to the academic body of literature surrounding the disciplines of marketing communications and consumer behaviour, it has also addressed a specific knowledge gap that existed within the tourism literature. That is, this research has provided those with an interest in tourism marketing communications with an explanation of the importance of the tourist’s consumption vision and associated emotions in their decision-making activity. For
those in practice, this research has provided insight into how best to evoke such visions via the use of external stimuli commonly used to market tourism destinations. The findings of the current research have produced a solid platform from which compelling future research efforts can continue and expand our understanding of the imaginative and emotional forces that drive the tourism consumer’s destination choice.
REFERENCES


Appendix 1

Original Print Advertisements – Pilot Study
Appendix 1A

Advertisement 1
Appendix 1B

Advertisement 2
Appendix 1C

Advertisement 3
Appendix 1D

Advertisement 4
Appendix 1E

Advertisement 5
Appendix 1F

Advertisement 6
Appendix 1G

Advertisement 7
Appendix 1H

Advertisement 8
Appendix 2

Original Consumption Vision Scale Items
Original Consumption Vision Scale Items

1. Whilst reviewing the advertisement many mental images came to mind
2. Whilst reviewing the advertisement I experienced very few images*
3. The mental images that came to mind whilst reviewing the advertisement were very clear and specific
4. I could easily construct a story about myself and the featured destination based on the mental images that came to mind
5. The mental images that came to mind made me feel as though I was actually experiencing the destination featured in this advertisement
6. The mental images I experienced whilst reviewing the advertisement formed a series of events in my mind in which I was a part of
7. I could actually see myself in this scenario
8. It was easy for me to imagine being at this destination
9. This advertisement made me fantasise about having the opportunity to experience the featured destination
10. Whilst reviewing the advertisement I found myself daydreaming about the featured destination
11. The images that came to mind acted as a source of information about the featured destination
12. Overall, the images that came to mind while I examined the advertisement were:

<table>
<thead>
<tr>
<th></th>
<th>Extremely</th>
<th>Quite</th>
<th>Slightly</th>
<th>Neutral</th>
<th>Slightly</th>
<th>Quite</th>
<th>Extremely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vivid</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Clear</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Intense</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Sharp</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Pleasant</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Good</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

* Represents the items that were excluded from the final Consumption Vision Scale used in Studies 1 & 2.
Appendix 3

Original Emotional Response Scale Items
Original Emotional Response Items

1. This advertisement is very appealing to me
2. I would probably skip this advertisement if I saw it in a magazine*
3. This advertisement has very little interest for me*
4. I dislike this advertisement*
5. This advertisement makes me feel good
6. I think this is a wonderful advertisement
7. This is the kind of advertisement that I would easily forget*
8. I am fascinated by this advertisement
9. This advertisement does not stimulate any type of emotion*
10. This advertisement stimulates a desire within me to experience the featured destination
11. This advertisement stimulates my interest in the featured destination
12. I feel an emotional attachment to the featured destination
13. I can actually feel what it would be like to experience the featured destination
14. This featured destination in this advertisement really means a lot to me

* Represents the items that were excluded from the final Emotional Response scale used in studies 1 and 2.
Appendix 4

Factor Loadings – Consumption Vision Scale (Pilot)

A. Original Factor Loadings

B. Factor Loadings after Removal of Problematic Items
### A. Consumption Vision Scale - Original Factor Loadings (Pilot Study)

<table>
<thead>
<tr>
<th>Item</th>
<th>Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>This advertisement made me fantasise about having the opportunity</td>
<td>.799</td>
</tr>
<tr>
<td>to experience the featured destination</td>
<td></td>
</tr>
<tr>
<td>I could actually see myself in this scenario</td>
<td>.794</td>
</tr>
<tr>
<td>Whilst reviewing the advertisement I found myself daydreaming</td>
<td>.787</td>
</tr>
<tr>
<td>about the featured destination</td>
<td></td>
</tr>
<tr>
<td>The mental images I experienced whilst reviewing the advertisement</td>
<td>.784</td>
</tr>
<tr>
<td>formed a series of events in my mind in which I was a part of</td>
<td></td>
</tr>
<tr>
<td>The mental images that came to mind made me feel as though I was</td>
<td>.737</td>
</tr>
<tr>
<td>actually experiencing the destination featured in this advertisement</td>
<td></td>
</tr>
<tr>
<td>It was easy for me to imagine being at this destination</td>
<td>.725</td>
</tr>
<tr>
<td>I could easily construct a story about myself and the featured</td>
<td>.712</td>
</tr>
<tr>
<td>destination based on the mental images that came to mind</td>
<td></td>
</tr>
<tr>
<td>The mental images that came to mind whilst reviewing the advertisement were very clear and specific</td>
<td>.706</td>
</tr>
<tr>
<td>The images that came to mind acted as a source of information about</td>
<td>.598</td>
</tr>
<tr>
<td>the featured destination</td>
<td></td>
</tr>
<tr>
<td>Pleasant vs. unpleasant</td>
<td>.795</td>
</tr>
<tr>
<td>Intense vs. weak</td>
<td>.722</td>
</tr>
<tr>
<td>Good vs. bad</td>
<td>.677</td>
</tr>
<tr>
<td>Vivid vs. vague</td>
<td>.622</td>
</tr>
<tr>
<td>Sharp vs. dull</td>
<td>.422</td>
</tr>
<tr>
<td>Clear vs. unclear</td>
<td>.538</td>
</tr>
<tr>
<td>Whilst reviewing the advertisement I experienced very few images</td>
<td></td>
</tr>
<tr>
<td>Whilst reviewing the advertisement many mental images came to mind</td>
<td>.546</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
### B. Factor Loadings after Removal of Problematic Items – Consumption Vision Scale

<table>
<thead>
<tr>
<th>Item</th>
<th>Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>I could actually see myself in this scenario</td>
<td>.822</td>
</tr>
<tr>
<td>The mental images I experienced whilst reviewing the advertisement</td>
<td>.806</td>
</tr>
<tr>
<td>I was a part of</td>
<td></td>
</tr>
<tr>
<td>This advertisement made me fantasise about having the opportunity</td>
<td>.805</td>
</tr>
<tr>
<td>to experience the featured destination</td>
<td></td>
</tr>
<tr>
<td>Whilst reviewing the advertisement I found myself daydreaming</td>
<td>.793</td>
</tr>
<tr>
<td>about the featured destination</td>
<td></td>
</tr>
<tr>
<td>It was easy for me to imagine being at this destination</td>
<td>.783</td>
</tr>
<tr>
<td>The mental images that came to mind made me feel as though I was</td>
<td>.677</td>
</tr>
<tr>
<td>actually experiencing the destination featured in this advertisement</td>
<td></td>
</tr>
<tr>
<td>I could easily construct a story about myself and the featured</td>
<td>.660</td>
</tr>
<tr>
<td>destination based on the mental images that came to mind</td>
<td></td>
</tr>
<tr>
<td>Whilst reviewing the advertisement <strong>many</strong> mental images came to</td>
<td>.637</td>
</tr>
<tr>
<td>mind</td>
<td></td>
</tr>
<tr>
<td>The mental images that came to mind whilst reviewing the advertisement were very clear and specific</td>
<td>.632</td>
</tr>
<tr>
<td>The images that came to mind acted as a source of information about</td>
<td>.520</td>
</tr>
<tr>
<td>the featured destination</td>
<td></td>
</tr>
<tr>
<td>Vivid vs. vague</td>
<td>.829</td>
</tr>
<tr>
<td>Clear vs. unclear</td>
<td>.813</td>
</tr>
<tr>
<td>Intense vs. weak</td>
<td>.722</td>
</tr>
<tr>
<td>Sharp vs. dull</td>
<td>.610</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Appendix 5

Factor Loadings – Emotional Response Scale (pilot)

A. Original Factor Loadings

B. Factor Loadings after Removal of Problematic Items
### A. Original Factor Loadings for the Emotional Response Scale

<table>
<thead>
<tr>
<th>Item</th>
<th>Loading 1</th>
<th>Loading 2</th>
<th>Loading 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel an emotional attachment to the featured destination</td>
<td>.869</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This featured destination in this advertisement really means a lot to me</td>
<td>.847</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I can actually feel what it would be like to experience the featured destination</td>
<td>.785</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This advertisement stimulates my interest in the featured destination</td>
<td>.713</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think this is a wonderful advertisement</td>
<td>.624</td>
<td>.406</td>
<td></td>
</tr>
<tr>
<td>This advertisement stimulates a desire within me to experience the featured destination</td>
<td>.596</td>
<td>.587</td>
<td></td>
</tr>
<tr>
<td>I am fascinated by this advertisement</td>
<td>.568</td>
<td>.480</td>
<td></td>
</tr>
<tr>
<td>I dislike this advertisement</td>
<td></td>
<td>.714</td>
<td></td>
</tr>
<tr>
<td>This advertisement has very little interest for me</td>
<td>.700</td>
<td>.472</td>
<td></td>
</tr>
<tr>
<td>This advertisement does not stimulate any type of emotion</td>
<td></td>
<td></td>
<td>.687</td>
</tr>
<tr>
<td>This advertisement is very appealing to me</td>
<td>.522</td>
<td>.648</td>
<td></td>
</tr>
<tr>
<td>This advertisement makes me feel good</td>
<td>.497</td>
<td>.594</td>
<td></td>
</tr>
<tr>
<td>This is the kind of advertisement that I would easily forget</td>
<td></td>
<td></td>
<td>.898</td>
</tr>
<tr>
<td>I would probably skip this advertisement if I saw it in a magazine</td>
<td>.578</td>
<td>.622</td>
<td></td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
### B. Factor Loadings after Removal of Problematic Items - Emotional Response Scale

<table>
<thead>
<tr>
<th>Item</th>
<th>Loading 1</th>
<th>Loading 2</th>
<th>Loading 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel an emotional attachment to the featured destination</td>
<td>.892</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This featured destination in this advertisement really means a lot to me</td>
<td>.854</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I can actually feel what it would be like to experience the featured destination</td>
<td>.688 .457</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This advertisement stimulates my interest in the featured destination</td>
<td>.620 .447</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think this is a wonderful advertisement</td>
<td>.704</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This advertisement stimulates a desire within me to experience the featured destination</td>
<td>.561 .526</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am fascinated by this advertisement</td>
<td>.774</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I dislike this advertisement</td>
<td>.714</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This advertisement has very little interest for me</td>
<td>.</td>
<td>.779</td>
<td></td>
</tr>
<tr>
<td>This advertisement does not stimulate any type of emotion</td>
<td>.444 .672</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This advertisement is very appealing to me</td>
<td>.638 .471</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This advertisement makes me feel good</td>
<td>.</td>
<td>.725</td>
<td></td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Appendix 6

Demographic Differences among Student Sample

T-Test and ANOVA Results
### Independent Samples Test - Testing for Gender Differences in Consumption Vision Elaboration and Quality – Study 1

<table>
<thead>
<tr>
<th></th>
<th>Levene's Test for Equality of Variances</th>
<th>t-test for Equality of Means</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>Sig.</td>
<td>t</td>
</tr>
<tr>
<td>Elaboration</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>5.792</td>
<td>.017</td>
<td>-.788</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>-.852</td>
<td>150.348</td>
<td>.396</td>
</tr>
<tr>
<td>Quality</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>1.273</td>
<td>.261</td>
<td>-1.068</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>-1.110</td>
<td>135.206</td>
<td>.269</td>
</tr>
<tr>
<td>Emotional response</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>1.798</td>
<td>.182</td>
<td>-.719</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>-.751</td>
<td>137.482</td>
<td>.454</td>
</tr>
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</table>
### One Way ANOVA - Testing for Demographic Differences in Consumption Vision

#### Elaboration and Quality – Study One

<table>
<thead>
<tr>
<th>Demographic Variable</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age Group</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>29.525</td>
<td>44</td>
<td>.671</td>
<td>.541</td>
<td>.990</td>
</tr>
<tr>
<td>Within Groups</td>
<td>165.087</td>
<td>133</td>
<td>1.241</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>194.612</td>
<td>177</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Relationship Status</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>28.504</td>
<td>44</td>
<td>.648</td>
<td>.917</td>
<td>.621</td>
</tr>
<tr>
<td>Within Groups</td>
<td>93.996</td>
<td>133</td>
<td>.707</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>122.500</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Nationality</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>53.485</td>
<td>44</td>
<td>1.216</td>
<td>1.211</td>
<td>.204</td>
</tr>
<tr>
<td>Within Groups</td>
<td>132.493</td>
<td>132</td>
<td>1.004</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>185.977</td>
<td>176</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix 7

Nine Modified Print Advertisements used in

Study One
Appendix 7A

Advertisement 1
Appendix 7B

Advertisement 2
Appendix 7C

Advertisement 3
Palm fringed beaches

...Just close your eyes and imagine plunging into the cool crystal waters that sparkle beneath the warmth of the eternal sunshine...feel the warmth of the sand softly caressing your feet as you take a leisurely stroll along the endless beaches...

Relaxing sun lounges

...Hear the sound of the gentle waves lapping up against the shore and the tender island breeze blowing softly through the palms, whilst you unwind at the end of the day in your very own secluded paradise...
Appendix 7D

Advertisement 4
Appendix 7E

Advertisement 5
Appendix 7F

Advertisement 6
…Just close your eyes and imagine plunging into the cool crystal waters that sparkle beneath the warmth of the eternal sunshine…feel the warmth of the sand softly caressing your feet as you take a leisurely stroll along the endless beaches…

…Hear the sound of the gentle waves lapping up against the shore and the tender island breeze blowing softly through the palms, whilst you unwind at the end of the day in your very own secluded paradise…
Appendix 7G

Advertisement 7
Appendix 7H

Advertisement 8
Appendix 7I

Advertisement 9
Palm fringed beaches

Relaxing sun lounges
Appendix 8

Questionnaire – Study One
The Role of Consumption Vision and Emotion in the Tourists’ Decision Process

Stage One Study

Instructions

This questionnaire is part of a PhD research project being undertaken at Griffith University which investigates the effectiveness of various types of external stimulus, commonly used in print advertising copy. This particular study aims to test the viability of a new Tourism Advertisement in terms of its usage of three types of external stimuli.

Attached to this questionnaire is an advertisement designed to portray a tourism destination. Could you please take time to read and review the attached advertisement and answer the following questions as best you can. Please answer all questions, (note that the questionnaire is double sided) including the open-ended questions towards the end of the questionnaire.

Thank you for your time and assistance with this project,

Gabby Walters
PhD Researcher
Department of Tourism, Leisure, Hotel and Sport Mgt
Griffith University, Gold Coast Campus
E-Mail: g.walters@griffith.edu.au
Ph: 07 5552 8084
Dear Participants,

I am a second year PhD candidate with the department of Tourism, Hotel, Sport and Leisure Management, Griffith University. The purpose of this research is to investigate the effectiveness of a number of tourism-oriented print advertisements, in terms of their ability to stimulate interest among their reviewers.

Your participation in this study will require you to spend a few minutes reflecting on a print advertisement depicting a fictitious tourism destination and then answer a series of questions regarding the personal impact that this advertisement has made. It is estimated that the entire project will take approximately 15 minutes of your time.

It is anticipated that this research will make a significant contribution to both academia and industry. It will; first, address a present research gap in academic literature and second, identify an effective advertising method by which tourism marketers can attract and retain their targeted market’s interest towards their destination / product.

I would like to indicate that you will be in no way exposed to any physical or psychological risks as a result of your participation in this research.

If you choose to partake in this study, your responses will remain confidential and anonymous. You are not required to identify yourself on any of the completed forms. All responses will be coded and therefore your responses will not at any time be able to identify you. If at any time you wish to withdraw from the process there are no consequences involved.

I would also like to remind you that your participation in this experiment is voluntary and your decision to not participate or withdraw at any time will in no way impact upon your grades or continuing education.

If you would like any additional information regarding this research please do not hesitate to contact myself, Gabrielle Walters or my supervisors, Professor Beverly Sparks and Dr. Carmel Herington on the above phone numbers. In addition, a summary of the results will be available to all participants, should you request them. Should you have any ethical concerns regarding this research, please contact the Manager, Research Ethics, Office for Research, Bray Centre, Nathan Campus, Griffith University (ph 3875 5585 or research-ethics@griffith.edu.au).

Thankyou for your participation

Yours sincerely,

Gabrielle Walters
Section 1.

First, we would like to gather some general information regarding the effectiveness of the advertisement in attracting your cognitive attention and interest.

Please indicate your reactions to the advertisement that portrays a tourism destination by circling the appropriate number on each scale below.

1. Whilst reviewing the advertisement many mental images came to mind


1 2 3 4 5 6 7

2. The mental images that came to mind whilst reviewing the advertisement were very clear and specific


1 2 3 4 5 6 7

3. I could easily construct a story about myself and the destination based on the mental images that came to mind


1 2 3 4 5 6 7

4. The mental images that came to mind made me feel as though I was actually experiencing the destination in this advertisement


1 2 3 4 5 6 7
5. The mental images I experienced whilst reviewing the advertisement formed a series of events in my mind in which I was a part of

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

6. I could actually see myself in this scenario

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

7. It was easy for me to imagine being at the destination

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

8. This advertisement made me fantasize about having the opportunity to experience the destination

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

9. Whilst reviewing the advertisement I found myself daydreaming about the destination

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

10. The images that came to mind acted as a source of information about the destination

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>
11. Overall, the images that came to mind while I examined the advertisement were:

<table>
<thead>
<tr>
<th></th>
<th>Extremely</th>
<th>Quite</th>
<th>Slightly</th>
<th>Neutral</th>
<th>Slightly</th>
<th>Quite</th>
<th>Extremely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vivid</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Clear</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Intense</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Sharp</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

Vague
Unclear
Weak
Dull

Section 2

We would now like to know some information about your general feelings towards the advertisement that portrayed a tourism destination.

Please tell us how this advertisement made you feel by circling the appropriate number on each scale below.

12. This advertisement is very appealing to me

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

13. This advertisement makes me feel good

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

14. I think that this is a wonderful advertisement

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>
15. I am fascinated by this advertisement

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

16. This advertisement stimulates a desire within me to experience the destination

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

17. This advertisement stimulates my interest in the destination

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

18. I feel an emotional attachment to the destination

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

19. I can actually feel what it would be like to experience the destination

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

20. This destination in this advertisement really means a lot to me

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Slightly Disagree</th>
<th>Neutral</th>
<th>Slightly Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
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<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>
Section 3

Now, some general questions about the advertising copy that portrayed a tourism destination

21. Did the advertisement feature a pictorial image?
   - Yes ------ Please continue to question 22
   - No ------ Please go to question 23

22. In your opinion, what type of destination was portrayed in the picture?
   - Not sure, it is quite difficult to identify what type of destination the picture is trying to portray
   - An island holiday destination

23. Did the advertisement feature any instructions to imagine?
   - Yes ------ Please continue to question 24
   - No ------ Please go to question 25

24. Did these instructions to imagine tell you to imagine or picture something in your mind?
   - Yes
   - No
   - Not sure

25. Did the advertisement feature the words ‘palm fringed beaches’ and ‘relaxing sun lounges’?
   - Yes ------ Please continue to question 26
   - No -------- Please go to section 4
26. Were you able to form a mental picture in your mind of the objects or images that these words were representing?

- Yes
- No
- Not sure

Section 4.
Please complete the following questions by recording your response in the space provided.

27. How did this advertisement make you feel?
________________________________________________________________________________
________________________________________________________________________________

28. What word first comes to mind when you view this advertisement?
________________________________________________________________________________
________________________________________________________________________________

29. What did you like most about the advertisement?
________________________________________________________________________________
________________________________________________________________________________

30. What did you like the least about the advertisement?
________________________________________________________________________________
________________________________________________________________________________

36. Please briefly describe your preferred type of holiday.
________________________________________________________________________________
________________________________________________________________________________

37. How long has it been since you had your last holiday experience?
________________________________________________________________________________
Section 5. Demographic Information

33. Which age group do you belong?

☐ 17 – 20  ☐ 21-25  ☐ 26-30  ☐ 31-35  ☐ 36-40  ☐ 41-45
☐ 46-50  ☐ 51+

34. What is your Gender?

☐ Male  ☐ Female

35. What is your relationship status?

☐ Single  ☐ Married  ☐ Couple / De-facto

38. What is your nationality?

____________________________________________________________

39. Did you experience any problems whilst completing this questionnaire?

☐ No
☐ Yes, please briefly describe the problem in the space below

____________________________________________________________

40. Were there any particular words or questions in this questionnaire that you did not understand?

☐ No
☐ Yes, please write the word/s or the question number/s in the space below

____________________________________________________________
Appendix 9

Human Ethics Approval Studies

Studies 1 & 2
Dear Miss Walters

I write further to the additional information provided in relation to the conditional approval granted to your application for ethical clearance for your project "The Role of Consumption Vision and Emotion in the Tourist's Decision Process" (GU Ref No: HSL/04/05/HREC)

This is to confirm receipt of the remaining required information, assurances or amendments to this protocol.

Please note - the provided information sheet still does include the contact details for expressing concern about the ethical conduct of the research (as per s14.2 of Booklet 22 of the Griffith University Research Ethics Manual). Please email us a revised copy off our records.

Consequently, I reconfirm my earlier advice that you are authorised to immediately commence this research on this basis.

The standard conditions of approval attached to our previous correspondence about this protocol continue to apply.

Regards

Gary Allen
Manager, Research Ethics
Office for Research
Bray Centre, Nathan Campus
Griffith University
ph: 3875 5585
fax: 3875 7994
email: g.allen@griffith.edu.au
web:

Cc:

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Dear Miss Walters

I write further to your application for ethical clearance for your project "The role of consumption vision and emotion in the tourist's decision process" (GU Ref No: HSL/01/06/HREC). This project has been considered by Human expedited review 1.

The Chair resolved to grant this project ethical clearance.

This decision was made on 07-Feb-06. The ethical clearance for this protocol runs from 07-Feb-06 to 01-Feb-07.

The applicants are congratulated on a thoughtful and excellent application.

Please refer to the attached sheet for the standard conditions of ethical clearance at Griffith University, as well as responses to questions commonly posed by researchers.

Regards

Gary Allen
Manager, Research Ethics
Office for Research
Bray Centre, Nathan Campus
Griffith University
ph: 3875 5585
fax: 3875 7994
cmail: g.allen@griffith.edu.au
web:

Cc:

PRIVILEGED, PRIVATE AND CONFIDENTIAL
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Appendix 10

Factor Analysis Results for Emotional Response Scale

Study 1
Factor Analysis Results – Emotional Response Scale (Study 1)

Total Variance Explained

<table>
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<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
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<td></td>
<td>Total</td>
<td>% of Variance</td>
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<td>75.065</td>
</tr>
<tr>
<td>2</td>
<td>.699</td>
<td>7.764</td>
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<tr>
<td>3</td>
<td>.398</td>
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<td>9</td>
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Extraction Method: Principal Component Analysis.

Component Matrix(a)

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<td>feelgood</td>
<td>.880</td>
</tr>
<tr>
<td>wonderful</td>
<td>.914</td>
</tr>
<tr>
<td>fascinated</td>
<td>.854</td>
</tr>
<tr>
<td>desiretoexp</td>
<td>.902</td>
</tr>
<tr>
<td>interest</td>
<td>.906</td>
</tr>
<tr>
<td>attachment</td>
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<tr>
<td>feelit</td>
<td>.824</td>
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<tr>
<td>meaningful</td>
<td>.795</td>
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</table>

Extraction Method: Principal Component Analysis.

Reliability Statistics

<table>
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<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
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</thead>
<tbody>
<tr>
<td>.958</td>
<td>9</td>
</tr>
</tbody>
</table>
Appendix 11

Questionnaire – Study 2
The Role of Consumption Vision and Emotion in the Tourist’s Decision Process

Researcher Gabrielle Walters  Contact Ph. 07 5552 8084
Supervisors: Professor Beverley Sparks & Dr Carmel Herington

This questionnaire is part of a PhD project being undertaken at Griffith University, Gold Coast that aims to investigate how consumers respond to various types of advertisement stimuli commonly used in print advertisements. This project will provide information on how effective various forms of advertising are in persuading the consumer to purchase a tourism product.

Data collected as part of this research project will remain confidential, as only aggregate results will be reported in any subsequent publications. Do not place your name on this questionnaire.

By completing and returning this questionnaire you are indicating your willingness and consent to participate in this project. Griffith University conducts research in accordance with the National Statement on Ethical Conduct on Research involving Humans. If potential participants have any concerns or complaints about the ethical conduct of the project they can be made directly to the Researcher, or contact the Manager, Research Ethics on (07) 3875 5585 or research-ethics@griffith.edu.au.

Thank you for your assistance,

Gabrielle Walters

Privacy Statement
The conduct of this research involves the collection, access and / or use of your personal information. The information collected is confidential and will not be disclosed to third parties without your consent, except to meet government, legal or other regulatory authority requirements. A deidentified copy of this data maybe used for other research purposes. However, your anonymity will at all times be safeguarded. For further information consult the University’s Privacy Plan at www.gu.edu.au/ua/aa/vc/pp or telephone 07 3875 5585.
Important

Prior to completing this questionnaire, please detach the advertisement clipped to the end of the document and take some time to review and reflect upon its contents.

SECTION A

First, we would like to gather some general information regarding the effectiveness of the attached advertisement in attracting your attention and interest.

Please indicate your reactions to the attached advertisement portraying a tourism destination by circling the appropriate number using the following scale:

<table>
<thead>
<tr>
<th>1= Strongly Disagree</th>
<th>2 = Disagree</th>
<th>3 = Moderately Disagree</th>
<th>4 = Neutral</th>
<th>5 = Moderately Agree</th>
<th>6 = Agree</th>
<th>7=Strongly Agree</th>
</tr>
</thead>
</table>

Q1. Whilst reviewing the attached advertisement:

<table>
<thead>
<tr>
<th>Many mental images came to mind</th>
<th>1 2 3 4 5 6 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>The mental images that came to mind were very clear and specific</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>I could easily construct a story about myself and the destination based on the mental images that came to mind</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>The mental images that came to mind made me feel as though I was actually experiencing the destination portrayed in the advertisement</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>The mental images I experienced whilst reviewing the advertisement formed a series of events in my mind in which I was a part of</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>I could actually see myself in this scenario</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>It was easy for me to imagine being at the destination portrayed in the advertisement</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>The advertisement made me fantasize about having the opportunity to experience the portrayed destination</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>I found myself daydreaming about the portrayed destination</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>The images that came to mind acted as a source of information about the portrayed destination</td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>

Q2. Overall, the images that came to mind whilst reviewing the attached advertisement were:
We would now like to know some information about your general feelings towards the advertisement which portrays a tourism destination.

Please tell us how the attached advertisement made you feel by circling the appropriate number using the following scale:

1= Strongly Disagree  2 = Disagree  3 = Moderately Disagree  4 = Neutral  5 = Moderately Agree  6 = Agree  7=Strongly Agree

Q3. With regards to how I feel about the advertisement:

<table>
<thead>
<tr>
<th>Description</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>This advertisement is very appealing to me</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This advertisement makes me feel good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think this is a wonderful advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am fascinated by this advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This advertisement stimulates a desire within me to experience the destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This advertisement stimulates my interest in the destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel an emotional attachment to the destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I can actually feel what it would be like to experience the destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The destination in this advertisement really means a lot to me</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SECTION C

Now we would like you to consider each of the following items as if you were currently considering the purchase of a holiday.
It is important, for the purpose of this exercise, that you disregard any budgetary or time constraints that may deter you from considering this destination.

Please tell us how the attached advertisement made you feel by circling the appropriate number using the following scale:

1 = Strongly Disagree  2 = Disagree  3 = Moderately Disagree  4 = Neutral  5 = Moderately Agree  6 = Agree  7 = Strongly Agree

Q5. The information provided in the attached advertisement;

<table>
<thead>
<tr>
<th>Statement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Was very important to me</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Was well worth remembering</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Made me think about purchasing a holiday at the destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Made me think about how valuable a holiday at this destination would be to me</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Was relevant to my current needs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Was relevant to my current interests</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Made me feel quite involved in this exercise</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q6. As a result of reviewing the attached advertisement:

<table>
<thead>
<tr>
<th>Statement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am intrigued by this destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would like more information about this destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learning more about this destination would be useful to me</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I'm a little curious about this destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would go ahead and select the destination featured in the advertisement without seeking additional information or further pre-purchase consideration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would go ahead and select the destination featured in the advertisement without seeking information about other alternative destinations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have all the information I need to inform my decision on whether or not I would like to purchase a holiday at the featured destination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am confident that this destination is the right choice for me</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
My willingness to buy a holiday at this destination is: (Please circle)

Very Low       1         2           3           4            5          6          7    Very High

Q7. Overall, thinking about the advertisement in this exercise, how would you rate your impression of the destination?

<table>
<thead>
<tr>
<th></th>
<th>Extremely</th>
<th>Quite</th>
<th>Slightly</th>
<th>Neutral</th>
<th>Slightly</th>
<th>Quite</th>
<th>Extremely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unfavourable</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Dislike</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Bad</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Negative</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

SECTION D

The following questions refer to the pictorial and textual content featured in the attached advertisement. Please indicate your response to these questions by placing a tick in the relevant box.

Q8. Did the attached advertisement feature a pictorial image?

☐ Yes ------ Please continue to question 9.

☐ No ------ Please continue to question 10

Q9. Was this pictorial image typical of those you would find in a tourism destination advertisement?

☐ Yes

☐ No

Q9a. If no, please tell us why?

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Q10. Did the advertisement feature any instructions to imagine?

☐ Yes ------ Please continue to question 11

☐ No ------ Please continue to question 12
Q11. Did these instructions to imagine tell you to imagine or picture something in your mind?

☐ Yes

☐ No

☐ Not Sure

Q12. Did the advertisement feature the words ‘palm fringed beaches’ and ‘relaxing sun lounges’?

☐ Yes ------ Please continue to question 13

☐ No ------- Please continue to Question 14.

Q13. Were you able to form a mental picture in your mind of the objects or images that these words were representing?

☐ Yes

☐ No

☐ Not sure

Q14. Were the words included in the textual content of this advertisement typical of the kinds of words you would expect to see in a tourism destination advertisement?

☐ Yes

☐ No

Q14a. If no, please tell us why?
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Please record your response to the following questions in the space provided.

Q15. How did this advertisement make you feel?
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Q16. What word first comes to mind when you view this advertisement?
_____________________________________________________________________________________

314
Q17. What did you like most about this advertisement?
_____________________________________________________________________________________
_____________________________________________________________________________________

Q18. What did you like least about the advertisement?
_____________________________________________________________________________________
_____________________________________________________________________________________

SECTION E

In these series of statements, we are interested in finding out your level of interest in tourism. By tourism, we mean things such as going on holidays whether it be a short break or longer vacation.

<table>
<thead>
<tr>
<th>Q19. To me, thinking about or taking holidays:</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is irrelevant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Means nothing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Is worthless</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Is uninteresting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Is boring</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Is unexciting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Is unappealing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Is undesirable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Is unwanted</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

The following questions enquire about your recent travel experiences and travel preferences. Please record your response to these questions in the space provided.

Q20. Briefly describe your preferred type of holiday.
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

315
Q21. How long has it been since your last holiday experience?
_____________________________________________________________________________________

Q22. Where and how did you spend your last holiday?
_____________________________________________________________________________________
_____________________________________________________________________________________

SECTION F

In this section we are interested in some general information about you. Please remember that all information will remain confidential.

Q23. Which age group do you belong?

☐ 16 - 20  ☐ 21 - 30  ☐ 31 - 40  ☐ 41 - 50  ☐ 51 - 60  ☐ 61 - 70  ☐ 70+

Q24. What is your Gender?

☐ Male  ☐ Female

Q25. What is your relationship Status?

☐ Single  ☐ Married  ☐ Couple / De-facto

Q26. What is your nationality?_____________________________________________________________

Thank you for your time and assistance with this project.
Please remember to complete your prize entry form.
Appendix 12

Pilot Study Results – Decision Behaviour Scale

(Study 2)
**Pilot Study Results – Decision Behaviour Scale**

Because the items in the decision behaviour scale had not previously been used in this particular combination nor in this context, the scale was subjected to a pilot study using a convenience sample consisting of students, academics and general members of the community. A total of 45 responses were collected. The data were then subjected to a principle components factor analysis to test the reliability of the scale.

The Principle Components Factor Analysis using Varimax rotation produced a robust two-factor solution explaining a cumulative total of 74.6% of the variance. The first factor consisted of five items and explained 38.9%, while the second factor consisted of the remaining four items explaining 35.6%. The items loading onto the second factor were those belonging to the Machleit et al (1993) brand interest scale, hence it is not surprising that these items loaded on the one factor. One of these items, “I am intrigued by this destination” appeared slightly problematic as it loaded on to both factors, however, it was decided that the item should remain as there was a distinct difference in the factor loadings (see Table 1) with the higher loading obviously belonging to the second factor. Observation of both the communalities and the correlation matrix also provided support in favour of keeping the item.

This solution presented strong evidence of discriminant validity between the two dimensions of the scale. The dimensions were therefore named based on the type of items that loaded on to each factor. Factor one included items representative of participants’ willingness to buy the product without the seeking of alternatives or
further information and their confidence that this was the right choice for them. This factor was named “purchase immediacy”. The second factor was named “product interest”. The factor loadings for the items belonging to these two constructs are presented in Table 1.

To determine the internal consistency of the scale, the two subscales were subjected to a reliability analysis. Cronbach Alphas of .87 for the ‘purchase immediacy’ subscale and .90 for the ‘product interest’ demonstrated that the internal consistency of this scale was sound. These results did not improve with the deletion of any of the items.

Table 1

*Factor Loadings for the Decision Behaviour Scale*

<table>
<thead>
<tr>
<th>Item</th>
<th>Factor Loadings</th>
<th>Factor Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would simply go ahead and select the vacation featured in the advertisement without seeking additional information about the product or further pre-purchase consideration</td>
<td>.852</td>
<td></td>
</tr>
<tr>
<td>I would simply go ahead and select the vacation featured in the advertisement without seeking information about alternative destinations.</td>
<td>.854</td>
<td></td>
</tr>
<tr>
<td>I have all the information I need to inform my decision on whether or not I would like to purchase this vacation.</td>
<td>.751</td>
<td></td>
</tr>
<tr>
<td>I am confident that this vacation is the right choice for me</td>
<td>.828</td>
<td></td>
</tr>
</tbody>
</table>
My willingness to buy a holiday at this destination is very low – very high  .768  .
I am intrigued by this destination  .424  .772
I would like more information about this destination  .  .870
Learning more about this destination would be useful to me  .  .906
I’m a little curious about this destination  .   .889

Rotation Method: Varimax using Kaiser Normalisation.
Appendix 13

Factor Analysis Results for the Impression of the Destination Scale

(Study 2)
Factor Analysis Results – Impression of the Destination Scale (Study 2)

Total Variance Explained

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
</tr>
<tr>
<td>1</td>
<td>3.496</td>
<td>87.403</td>
</tr>
<tr>
<td>2</td>
<td>.267</td>
<td>6.680</td>
</tr>
<tr>
<td>3</td>
<td>.172</td>
<td>4.295</td>
</tr>
<tr>
<td>4</td>
<td>.065</td>
<td>1.621</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

Component Matrix (a)

<table>
<thead>
<tr>
<th>Like / dislike</th>
<th>Bad / good</th>
<th>Negative / positive</th>
<th>Impression</th>
</tr>
</thead>
<tbody>
<tr>
<td>.936</td>
<td>.956</td>
<td>.947</td>
<td>.899</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
a 1 components extracted.

Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.951</td>
<td>4</td>
</tr>
</tbody>
</table>
Appendix 14

Normality Test Results for Study Two
Normality Test Results – Study 2

A. Consumption Vision Scale

Elaboration Dimension. The normality tests for this dimension revealed a slightly abnormal distribution with a calculated skew statistic of \(-3.56\) and a non-significant Kolmogorov-Smirnov statistic. Observation of both the histogram and the stem and leaf charts confirmed the distribution’s abnormality as they graphically illustrated a negatively skewed distribution. This result signifies that most participants were able to experience some kind of visionary response to the advertisement. This is not surprising given that the main aim behind the manipulation in this research was to evoke and generate some level of imagery among the participants. The normal Q-Q plot however, suggested that the deviations from a normal distribution were not too severe as most cases appeared to be plotted along the normal line. The de-trended Q-Q plot also illustrated that the non-normality was minor as there was little to no pattern to the clustering of points around the normal line. The frequency graph for this variable revealed that there were 12 missing values (4.6%), hence these cases were excluded from the analysis.

![Histogram](image-url)
Quality Dimension. Although the Kolmogorov–Smirnov statistic produced a non-normal result in terms of this dimension’s normality, the calculated skew and kurtosis statistic presented no cause for concern with both results falling between the accepted range of –2.58 and 2.58. The histogram and both the normal Q-Q and the detrended Q-plot illustrated support for the normality of this distribution and therefore, one is confident that this particular dimension can uphold the normality assumption. The frequency distribution of this variable however, revealed a substantial number of missing values. Thirty-three, or 12.7 percent of scores were missing from this summated variable. Hair et al., (2006) recommends the regression method of imputation when 10 to 20 percent of values are missing and therefore these values were substituted with their associated regression value.

B. The Emotional Response Scale

The calculated skew statistic suggested that the distribution of responses to this scale was slightly negatively skewed, and the significant Kolmogorov statistic also demonstrated support for this abnormality. However, on observation of the histogram, stem and leaf charts, and the normal Q-Q plot, visually, the distribution appeared relatively normal. The detrended plot did however present a slight pattern in
the scores, therefore providing contrasting evidence to that presented in the other graphs. For the purpose of this research, the researcher decided to assume the normality of this scale, however, caution was applied when interpreting the statistical procedures in which the scale was a part of. Examination of the data belonging to this summated variable revealed 14 missing values. As advised by Hair et al (2006) these values were replaced with the series mean.

![Histogram](image)

**C. Involvement Scale**

Despite the graphical suggestions of normality for this scale from the histogram, stem and leaf chart and normal Q-Q plot, the skewness statistic (-3.40) and the Kolmogorov-Smirnov statistic as well as the detrended Q-Q plot provided evidence to suggest the distribution was negatively skewed. This abnormal pattern implies that a majority of the participants generally believed that that the information provided in the advertisement was relevant to them in some way. The results of the statistical procedures involving this variable were treated with caution, except when the actual procedure is robust to violation of the normality assumption.
D. Product Interest Scale

This distribution for this scale also proved to be moderately skewed with a skew statistic of -4.63. The non-significant kolmogorov-smirnov statistic supported this finding, as did the graphical illustrations of the distribution. This result suggests that a majority of the sample population did express significant interest in the advertised destination. Given that the advertisement was manipulated to purposefully evoke an interest in the destination, this result is in fact favourable for the researcher. However, once again, due to the violation of the normality assumption, caution was taken when interpreting any results determined by this variable, when the procedure is sensitive to abnormal distributions.
E. Purchase Immediacy Scale

The distribution for this scale presented a positively skewed result with a skew statistic of 4.16 and a non-significant Kolmogorov–Smirnov. Although three of the four graphical representations suggested that this skewness is not severe, there is a definite pattern of scores evident around the normal line of the detrended Q-Q plot. This abnormal result suggests that a significant number of participants, despite their interest in the advertised destination, were not prepared to make an immediate purchase. Further statistical analysis presented later in the chapter provides additional insight into this result.
F. Impression of the Destination Scale

The distribution for this scale presented a skew statistic of -7.58, suggesting that the scores were severely negatively skewed. The other statistical and graphical assessments of normality did not suggest otherwise. Therefore, one can assume that the participants were impressed by the destination. As previously explained, this was an anticipated result given the intentions behind the design and manipulation of the experiment’s instrumentation.
G. Interest in Tourism

Not surprisingly, all normality assessments undertaken provided strong evidence that scores for this variable were severely negatively skewed (-6.75). Given the nature of the question, that is its enquiry into the participants’ interest in tourism activities, this result is favourable to the research objectives.
Appendix 15

Tabulated Qualitative Responses

(Study 2)
### Table 1

**Qualitative Responses to the Question: How did this advertisement make you feel?**

*(Advertisements 1 & 2)*

<table>
<thead>
<tr>
<th>Words / Descriptors</th>
<th>Advertisement 1</th>
<th>Instructions and Picture</th>
<th>Advertisement 2</th>
<th>Concrete Words and Picture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaxed</td>
<td>14</td>
<td></td>
<td>Relaxed</td>
<td>21</td>
</tr>
<tr>
<td>Warm</td>
<td>13</td>
<td>Warm</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Like I need a holiday</td>
<td>9</td>
<td>I Want to be there</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Calm and peaceful</td>
<td>7</td>
<td>Like I need a holiday</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>I Want to be there</td>
<td>6</td>
<td>Calm and peaceful</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Like I was there</td>
<td>6</td>
<td>Happy</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>4</td>
<td>Nostalgic</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Happy</td>
<td>4</td>
<td>Interested / Intrigued</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Neutral</td>
<td>4</td>
<td>Good</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Serene</td>
<td>3</td>
<td>Neutral</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Cool and Refreshed</td>
<td>3</td>
<td>Envious</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Interested / Intrigued</td>
<td>2</td>
<td>Like I was there</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Envious</td>
<td>2</td>
<td>Cool and Refreshed</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Tantalised</td>
<td>2</td>
<td>Serene</td>
<td>1</td>
<td></td>
</tr>
<tr>
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Table 2

*Qualitative Responses to the Question: What word first comes to mind when you view this advertisement? (Advertisements 1 & 2)*

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<th>Words / Descriptors</th>
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Table 3

*Qualitative Responses to the Question: How did this advertisement make you feel?*  
(*Advertisements 3 & 4*)

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<td>Dreamy</td>
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Table 4

*Qualitative Responses to the Question: What word first comes to mind when you view this advertisement? (Advertisements 3 & 4)*

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</tbody>
</table>
Appendix 1

Advertisements 1, 2, 3, 4, 5 & 7 (in order)
Imagine if your day began like this...

and ended like this...
Imagine if your day began like this...

Deck chairs

and ended like this...
Imagine if your day began like this...

and ended like this...
Imagine if your day began like this...

and ended like this...
Sunshine

Advertisement 1

Deck chairs
Appendix 7

Advertisements 1, 2, 4, 5, 7 & 8

(In order)
Palm fringed beaches

...Just close your eyes and imagine plunging into the cool crystal waters that sparkle beneath the warmth of the eternal sunshine... feel the warmth of the sand softly caressing your feet as you take a leisurely stroll along the endless beaches...

Relaxing sun lounges

...Hear the sound of the gentle waves lapping up against the shore and the tender island breeze blowing softly through the palms, whilst you unwind at the end of the day in your very own secluded paradise...
Palm fringed beaches

...Just close your eyes and imagine plunging into the cool crystal waters that sparkle beneath the warmth of the eternal sunshine... feel the warmth of the sand softly caressing your feet as you take a leisurely stroll along the endless beaches...

Relaxing sun lounges

...Hear the sound of the gentle waves lapping up against the shore and the tender island breeze blowing softly through the palms, whilst you unwind at the end of the day in your very own secluded paradise...
...Just close your eyes and imagine plunging into the cool crystal waters that sparkle beneath the warmth of the eternal sunshine... feel the warmth of the sand softly caressing your feet as you take a leisurely stroll along the endless beaches...

...Hear the sound of the gentle waves lapping up against the shore and the tender island breeze blowing softly through the palms, whilst you unwind at the end of the day in your very own secluded paradise...
...Just close your eyes and imagine plunging into the cool crystal waters that sparkle beneath the warmth of the eternal sunshine... feel the warmth of the sand softly caressing your feet as you take a leisurely stroll along the endless beaches...

...Hear the sound of the gentle waves lapping up against the shore and the tender island breeze blowing softly through the palms, whilst you unwind at the end of the day in your very own secluded paradise...
Palm fringed beaches

Relaxing sun lounges
Palm fringed beaches

Relaxing sun lounges