

# DESTINATION PERSONALITY AND SELF-CONGRUITY: A STUDY OF DOMESTIC AND INTERNATIONAL TOURISTS

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## ABSTRACT

The purpose of this study is to develop a model of destination personality, self-congruity and tourist's behaviour for domestic and international tourists. This model explains about the relationship between the destination personality, self-congruity and tourist's behaviour. It is hypothesized that tourist's behaviour influenced by the destination personality and self-congruity. Using convenience sampling data is collected from 64 domestic tourists 62 international tourists. The major finding of this study is that in international tourists all the five dimensions of DP are related to self-congruity whereas for national, four dimensions of DP are related to self-congruity.

## INTRODUCTION

In today market environment, it is very challenging for organisations to attract the new customers and retain the existing customers because of a heavy competition. Customers are encircled by many brands and have been targeted through many marketing strategies by organisations to position the brand in competitive customer mind. Organisations are using numerous ways to differentiate from competitors. Branding is the concept which has been broadly used in the product or general services category but still branding can be used in the all aspects of the tourism activities. Branding can also be applied to the tourist destinations. Brand personality can be defined as "the set of human characteristics associated with any brand"(Aaker, 1997). Destination personality is defined as "the set of human characteristic associated with a destination"(Ekinci and Hosany 2006). According to Sirgy, Self -concept has major four components namely, actual self-concept, ideal self-concept, social self-concept and ideal social self-concept. The actual self-concept refers to how a person perceive himself or herself, ideal self-concept refers to how a person would like to perceive himself or herself, social self-concept refers to how a person thinks others perceive him or her and ideal social self -concept refers to the person desires to be perceived by others.

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## LITERATURE REVIEW

Usakli and Baloglu (2011) found that there is a relationship between destination personality, self- congruity and tourist's behaviour. They have taken only two dimensions of self -congruity namely actual and ideal self.

Usakli, A., & Baloglu, S. (2011). Brand personality of tourist destinations: An application of self-congruity theory. *Tourism Management*, 32(1), 114-127.

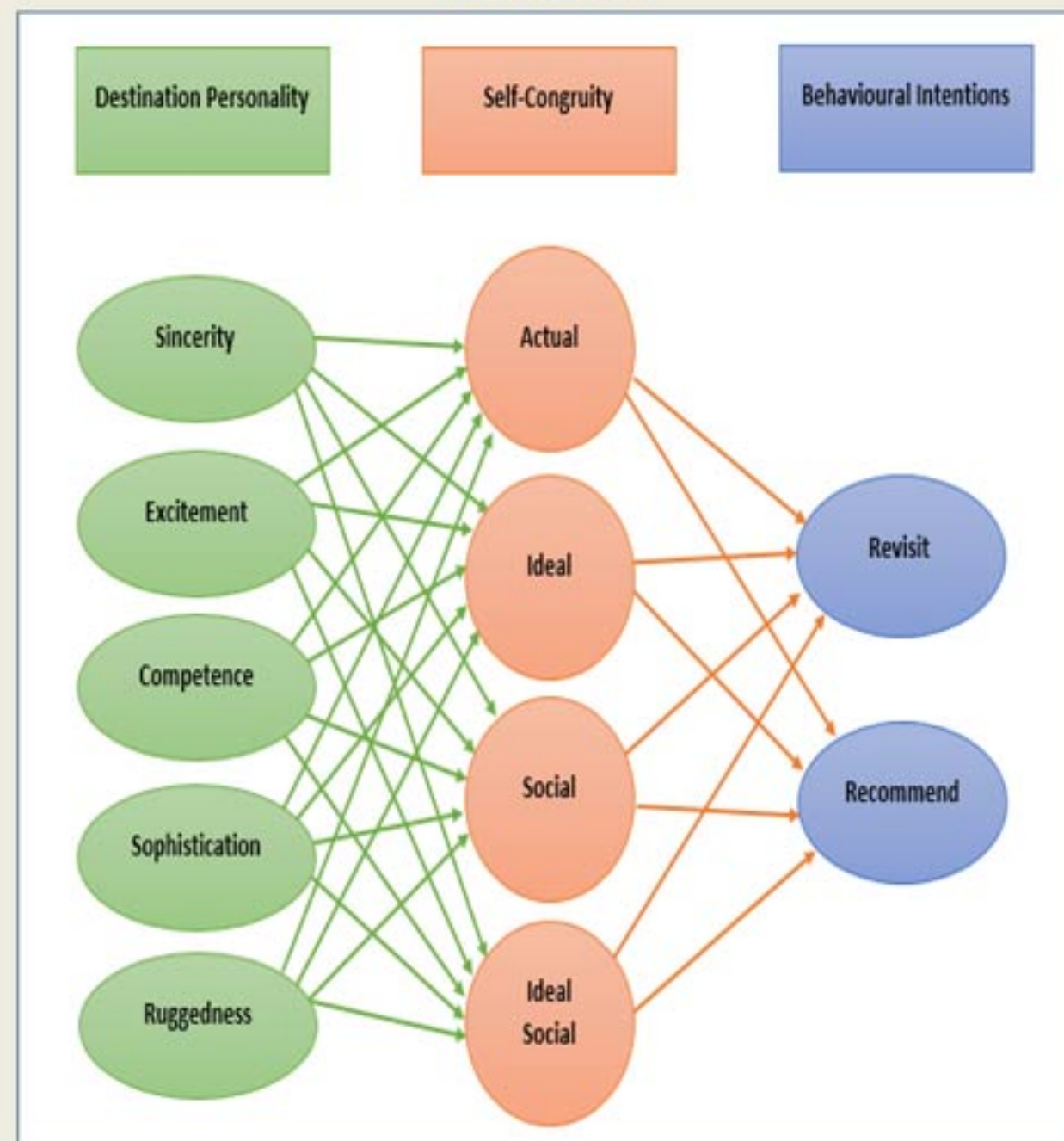
Kumar (2016) study confirms the findings of Usakli and Baloglu (2011) and also adds that destination personality influence the destination trust and destination satisfaction. He has taken two dimensions of self-congruity namely actual and ideal self.

Dr. Vikas Kumar (2016), Examining the role of destination personality and self-congruity in predicting tourist behaviour, *Tourism Management Perspectives* 20 (2016) 217-227

Beerli et al (2007) stated that greater the agreement between actual self and ideal self-concept and destination image, the higher chances of revisit the destination.

Asuncio'n Beerli, Gonzalo Di'az Meneses, Sergio Moreno Gil (2007). SELF-CONGRUITY AND DESTINATION CHOICE, *Annals of Tourism Research*, Vol. 34, No. 3, pp. 571-587

## MODEL



## HYPOTHESES

**H1:** The relationship between destination personality(Sincerity, Excitement, Competence, Sophistication, Ruggedness) and intension to revisit will be moderated by self-congruity ( Actual, Ideal, Social, Ideal social).

**H2:** The relationship between destination personality(Sincerity, Excitement, Competence, Sophistication, Ruggedness) and intension to recommend will be moderated by self-congruity ( Actual, Ideal, Social, Ideal social).

## METHODOLOGY

This study applied a survey research design. A self-administered questionnaire was developed based on the literature review and floated it online. The questionnaire consists both close and open ended questions to measure destination personality, self-congruity, behavioural intensions, demographics and responder's country name. An open ended question was asked where responder has to write his/her favourite destination in India and fill BPS on basis of that destination.

### Measurements:

Aaker's BPS was used to measure the brand personality . A total 42 items was measured on 5 point likert type scale ranging from 1. Not at all describes to 5. Extremely descriptive.

Sirgy's global measurement scale was used to measure the self – congruity. There were 12 statements to measure self-congruity on 7-point likert type scale ranging from 1. strongly disagree to 7. strongly agree.

### Sample :

For the purpose of this study data was collected from a sample of 126 people, across various age groups and locations across world. There were 64 national and 62 international responders.

### Data Analysis:

SEM- Partial Least Squares test was performed in WARP 4.0 PLS to analyse the data for overall , international and national tourists.

## RESULTS

DESCRIPTIVE	OVERALL	INTERNATIONAL	NATIONAL
Avg. Path Coef.	0.122 P=0.021	0.181 p=0.012	0.156 p=0.021
Avg. R-Sq.	0.146 p=0.010	0.264 p=0.001	0.189 p=0.009
Avg. Adj. R- SQ.	0.113 p=0.028	0.203 p=0.007	0.125 p=0.042
Avg. block VIF	1.938	2.499	1.644
Avg. full VIF	3.001	3.613	3.66
GOF	0.321	0.435	0.366
SPR	0.7	0.714	0.786
R-Sq. cont. ratio	0.891	0.856	0.927
Stat. supp. Ratio	1	1	0.964

COMBINATION	OVERALL		INTERNATIONAL		NATIONAL	
	PATH.Coef	P VALUE	PATH.Coef	P VALUE	PATH.Coef	P VALUE
SIN->SC-AS	0.226	<0.001	-0.248	0.004	0.339	<0.001
SIN->SC-IS	0.143	0.021	0.196	0.017	0.125	0.082
SIN->SC-SS	0.19	0.004	0.051	0.285	0.263	0.002
SIN->SC-ISS	0.209	0.002	0.304	<0.001	0.253	0.003
EX->SC-AS	-0.059	0.202	0.045	0.308	-0.123	0.087
EX->SC-IS	-0.036	0.303	0.205	0.013	0.073	0.206
EX->SC-SS	0.04	0.285	0.042	0.321	-0.046	0.303
EX->SC-ISS	-0.095	0.088	0.273	0.002	0.064	0.237
COM->SC-AS	0.066	0.174	-0.29	<0.001	-0.061	0.247
COM->SC-IS	0.398	<0.001	0.129	0.079	0.515	<0.001
COM->SC-SS	0.105	0.068	-0.102	0.131	0.202	0.013
COM->SC-ISS	-0.027	0.352	0.35	<0.001	0.111	0.109
SOP->SC-AS	0.178	0.006	0.304	<0.001	0.101	0.131
SOP->SC-IS	-0.022	0.378	-0.024	0.394	0.073	0.206
SOP->SC-SS	0.17	0.008	0.293	<0.001	0.063	0.24
SOP->SC-ISS	0.273	<0.001	0.25	0.004	0.249	0.003
RUG->SC-AS	0.081	0.124	0.237	0.005	-0.007	0.468
RUG->SC-IS	-0.064	0.18	0.125	0.085	-0.143	0.057
RUG->SC-SS	-0.112	0.056	-0.113	0.106	-0.228	0.006
RUG->SC-ISS	0.079	0.13	0.045	0.308	-0.068	0.224
SC-AS->REV	-0.024	0.366	0.206	0.013	-0.22	0.008
SC-IS->REV	0.294	<0.001	0.514	<0.001	0.069	0.22
SC-SS->REV	0.057	0.207	0.11	0.112	0.206	0.012
SC-ISS->REV	0.033	0.32	-0.018	0.421	0.017	0.425
SC-AS->RECMD	-0.086	0.109	0.246	0.004	-0.262	0.002
SC-IS->RECMD	0.22	0.001	0.24	0.005	0.111	0.108
SC-SS->RECMD	0.09	0.101	-0.036	0.345	0.269	0.002
SC-ISS->RECMD	0.037	0.3	-0.068	0.225	0.109	0.113

## DISCUSSIONS

### Overall

In brand personality dimensions, Sincerity is positively significant to all the four dimensions of self-congruity namely Actual ( $\beta=0.226$ ,  $p=.001$ ), Ideal ( $\beta=0.14$ ,  $p=0.021$ ), Social ( $\beta=0.19$ ,  $p=0.004$ ) and Ideal social ( $\beta=0.209$ ,  $p=0.002$ ). Competence is positively significant to ideal self ( $\beta=0.398$ ,  $p=0.001$ ). Sophistication is positively significant to three self -congruity dimensions namely, Actual ( $\beta=0.178$ ,  $P=.006$ ), Social ( $\beta=0.17$ ,  $p=0.008$ ) and Ideal social ( $\beta=0.273$ ,  $p=0.001$ ).Self-congruity, only ideal self is positively significant with intension to revisit ( $\beta=0.294$ ,  $p=0.001$ ) and intension to recommend ( $\beta=.22$ ,  $p=.001$ )

### International

In brand personality dimensions, Sincerity is significant to three of the four dimensions of self-congruity namely negatively to Actual ( $\beta=-0.226$ ,  $p=.001$ ), positively to Ideal ( $\beta=0.14$ ,  $p=0.021$ ) and Ideal social ( $\beta=0.209$ ,  $p=0.002$ ). Excitement is positively significant with two self –congruity dimensions namely, ideal ( $\beta=0.205$ ,  $p=0.013$ ) and ideal social self ( $\beta=0.273$ ,  $p=.002$ ). Competence is negatively significant to actual self ( $\beta=-0.29$ ,  $p=0.001$ ) and positively with ideal social self ( $\beta=0.35$ ,  $p=.001$ ). Sophistication is positively significant to three self -congruity dimensions namely, Actual ( $\beta=0.304$ ,  $p=.001$ ), Social ( $\beta=0.293$ ,  $p=0.001$ ) and Ideal social ( $\beta=0.25$ ,  $p=0.004$ ). Ruggedness is positively significant to one dimension of self- congruity; actual ( $\beta=0.237$ ,  $p=0.005$ ). Self-congruity, actual ( $\beta=0.206$ ,  $p=0.013$ ) and ideal ( $\beta=0.514$ ,  $p=0.001$ ) is positively significant to intension to revisit and same dimensions actual ( $\beta=0.24$ ,  $p=0.004$ ) and ideal ( $\beta=0.24$ ,  $p=0.005$ ) to intension to recommend.

### National

In brand personality dimensions, Sincerity is positively significant to three of the four dimensions of self-congruity namely Actual ( $\beta=0.339$ ,  $p=.001$ ), Ideal ( $\beta=0.263$ ,  $p=0.002$ ) and Ideal social ( $\beta=0.253$ ,  $p=0.003$ ). Competence is positively significant to ideal self ( $\beta=-0.515$ ,  $p=0.001$ ) and social ( $\beta=0.202$ ,  $p=.013$ ). Sophistication is positively significant to only one self -congruity dimension namely, Ideal social ( $\beta=0.249$ ,  $p=0.003$ ). Ruggedness is negatively significant to one dimension of self- congruity; social self ( $\beta=-0.228$ ,  $p=0.006$ ). Self-congruity, actual ( $\beta=-0.22$ ,  $p=0.008$ ) and social ( $\beta=0.206$ ,  $p=0.012$ ) are negatively and positively significant to intension to revisit and same dimensions actual ( $\beta=0.262$ ,  $p=0.002$ ) and social ( $\beta=0.269$ ,  $p=0.002$ ) positively significant to intension to recommend.

## CONCLUSIONS

For overall, three destination personality dimensions namely **sincerity, competence and ruggedness** are related to self-congruity. **Ideal self** is the only self-congruity dimension which is related to behavioural intensions.

For international, all five dimensions of destination personality namely **sincerity, excitement, competence, sophistication and ruggedness** are related to self-congruity. **Actual and ideal self** are the two self-congruity dimensions which are related to behavioural intensions.

For national, four dimensions of DP namely **sincerity, competence, sophistication and ruggedness** are related to self-congruity. **Actual and social self** are the two self-congruity dimensions which are related to behavioural intensions.