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# The Impact of Destination Image, Shopping Value and Attributes of Local People on Attitudes and Behaviours of Foreigners

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The Impact of Destination Image, Shopping Value and Attributes of Local People on Attitudes and Behaviours of Foreigners

Destinasyon İmajı, Alışveriş Değeri ve Yerel Halk Özelliklerinin Yabancı Turistlerin Tutum ve Davranışları üzerindeki Etkileri

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4) Shopping Value
5) Istanbul

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**ABSTRACT:**

The recent studies conducted in the field of destination marketing reveal that, in addition to destination image, shopping value and perceived attributes of local people can play a decisive role on tourists' attitudes and behaviour. Yet, there is still limited number of research in this field. This study purposes to investigate the direct effects of destination image, shopping value and perceived attributes of local people on destination satisfaction, destination attachment, supportive behaviour and future revisit intention. A face-to-face survey was conducted with 388 foreign tourists who were chosen by using convenience sampling method from the touristic places of Istanbul. As a result of the analyses conducted, the tourism environment, which is one of the dimensions under the destination image, hedonic shopping value, which is also one of the dimensions of shopping value, and perceived attributes of local people are found to increase destination satisfaction. It is found that destination satisfaction favourably affects supportive behaviour and future revisit intention both directly and indirectly through destination attachment.

**Keywords:** Destination image, Destination satisfaction, Destination attachment, Shopping value, Istanbul.

## ÖZET:

Destinasyon pazarlaması alanında son yıllarda yapılan çalışmalar destinasyon imajına ek olarak alışveriş değeri ve yerel halkın algılanan özelliklerinin de turistlerin tutum ve davranışları üzerinde belirleyici bir rol oynayabileceğini ortaya koymaktadır. Ancak bu alandaki araştırmalar halen sayıca oldukça kısıtlıdır. Bu çalışma, destinasyon imajı, alışveriş değeri ve yerel halkın algılanan özelliklerinin destinasyon memnuniyeti, destinasyon aidiyeti, destekleyici davranışlar ve gelecekte tekrar ziyaret etme niyeti üzerindeki doğrudan ve dolaylı etkilerini incelemeyi amaçlamıştır. İstanbul'un turistik mekanlarından kolayda örneklem yöntemi ile seçilen 388 yabancı turistle, yüz yüze anket uygulanmıştır. Yapılan analizler sonucunda, destinasyon imajı altında ortaya çıkan turizm çevresi ve turizm altyapı isimli değişkenlerden turizm çevresinin, alışveriş değerlerinden ise faydacı alışveriş ziyaretinden farklı olarak, hedonik alışveriş değeri ve yerel halkın algılanan özelliklerinin destinasyon memnuniyetini artırdığı, destinasyon memnuniyetinin de doğrudan hem destinasyon aidiyeti üzerine hem de destekleyici davranışları ve gelecekte tekrar ziyaret etme niyetini olumlu yönde etkilediği tespit edilmiştir.



**Anahtar kelimeler:** Destinasyon imajı, Alışveriş değeri, Destinasyon memnuniyeti, Destinasyon aidiyeti, İstanbul.

# CHAPTER ONE

# INTRODUCTION

Tourism, one of the main economic forces behind the development of countries, conduces not only to the initiation of income and labor, but also to the development of plenty related manufacturing (Martin and Rodriguez del Bosque, 2008). International tourism's growth over the thirty years, has increasingly drawn the attention not only of governments, researchers as well in many emerging economies, including Turkey. International tourism opens the door to foreign exchange for the host country, in addition to achieving employment activity and generating income sources (Liden & Tyler, 1992). Similarly, according to United Nations World Tourism (2008), tourism, which has rapidly become one of the most thriving markets and economic sectors over the past six decades, also has a major part in the social-economic improvement of tourist places.

Along with generating economic advantages, tourism has also been established as an important academic field of study, driven through multi-disciplinary perspective. Such research is increasingly prominent in countries where tourism is prevalent. Many relevant topics, examined through the field of marketing, have become a curiosity of tourism as well. Service marketing, the role of social media in tourism, consumer behavior have emerged as central topics studied in the academic discipline of tourism. For this reason, numerous scholars have examined the impact of destination image on the destination satisfaction (Chi and Qu, 2008), future behavioral intention (Bigne et al., 2008), tourist-local interaction (Luo et al, 2015), repeat purchase intention (Hallman et al, 2015; Tan and Wu, 2016), destination loyalty (Eusebio and Carneiro, 2012), the selection process of destination (Baloglu and McCleary, 1999). As previously mentioned, along with the global growth of tourism and tourism-related studies, there is a parallel rise in the number of studies carried out in Turkey over the last decade.

Turkey, among the most popular and developing destinations, offers wide range of tourism related activities such as sports, special historical and cultural attractions, archeological settlement, a constantly expanding touristic infrastructure and a strong reputation for its welcoming hospitality and rich gastronomy (Korzay,1994; Sezer & Harrison, 1994; Uner, et al., 2006). For this reason, the tourism sector has a considerable role in the economy by facilitating an increase in money flowing into the country, while making a major contribution to local economies through provision of employment to a significant portion of the population (Onen,2008).

Most people are aware that Turkey has different types of tourism such as coastal tourism, cruise tourism, cultural history tourism. Istanbul, which is the largest city in Turkey, embraces all of these tourism opportunities. In addition to being the most populous city in Turkey, it is also a major metropolitan area, known around the world. Thus, Istanbul remains preferable destination of both local and foreign tourists every year, even though either the choice of Istanbul or another city in Turkey differ annually in terms of the number of tourists. According to TURSAB, 2014 was a record-breaking year for the Turkish Tourism sector (2016). In that year, the country was visited by 41.415.070 tourists, generating approximately 34.405 billion dollars in revenue. The three most prominent provinces visited by tourists were Istanbul, Antalya and Mugla respectively. However, while in 2015 there was a slight decline in visitors, the numbers diminished dramatically in 2016 with 31.365.330 tourists.

In addition to this decrease, and in spite of the extensive advantages highlighted above, one Turkish spokesperson has remarked that Turkey does not have a competitive advantage in tourism internationally (Kotler and Gertner, 2002). Despite the predominant belief that Turkey's tourism efforts are a success story, it is also worth arguing that further steps should be taken to strengthen this sector when the facilities and geographical position of the country are paid attention. Until today, it has been observed that the following points are the most influential

factors behind the failure of the country to not be able to reach an optimal level in tourism. These can be the opportunities that are missed and / or not adequately assessed, the inadequate and / or inappropriate tourism structuring, the domestic political uncertainties, anarchy and terrorism, natural disasters, wars in neighboring countries, epidemics such as bird flu, and a relatively negative image of Turkey on the international scene (Uner et al., 2006).

All of the factors aforesaid above have an influence on the image of Istanbul whether it is positive or negative. However, understanding the destination image is not sufficient to enhance one country's destination marketing strategy, and hence most scholars seek novel variables other than destination image. For this reason, new variables are being identified and measured in order to determine whether they have an effect on attitudes and behaviors of tourists in different countries. Because the variables being studied are new, this study also addresses the shopping values and perceived attributes of local people, which have been studied in a limited way, in order to understand how these variables impact Turkey's tourism sector. As a result, apart from having a crucial role in the tourism industry in Turkey, in order to provide a competitive edge, the potential factors that could increase the success of our country in the tourism field should be investigated in detail. Therefore, further research should be conducted that can reveal the effectiveness of other factors such as shopping value (Sirakaya-Turk et al., 2015) and the perceived attributes of local citizens (Nam et al., 2016)

## 1.1. SCOPE AND SIGNIFICANCE OF THE STUDY

Given the importance of Turkey's tourism and the factors affecting Turkey's tourism strategies, it is significant to understand what these factors are and how to make them relevant by visitors. For this reason, it is not unexpected that the destination image of any location has an important role in the process of making decision for potential visitors. However, research indicates that destination image

is not sufficient anymore to fully understand one visitor's destination satisfaction. Therefore, other relevant factors are emerging in the field of tourism studies. By reason of this important role, the potential factors that could increase the success of Turkey in the tourism sector, are also the basis of many academic field studies. Studies in the field of destination marketing in particular are investigating how Turkey can improve the perceived image of its tourist areas, along with destination image; which factors can help to enhance the destination satisfaction and consequently, how it can be the preferred choice of visitors for multiple returns. In tourism-related studies over time, the destination image has been the assumed decisive variable. Yet, more recent work has pushed shopping value and the perceived attributes of local to the forefront, in addition to destination image (Sirakaya-Turk et al., 2015; Nam et al, 2016).

Since tourism is a major economic industry in Turkey, the country's destination image has been and continues to be the focus of many related studies. However, these studies do not sufficiently examine the variables of shopping value and the perceived attributes of local people. To date, there has been limited research that identifies these two as critical variables, but it is significant to figure out their effect on destination satisfaction, destination attachment, supportive behavior and future visit intention. Particularly, in Istanbul, which hosts millions of foreign tourists every year and is regarded as a shopping paradise populated with welcoming residents; these factors are of great importance for enhancing the quality of the visitor experience.

Previous research has extensively analyzed the effect of destination image on general image and destination satisfaction (Sahin and Baloglu, 2011; Chi and Qu, 2008). This study makes the suggestion to investigate the direct effects of destination image on destination satisfaction, destination attachment, supportive behavior and future intention to visit. Moreover, this study purposes to examine shopping value's influences and the perceived attributes of local residents on

destination satisfaction, destination attachment, supportive behavior and future intention to visit. One research model is proposed and variable effects are compared using correlation and regression analyses. The aim of this research is to assist researchers and managers to consider ways to view this important sector through a different lens.

## 1.2. ORGANIZATION of THE STUDY

This study is organized as follows: Chapter Two examines the literature regarding destination image, shopping value, the perceived attributes of local people, destination satisfaction, destination attachment, supportive behavior and future visit intention, while also presenting a theoretical background for this study. Chapter Three is focused on empirical research, consisting of the proposed model to test the hypotheses, research design and methodology. In Chapter Four, the statistical methods utilized are clarified and the study's results are discussed. As a final section, Chapter Five highlights the findings of the study, their theoretical and practical implications, limitations of the study, as well as recommendations for future research.

# CHAPTER TWO

# LITERATURE REVIEW

This chapter examines the existing literature on destination image, shopping value and positive attributes of local people, destination satisfaction, destination attachment, future visit intention and supportive behaviors and provides a theoretical background for the academic study. This study begins with the definition of destination image, shopping value and the perceived attributes of local people. In the following section, along with the definition of destination satisfaction and destination attachment, literature is reviewed on the impact of destination image, shopping value and the perceived attributes of local people on destination satisfaction and destination attachment. This will be followed by, the explanations of future visit intention and supportive behaviors as well as the influences of destination satisfaction and destination attachment on future visit intention and supportive behavior.

## 2.1. DESTINATION IMAGE

Destination image is defined as "the sum of beliefs, ideas and impressions that a person has of a destination" (Crompton, 1979, p. 18). Destination image, is the most argued, researched, analysed and evaluated field related in academic studies (Echtner and Ritchie 2003; Pan and Li 2011). Over the years, it has proven to be one of the best sustained areas of tourism studies (Svetlana and Juline, 2010). Because it has been examined for so long, the literature of destination image has thrived significantly in this process (Baloglu et al., 2014). Although the image concept has been explored in other research interests such as marketing, psychology, consumer behaviour, image studies in the destination field have been a popular area since the beginning of the 1970's (Hosany et al., 2006). Since that time, together with the fact that it is a significant contribution of destination image

studies, it is substantial to determine attitudes of visitors, their destination satisfaction and destination attachment level along with their revisit intentions.

Furthermore, destination image is a tool to create a differentiated position by establishing a strong and unforgettable image (Gnoth et al., 2007). In addition to understanding variables other than those mentioned above, destination image serves a utilitarian function when setting up a tourism marketing strategy. That is, destination image in a tourist' mind is shaped or formed by brand identity that destination marketers build, and hence destination image is a basic component of a positive and recognizable brand identity (Qu et al., 2011) just like any brands in marketing. According to one study done in a supportive way, Tasci and Gartner (2007) said that destination image has crucial impact on both supply side and demand side and hence; destination image is a necessary element to generate prosperous destination marketing and tourism development. That is why, working out the goal of destination image might have a crucial impact on how competitive the position of destinations is in the tourism sector (Uner et al., 2006).

Another role that destination image undertakes is that it influences tourists' decision-making processes either positively or negatively. Hunt (1975), who was one of the preliminary researchers specifying that if tourists have a shortage of information about a destination, the destination image of that place can directly impact tourists' opinions. it is without a doubt that destination image is a considerable variable in explaining vacation selection (Kozak,2003; Baloglu &McCleary,1999; Baloglu & Brinberg, 1997). Evaluation of destination image carried has emerged as insufficient to prefer a destination (Uner et al., 2006). Other essential variables such as price, accommodation, geographical features have been shown to have an impact on the decision process.

Due to different psychological and sociological factors, destination image is a notion that is rough to understand, measure and follow (Uner et al., 2006). For this reason, "there is no consensus on how to define a destination image" (Prayag,

2009, p.838). Thus, it is better to examine the definition of image itself. According to Herzog (1963), image is all insights people benefit from numerous resources. From an expanded perspective, image can be described as "the sum of beliefs, attitudes, impressions that a person or group has of an object and impressions may be true or false, real or imagined" (Barich and Kotler, 1991, p.95). In the same way, these image definitions help to create a definition of "destination image" by gathering tourists' opinions or thoughts about a specific destination. Although the definition of image is more limited, there are numerous definitions that describe the destination image in different ways.

Destination image is "the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place" (Lopes, 2011, p.307). Later on, the notion that the image of destinations evolves over time., was added to the definition. Assael (1984) noted that destination image is the entire sensation of the destination by a composition of information from different sources over the time. Another point of view is that destination image is "the perception of groups of people" (Jenkins,1999, p.2). Instead of addressing the definition of destination image at the individual level, they have framed definition as it is seen through the lens of community.

From Gartner's point of view (2000), destination image is "the attitude, perception, beliefs and ideas by holds about a particular location are formed by the cognitive image of a particular destination" (p. 295). In other words, he addresses the definition of destination image in terms of cognitive image. Similarly, Hosany et al. (2006) said that destination image shaped by personal perception consisting of faith, thoughts and feelings. These two definitions handle the definition of destination image at the individual level as they assume that everyone has different perspectives and cognitive images.

Ger (1991), who approaches the definition of destination image differently than others, suggests that destination image is a system having an effect of each other consisting with ideas, beliefs, souls, intentions in relation to a destination. Like Ger's opinion, one of the most precise researchers Kotler et al. (1993), who has studied image for years, also elucidates that destination image is the belief that people have concerning the destination, the ideas, feelings, expectations generate the impression. To illustrate; since every country or city has unique properties, when most tourists think of İstanbul, history, culture or city tourism come to their minds. In that case, these are the images that have been evoked in their minds (Kozak, 2010). In brief, all of these definitions, along with the example, illustrate that destination image can result from an interaction or creation of association networks.

Yet it is possible that the definition of destination image can be viewed from a broader perspective. According to Anholt (2010), destination brand image should be discussed at the "nation level" since if a country wants to foster its own image or reputation among other countries, nation brand should be conceived in a positive way. Anholt (2010) argues that people lack the time to follow everything about a destination and hence they can make decisions by just learning the national brand image. It is understood that destination image plays a major role not only for city-centred but also for the country-centred image. Moreover, the destination image is to either clarify abilities or failings from the perspective of tourists (Baloglu & McCleary, 1999). Therefore, it is a crucial element in terms of process of destination choice. While choosing holiday options, many people narrow their selections simply through the image of destination due to the availability of diverse destination choices (Chen et al., 2013; Tasci & Gartner, 2007). For this reason, destination image is possible to represent a location's standing and position. Moreover, if a destination does not have a robust destination image, it is eliminated during the initial evaluation process (Gartner, 1993).

Apart from definitions of destination image, there is still ongoing debate regarding its multi-dimensional nature. Given this, the amount of research focused on achieving a solid definition has increased dramatically over time (Dichter,1985). Even if this discourse belongs to the past, the effects still continue vigorously as there is still a lack of consensus. Therefore, researchers in different fields and branches do agree that the notion of destination image results from both cognitive and affective factors with consisting of different moods, feelings and evaluations (Jafari et al, 2015). According to Hosany (2006), many researchers view destination image as two dimensional; cognitive evaluation and affective evaluation. Together, it is assumed that they form the general image regarding a certain place (Baloglu& McCleary,1999). While affective evaluation is based on feelings about that destination, cognitive evaluation is specified by knowledge and beliefs in terms of a certain place (Baloglu & McCleary, 1999). It is easily understood that the whole destination image combines two different sensations.

Conversely, according to Baloglu and Brinberg (1997), if only the cognitive component is studied, it is not enough to explain destination image due to the fact that "the meaning of a place is not entirely determined by its physical properties" (Ward &Russell, 1981, p.123). Nevertheless, the number of studies that make use of both dimensions is still few to interpret destination image. Given these two dimensions, cognitive and affective beliefs can be clarified in different ways. For instance, Gallarza et al. (2002) proposes that the size of destination image has four characteristics, which comprise a complicated, multidirectional, relative and dynamic structure. While Gallarza (2002) places destination image under these four dimensions, Beerli and Martin (2004) suggest that there are nine dimensions, which emphasizes attractiveness and targeted goals of the destination image. In contrast, Ross (1993) investigated destination image in terms of "authenticity", "variance in physical environment" and "friendliness of local residents". In reviewing Chen and Phou's study, they approached the destination image according to "destination brand", "atmosphere", "cultural environment", "national environment", and "entertainment". Joppe et al. (2001) also suggest that

destination image consists of "different cultural experience and "convenient transportation". Harris (1972) and Crampton (1977) separately identified a ten-dimensional model based on cleanliness, beautiful scenery, food quality and so on.

The impression here is that, there is a wide range of attributes to measure destination image. Even when measuring the same attribute, they can utilize various features under a single attribute. For instance, included under the attribute of scenery is Calantone and colleagues' "beautiful scenery", Crompton's "physical geography", and Kale and Weir's "scenic beauty" (Echtner & Ritchie, 1991, p.10).

**Figure 2.1.** Common attributes in Destination Image research

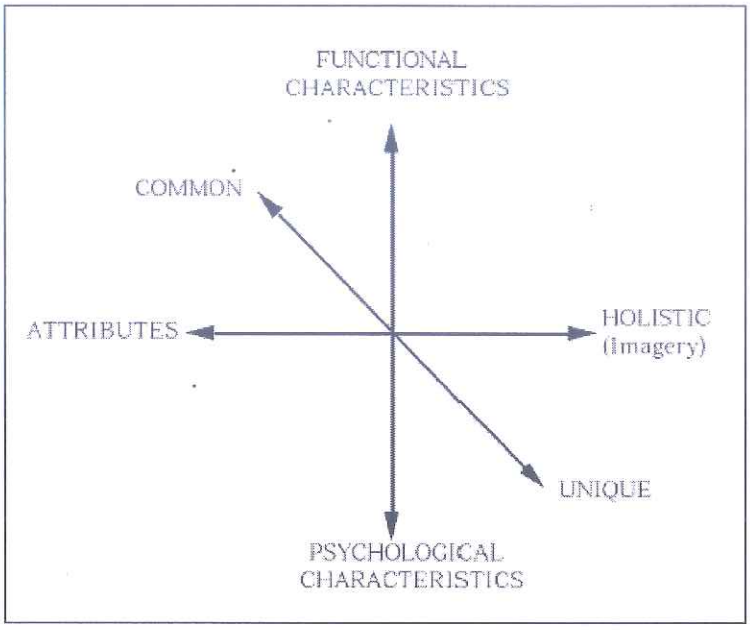
Source: Gallarza, Gil & Calderón, 2002, p. 63

These attributes shown above are used by many scholars as mentioned previously. That they are coordinated throughout a functional and psychological centre line is clear. This method is similar to Echtner and Ritchie's (1991) model of destination image dimensions. In spite of the united and global recognition of the

multidimensionality for destination image, some studies point out quite universal explanation for destination image' dimensions (Gallarza et al., 2002).

Additionally, these attributes are divided into three different measurements "attributes and holistic", "functional and psychological" and "common and unique". Ecther and Ritche (1991) measured the destination image according to these three components. These attributes may have overlap since each one may implicate functional or psychological attributes that indicate common or unique characteristics of a specific destination (Rezende-Parker et al., 2003). Common functional attributes contain features that can be used to distinguish similarities or differences between destinations. Unique functional attributes include some specific photographs and events, which compromise destination image. Common psychological attributes derive from having friendship features of local people, as well as reputation of the natural landscape, while unique psychological attributes consist of emotions based on destinations. (Jenkins, 1999). To sum up, no matter how close the concepts are, to be able to measure destination image of any specific destination, varying attributes are selected differently by researchers.

**Figure 2.2.** The components of destination image




Source: Echtner & Ritchie, 1991, p. 8

Aside from the studies mentioned above, this research examines the literature concerning destination image measurements, as well. First, the destination image studies began with Hunt's study (1975) since he can be considered as a main point in the destination image literature. Secondly, the analysis takes into account the studies were written from 1975 to 2017. Thirdly, in order to explore destination image studies, the Social Science Citation Index has been utilized as a database. It is user-friendly and includes most important marketing journals regarding destination branding and destination marketing. Using "destination image" in the search term section, more than one hundred eighty articles emerge that contain "destination image" as a key word in their main title or summary. The articles are illustrated in Table 1.

**Table 2.1**. Selected Studies on the Dimensions of Destination Image

| Year | Author(s) | Study Title (Journal) | Destination Image Dimensions |
|---|---|---|---|
| 1975 | Hunt | Image as a Factor in Tourism Development (JTR) | ▪ Cities and Towns<br>▪ Mountains<br>▪ Deserts<br>▪ Grassland and Rangeland<br>▪ Farm Cropland |
| 1986 | Kale and Weir | Marketing Third World Countries to the Western Traveler: The Case of India (JTR) | ▪ Things to "see and do",<br>▪ Cost Factors,<br>▪ Climate,<br>▪ Accommodations,<br>▪ Convenient Transportation,<br>▪ Political Stability,<br>▪ Availability of Nightlife and Entertainment<br>▪ Diversity Culture |
| 1989 | Gartner | Tourism Image: Attribute Measurement of State Tourism Products Using Multidimensional Scaling Techniques (JTR) | ▪ Cultural Based,<br>▪ Out Group Social,<br>▪ Group Social,<br>▪ Natural Resource Based. |
| 1989 | Calantone et. al. | Multiple Multinational Tourism Positioning Using Correspondence Analysis (JTR) | ▪ Sports& Beaches,<br>▪ Shopping& Touring,<br>▪ Food &Transport,<br>▪ Cultural& Entertainment |

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| 1993 | Echtner& Ritchie | The Measurement of Destination Image: An Empirical Assessment (JTR) | ▪ Comfort& Security,<br>▪ Interest & Adventure,<br>▪ Natural Sate,<br>▪ Tourist Facilitation,<br>▪ Resort Atmosphere& Climate<br>▪ Cultural Distance,<br>▪ Inexpensiveness,<br>▪ Lack of Language Barriers |
| 1999 | Choi et al. | A qualitative and quantitative assessment of Hong Kong's image as a tourist destination- (TM) | ▪ Activities & Atmosphere,<br>▪ Tourist information &Shopping,<br>▪ Culture difference<br>▪ Communication and language |
| 2001 | Baloglu | Image variations of Turkey by familiarity index: informational and experiential dimensions - (TM) | ▪ Quality of Experience,<br>▪ Attraction,<br>▪ Value& Environment |
| 2002 | Sonmez &Sirakaya | A Distorted Destination Image? The Case of Turkey (JTR) | **Affective Image**;<br>▪ Local Attractions and Hospitality,<br>▪ Socioeconomic and Cultural Distance,<br>▪ Lack of Natural Attractions and Tourist Services,<br>▪ Comfort/Safety and Tourist Facilitation,<br>▪ Outdoor Recreation,<br>▪ Perceived Value of Vacation.<br>**Cognitive Image**;<br>▪ Safe and Hospitable<br>▪ Environment,<br>▪ General Mood and Vacation Atmosphere,<br>▪ Relaxing Effect,<br>▪ Authenticity of Experience |

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| 2004 | Beerli & Martin | Factors Influencing Destination Image (ATR) | ▪ Natural resources,<br>▪ General infrastructure,<br>▪ Tourist infrastructure, hotel and self-catering,<br>▪ Tourist leisure and recreation,<br>▪ Culture- history and art,<br>▪ Political and economic factors,<br>▪ Natural environment,<br>▪ Social environment,<br>▪ Atmosphere of the place |
| 2007 | Tasci et al. | Measurement of Destination Brand Bias Using a Quasi-Experimental Design-(TM) | ▪ Attractions,<br>▪ Service Encounter,<br>▪ Basics |
| 2008 | Murphy | Australia's Image as a Holiday Destination-Perceptions of Backpacker Visitors (JT&TM) | ▪ Culture & Language,<br>▪ Natural Attractions,<br>▪ Climate |
| 2008 | Chi& Qu | Examining the Structural Relationships of Destination Image, Tourist Satisfaction and Destination Loyalty: An Integrated Approach-(TM) | ▪ Entertainment& Events,<br>▪ Natural Attractions,<br>▪ Historical Attractions,<br>▪ Infrastructure,<br>▪ Accessibility,<br>▪ Relaxation,<br>▪ Outdoor Activities,<br>▪ Price and Value |
| 2008 | San Martín & Rodriguez del Bosque | Exploring the Cognitive-Affective Nature of Destination Image and the Role of Psychological Factors in its Formation-(TM) | ▪ Infrastructures and socioeconomic environment,<br>▪ Atmosphere,<br>▪ Naturel Environment,<br>▪ Affective Image,<br>▪ Cultural Environment |

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|---|---|---|---|
| 2009 | Alcaniz et al. | The Functional-Psychological Continuum in the Cognitive Image of a Destination: A Confirmatory Analysis (TM) | ▪ Functional,<br>▪ Mixed,<br>▪ Psychological |
| 2009 | Yilmaz et al. | Image: A Comparative Study on Pre-and Post Trip Image Variations (JH&MM) | ▪ Environmental Conditions,<br>▪ Destination Advantages,<br>▪ Activities, Attractiveness,<br>▪ Facilities,<br>▪ Climate |
| 2009 | Prayaga | Tourists' Evaluations of Destination Image, Satisfaction and Future Behavioral Intentions-The case of Mauritius (JT&TM) | ▪ Psychological Attributes,<br>▪ Cuisine, service & accessibility,<br>▪ Cultural /Historical Attractions & Accommodation,<br>▪ Sun, Sand appeal &Prices,<br>▪ Shopping& Tourist Infrastructure,<br>▪ Fun & Adventure, Bars,<br>▪ Safety, Cleanliness & Crowd Level |
| 2010 | Martinez & Alvarez | Country Versus Destination Image in a Developing Country (JT&TM) | ▪ Notoriety & Reputation,<br>▪ Security, Level of<br>▪ development,<br>▪ Respect for Liberties |
| 2012 | Yang et al | The Implicit Measurement of Destination Image: The Application of Implicit Association Tests- ( TM) | ▪ Tourism Resources,<br>▪ Tourism Facilities<br>▪ Social Environment and Value |

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| 2013 | Chen, Chen & Okumus | The Relationship Between Travel Constraints and Destination Image: A case study of Brunei (TM) | ▪ Tourism Resources,<br>▪ Tourism infrastructure<br>▪ Hospitality atmosphere<br>▪ Unique cultural attraction |
| 2013 | Chen& Phou | A Closer Look at Destination: Image, Personality, Relationship and Loyalty (TM) | ▪ Destination Brand<br>▪ Atmosphere<br>▪ Cultural Environment<br>▪ Natural Environment<br>▪ Entertainment |
| 2014 | Zhang et al. | Destination image and tourist loyalty: A meta-analysis - ( TM) | ▪ Cognitive image<br>▪ Affective image<br>▪ Overall image<br>▪ Cognitive-affective joint image<br>▪ Self-congruity |
| 2014 | Stylidis et al. | Residents' Support for Tourism Development: The role of Residents' Place Image and Perceived Tourism Impacts (TM) | ▪ Community Services,<br>▪ Physical Appearance,<br>▪ Social Environment,<br>▪ Entertainment Services |
| 2016 | Chen et al. | Tourism between divided nations; An examination of stereotyping on destination image ( TM) | ▪ Cognitive image,<br>▪ Affective image,<br>▪ Travel intention |
| 2017 | Mak | Online destination image: Comparing national tourism organisation's and tourists' perspectives ( TM) | ▪ Cognitive Dimensions; Tourist Attraction, Natural Environment Infrastructure, Transportation, Food &Beverage, Specific Activities so on.<br>▪ Affective Dimensions; Pleasant, Arousing, Unpleasant, Exciting , Relaxing |

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|---|---|---|---|
| 2018 | Foroudi et al. | Promising the Dream: Changing destination image of London through the effect of website place (JBR) | • Variety and quality of accommodations<br>• Cultural diversity<br>• General level of service<br>• Exoticness of the place |

ATR=Annals of Tourism Research

JH&MM= Journal of Hospitality Marketing &Management

JT&TM= Journal of Travel &Tourism Marketing

JTR= Journal of Travel Research

TM=Tourism Management

JBR=Journal of Business Research

## 2.2. SHOPPING VALUE

Value is defined as "a trade-off between overall benefits gained and sacrifices made by the customer" (Olaru et al., 2008, p.555). Value is the result of a function which is obtained by consumers, along with being low cost for the customer (Lam et al., 2004). For this reason, value is one of the main things while clarifying consumer attitudes not only for product or services in marketing but also for destinations. Value is in the middle of the Consumer Value Framewok. According to Babin and Harris (2015) "who have worked on shopping value for many years, value is defined as the "personal evaluation of the net worth a consumer obtains from an activity" (p.28). Value shows what consumers receive from either a product or service and what they pursue. Most marketing strategies seeking value so they can sell the things that they produce. When stated as a formula, value becomes;

**Value** = what you get- what you give

What someone can receive from a product or a service might be things such as; quality, experience, emotions or even nostalgia. What someone gives is mostly things that cannot be replaced such as; time, money, effort and so on. So as long as what someone gets out of a product or a service is greater than what someone gives s/he will have a place a certain positive value on it.

Since the middle of the 1990s, scholars have been exploring consumer or user shopping value from their knowledge and time of visit (Babin et al.,1994; Diep& Sweeney, 2008). In the marketing literature, many studies pay particular attention to describing shopping value and remarking the dimensions of shopping value (Davis et al., 2012). Recent academic studies show that shopping value composes of considerable part in promoting tourism marketing strategies, apart from destination image (Sirakaya-Turk et al., 2015). Shopping is one of the most well-liked recreational hobies for tourists (Hong& Littrell, 2003) and hence it can be an effective force in the field of destination marketing studies (Yu& Littrell, 2005).

Since the early 1990s, many studies have tried to identify the most significant shopping features in various destinations (Albayrak et al., 2016). There are two reasons why attempt to do so. One of the striking reasons is that shopping spending is a serious part of total expenditures during tourists' visit (Wong & Law, 2013). According to *The Shopping Center World (2001)*, tourists spend almost half of their money for shopping when they visit another destination. In addition to being a great motivator for tourists, they are able to contribute to the economy of the destinations they visit (Albayrak et al., 2016). The other noticeable reason is that the shopping that visitors do, where they live, is not the same as the shopping they do while visiting other destinations (Oh et al., 2004). Ryan (1991) explains this situation as being too emotional when they are away from their home and feeling like they have to be satisfied from their vacations. For these reasons, shopping in tourism destinations should be further investigated to

detect shopping value, attributes of shopping, and selection of destinations in relation to shopping.

Studies point out that as it is understood from spending large amounts of money for shopping in destinations, tourists evaluate shopping as a fun activity (Sirakaya-Turk et al., 2015). Even if they do not sometimes buy a product or service, they can get pleasure from the shopping process and this experience (Sirakaya-Turk et al., 2015). In this process, tourists give a value on their shopping knowingly or unknowingly. According to Zeithaml (1988), value is "what one gets for what she gives up". These values are based on two sub-headings of shopping value; Utilitarian shopping value and Hedonic shopping value.

**2.2.1. Utilitarian shopping value** is the "gratification derived because something helps a consumer solve a problem or accomplish some task" (Babin& Harris, 2015, p. 29). Utilitarian shopping value is a general jurisdiction for tourists, which consists of task-related advantages and self-devotion (Overby & Lee, 2006). Generally, utilitarian shopping value is based on functional, conceptual and unsensational outcomes (Albayrak et al., 2016). However, in some cases, the purchasing shopping experience may not be the ultimate result of the whole process, the customer can reach a utilitarian shopping value nonetheless by getting knowledge about price, performance, and diversity of products. In brief, the utilitarian value shopping experience is a measure of the tourists' considerations resulting from perceived success of their shopping experience (Olsen and Skallerud, 2011).

**2.2.2. Hedonic shopping value**, in contrast, is described as the "value derived from the immediate gratification that comes from some activity" (Babin & Harris, 2015, p.29). In this form of value, it is easily seen that emotions play a major role and it is very subjective. If one visitor's shopping experience is formed from fun activities apart from being emotional and subjective, her or his shopping value is

referred to as the hedonic shopping value (Sirakaya-Turk et al., 2015). Such kind of people want to discover new products or services when they visit new destinations and they really like talking with sales people taking information due to just wondering or bargaining for a specific product in the shopping process. Unlike utilitarian value, this situation can be explained as "consumers may take advantage of shopping as a form of mental therapy in controling their emotions" (Babin et al., 1994, p.651).

Some researchers have posited that utilitarian shopping value is less fundamental than hedonic shopping value (Jones et al., 2006), but others have suggested that shopping value of utilitarian has more decisive role than shopping value of hedonic during the shopping experience (Overby &Lee, 2006). Whatever the value of shopping acquired by tourists the shopping value that destinations offer visitors can serve considerable function in the evaluation phase of the destination (Babin et al., 1994).

## 2.3. PERCEIVED ATTRIBUTES of LOCAL PEOPLE

In addition to shopping value and destination image, the perceived attributes of local people have huge effect in evaluating and choosing destinations. (Eusebio& Carneiro, 2012). It is anticipated that the recent development of the relationship between visitors and local residents in academic studies might be an important competitive advantage (Luo et al., 2015). To be able to enhance the continuity or sustainability of destinations, perceived attributes of local residents can be utilized (Luo et al., 2015), but in order for this to happen, tourists and local people should be in contact with each other.

Tourist-host interaction (Gursoy et al., 2002, Ap, 1992), one dimension of social contact, Murphy (2001) posits that social contact is about "basically the study of everyday encounters with other people" (p.51). This definition was eventually

adapted to tourism by Reisinger & Turner (2003), who saw social contact as "the personal encounter that takes place between a tourist and a host" (p. 37) in tourism studies. What is meant to be said is that social contact focuses on in the tourist-host interaction to determine the relationship between visitors and local people. Researches have demonstrated that the combination of positive perceptions of local people and their supportive behaviour can develop to increase reputation of a certain destination (Ward& Berno, 2011; Vargas et al., 2011). Furthermore, having positive behaviours of local people and responding to visitors' questions sincerely leave a positive impression on tourists (Keh et al., 2013).

Unlike perceived attributes of local people, there is also data indicating that the positive attributes and behaviours of local people strengthen the image perceptions of the destination (Hui and Wan, 2003). Additionally, the physical characteristics of local sales people are also taken into considerations by tourists (Keh et al., 2013). Although there are very few studies on this subject, different studies (Bearden et al., 1989; Kennedy et al., 2002; Yi and Gong, 2008) tend to focus on one attribute at a time. However, Keh et al., (2013) gathered the attributes in three dimensions; physical attractiveness, helpfulness and displayed positive emotions. These three attributes, which allude to a gap in the literature, aim to investigate the degree to which the interactive effects of local sales people are detected with ease and simultaneously (Keh et al., 2013) from the perspective of visitor satisfaction.

Physical attractiveness is described as "the degree to which one's facial image elicits favourable reactions from others" (Marrow, 1990, p.47). According to Watkins and Johnston (2000) point out the basic idea of individual sensation is that people develop initial impression of others based on their external bodily properties. To put it differently, when people communicate with each other, first impression has a significant impact (Neuberg, 1989) in establishing the person's obvious strong features (Byrne et al., 1968). From the marketing's perspective, the physical attractiveness of sales people is described as "the physical characteristics

and overall look of other customers in the service environment as perceived by individual customers" (Brocato et al., 2012, p.3). Prior studies illustrate that if a person is physically attractive, she or he seems to visitors that she or he is convincing, able to manage changes, as well as appearing and behaving in a warm-blooded manner (Sundaram &Webster, 2000). In addition, the more appealing sales people are observed as self-assured, enthusiastic and more sociable (Sundaram&Webster, 2000). In terms of marketing, being physical attractiveness of sales people is applied to advertising and public relations, marketing research, retailing, tourism marketing, individual selling (Keh et al., 2013). For instance; regardless of the product, if advertisements include physically attractive people, the products or services that are shown on the ads are more preferable by consumers when compared to advertisements having less attractive people (Kahle & Homer, 1985). Recent studies about destination marketing point out there is a favourable association between physical attractiveness and personal connection when considering local sales people and visitors at the same time (Nam et al., 2016; Luoh and Tsour, 2009). As a result, having a physical attractive sales people has been shown to make customers or consumers positively satisfied (Soderlund &Julander, 2009).

Displayed positive emotions of local sales people, as an area of research has grown in attention (Hennig- Thurau et al., 2006; Sutton&Rafaeli,1988; Ashforth & Humphrey, 1995) making this a primary area of study. According to Ashforth and Humphrey (1993), for employees, displayed emotions can be identified as "the act of expressing socially desired emotions during service transactions" (p.88-89). It is generally accepted that friendly sales people with a warm smile can lead to positive customer or visitor reactions (Hennig et al., 2006; Rafaeli & Sutton, 1987). The reason being that sales people' displayed emotions are clearly observable, so it is easily deduced that there is a direct relationship between employee and consumers (Keh et al., 2013). However, even if the positive aspect of displayed emotions is tackled, this relationship may also have negative effect between them, too. In contrast to physical attractiveness, displayed emotions must

be examined from both perspectives (Watson et al., 1988) since employee displayed emotions is based on their behaviours which are "combination of facial expression, spoken words, and tone of voice such as smiling and thanking" (Tsai, 2001, p .498). If local sales people behave adversely, customer satisfaction may result in negative effect, but there is not much evidence to show the opposite situation. Consequently, according to Nam et al. (2016), displayed positive emotions have a dramatically positive impact on individual communication. Therefore, they underpin the idea that "the more local people show positive emotions such as smiling, the more likely the tourist is to perceive a personal bond with local people" (Nam et al., 2016). It is deduced that having positive or favourable emotions can make visitors happy, which also increases destination satisfaction.

Employee helpfulness can be described as "the extent to which the service employee either provides help to the customer or gives the impression of interest in the customer and shows a willingness to serve" (Keh et al., p.213). It can be said that positive behaviours of sales people are attached to their essential motivation (Thomas et al.,1981). However, despite emerging intrinsically, helpfulness is often confused with "responsiveness" (Parasuraman et al.,1988) which refers to "willingness or readiness of employees to provide service in a timely manner" (Keh et al.,2013, p.213). Even though they are not exactly identical (Keh et al.,2013), both concepts ensure that the service offered is the most efficient (Dabholkar et al.,1996), which means they have the same aim. Sales people or employees who have the training and productive skills regarding helpfulness, can manage difficulties when confronted with customers having unfavourable feeling about the service and they can meet customers' needs (Keh et al., 2013). For this reason, they are able to build a strong relationship with the customers rapidly (Brady & Cronin,2001). Furthermore, according to Gremler and Gwinner (2000), being the studious and helpful create an opportunity for a pleasant relationship between customers and employees. As in every service sector, these studies cover the validity in the field of tourism. For example, when

local residents have helpful attitudes toward visitors, that relationship is more likely to enhance the tourism experience (Nam et al., 2016). They suggest that "the more local people offer their assistance, the more likely the tourist is to perceive a personal bond with local people" (Nam et al., 2016, p. 712).

## 2.4. DESTINATION SATISFACTION

In the field of customer satisfaction, there has been substantial growth in research over the last two decades (Woodruff and Gardial,1996). Since satisfaction is utilized for monitoring the quality of either products or service, enhancing customer loyalty and meeting the needs of consumers, customer satisfaction is viewed as one of the key factors to sustaining a business (Rajesh, 2013). Furthermore, from a marketing point of view, satisfaction is a crucial measurement in order to identify customer experience with a brand or product (Tzokas et al., 2004). As in other areas, satisfaction has long been one of the most significant areas of tourism research because it has an impact on choice of destinations and the selection process of destination (Kozak and Rimmington, 2000).

Satisfaction is a complicated, difficult concept to describe and it has a wide scope of interest. However, for a general definition satisfaction is "the consumer's fulfilment response", so "it is a judgment that a product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under- or over-fulfilment" (Oliver, 1997, p.13). According to Oliver (1997), satisfaction is perceived as the ultimate consequence of all activities carried out in the last stages of the psychological process, as well as in the process of procurement and consumption of a product or service. The author further contends that satisfaction comes about from consumer reaction, which can be adverse or positive. The level of satisfaction generally depends on the value that

the customer acquires. Moreover, it helps to meet customer needs and wants (Spreng et al., 1996).

From the tourism industry perspective, destination satisfaction is also frequently included in the debate in studies conducted in the field of destination marketing, as it can play a decisive role in the evaluations and attitudes towards that destination. Destination satisfaction is an important concept in relation to meeting the needs of the visitor and maintaining the perceived high quality of the environment, which allows us to evaluate how the experience in that destination is (Ramkissoon et al., 2012). Namely, destination satisfaction is the perceived quality of a location by visitors, along with compensation for their needs or wants for services and physical properties. This is in keeping with the ideas expressed by Stedman (2002)., who saw satisfaction as a utilitarian value which "pertains to functional or economic aspects associated with an alternative" (Babin & Harris, 2015, p.268). In brief, destination satisfaction can be also defined as the relationship between the expectation of visitors and the performance that the destination provides.

Some researchers benefit from destination satisfaction as an essential variable in measuring productivity of a specific destination (Prayag, 2009). Destination attributes allows researchers to understand tourists' satisfaction through the help of tourist evaluations (Kozak, 2003). For instance, if the performance provided by the destination more than satisfies tourist expectations, it can be said that this experience is pleasing to the traveller (Yuksel&Yuksel, 2001). In contrast, some authors (Teas, 1993; Spreng et al., 1996) have argued that in order to increase potential satisfaction, expectations should be reduced. This is due to Kotler and his colleques' argument (1993), when expectations are not satisfied by the performance, it is likely consumers are unsatisfied or when expectations are satisfied by the performance, consumers feel satisfied. That is why, comparisons, expectations and perceived emotions about a particular destination hold a prominent role in determining the level of destination satisfaction.

In respect to the attributes of destination satisfaction, there are numerous studies showing that it holds several properties. While some attributes consist of accessibility, events, shopping, etc. (Chi& Qu, 2008), others compromise accessibility of service, variety/fun, security, safety and aesthetic (Weiermair & Fuchs, 1999). Such attributes that impact destination satisfaction specify whether the destination image is positive or not. By examining such attributes, it can be determined what visitors think about the destination. Therefore, factors affecting destination satisfaction are often the focus of studies conducted increasingly in the field of destination marketing. However, consensus on the possible effects of these attributes remains elusive. To this point, destination image (Chen &Tsai, 2007; Chi &Qu, 2008; Vaesna et al. 2013; Prayag, 2009) and shopping value (Babin et al.,1994; Sirakaya el al., 1996; Al-Sabbahy et al., 2004; Sirakaya-Turk, 2015) and the perceived attributes of local people (Tsai, 2001; Freire, 2009; Ward and Berno, 2011; Luo et al., 2015; Nam et al., 2016) have been found to have a direct impact on destination satisfaction. In other words, from the perspectives of visitors, local people' helpfulness behaviours might result in both destination satisfaction and destination attachment as well as shopping value and destination image.

## 2.5. DESTINATION ATTACHMENT

While the concept of attachment has been extensively examined in the areas of psychology, sociology and management, it is also frequently encountered in recent studies in the field of marketing and tourism. (Bezirgân & Koç, 2014). According to Brocato (2006 p.10), until recently, many scholars have given importance to attachment theory since it incorporates consumer behaviour, marketing, branding studies. Therefore, before clarifying the concept of destination attachment, it is necessary to step back and look from a broader perspective by first gaining an understanding of attachment. While attachment

theory has been studied since the 1950's, destination attachment studies have only started in the last few years.

As other variables such as destination satisfaction, along with understanding definition of attachment itself can help explain the destination attachment. Initially, attachment is generally defined as the "lasting psychological connectedness between human beings" (Bowlby,1969, p.194). Later, he (1977) claimed that in order for person to live and feel safe, attachment is necessity. It is generally believed that attachment is an innate psychological feeling. Therefore, the relationship between such an important feeling people have, which is called attachment, and the place or destination, has become an increasingly attractive topic for many researchers.

As mentioned previously, in psychology, when people have sentimental connection with specific objects, this is called attachment. With the reference to this definition, according to Vaesna et al., (2013), "destination attachment is defined as a set of positive beliefs and emotional linkages of an individual to a particular tourism destination" (p.513). Similarly, other scholars have noted that the emotional bond with the place is known as the destination attachment (Gross&Brown,2008; Kyle et al., 2003). Destination attachment has also been identified as the favourable emotional linkage between tourists and destinations, with positive beliefs that tourists have for the destination (Chen& Phou, 2013). According to Moore and Graefe (1994), destination attachment is "the extent to which individual values and identifies with a particular environmental setting" (p.17), as well. Since people give a value and meaning to places or destinations, they establish a bond with the place whether they want, or like it or not (Williams et al., 1992). To sum up, the notion of destination attachment is related to emotional and sensitive structure, which focalizes the proximity relationship between a certain destination and people (Tuan,1980). In other words, in some degree when the destination attachment is concerned, there is always an affective linkage between a location and its tourists.

Although the emotional bond in destination attachment is certain, there is a debate as to whether destination attachment is uni-dimensional or multi-dimensional. Most researchers contributing to this body of work take the position that the multidimensional perspective of destination attachment is taken in order to be able to provide much better understanding of its connections with more theories than the uni-dimensional standpoint (Ramkissoon et al., 2013). For this reason, destination attachment is generally viewed as having diversified sub-dimensions (Jorgensen& Stedman, 2001). However, for Vaesna et al., (2013), destination attachment has a single dimension. Conversely, Lee and Shen (2013) advocate that destination attachment composes of two dimensions with "place dependence" and "place identity", respectively (p.77). In a similar way, according to the current literature, destination attachment has a comprehensive approach since Brown et al., (2016) argued that destination attachment is derived from "place affect" ,"place dependence", "place social bonding", "place identity". Unlike the other scholars, Yuksel el al., (2010) consider destination attachment as a single dimension with three statements. It would appear that there is no consensus how many dimensions destination attachment has and thus further research should be conducted on this issue (Lee& Shen,2013).

Social communication and individual experiences that people have help to make meaning of their destination attachment (Rubinstein & Parmelee, 1992). Therefore, destination attachment is a concept that is revealed by tourism researchers to assist in ascertaining tourist behaviours and future visit intention (Alexandris et al., 2006). As a result of this, it is possible to say that destination attachment is also effective in order to enhance destination marketing (Tsai,2012). Furthermore, to prevent tourists' choice of other alternative destinations, evoking the destination attachment is a crucial affair (Saglik& Turkeri, 2015). An additional relevant point is that visitors experiencing high sense of destination attachment for a specific place feel like they are at home during their visit and they want to come back to this destination (Chubchuwong & Speece, 2016). Most

research (Zenker& Rutter, 2014; Brocato, 2006; Hou et al., 2005; Leė, 1999) demonstrates that destination attachment is forecasted by destination satisfaction. In short, this can be related to the high level of destination satisfaction since the researches clearly show that destination satisfaction has significant impact on destination attachment (Zenker& Rutter, 2014).

## 2.6. FUTURE VISIT INTENTION-SUPPORTIVE BEHAVIOR

Destination satisfaction and the destination attachment can affect future decisions and behaviours, which may be either positive or negative. To understand tourists' intentions and behaviours, their destination satisfaction and attachment level should be examined. As mentioned above, these both of variables can shape thoughts in visitors' mind. Both future visit intention and supportive behaviour can assume crucial positions while evaluating destination options since, as both of them support each other in concept.

### 2.6.1. FUTURE VISIT INTENTION

Discovering visitors' future visit intention toward different kinds of attractive tourism is one focal point (Lam& Hsu, 2006). To be able to comprehend the notion of future visit intention, the meaning of intention should be clarified. In the traditional literature, intention has been defined as "a stated likelihood to engage in a behaviour" (Oliver, 1997, p.28), and as "a buyer's forecast of which brand he will buy" (Howard & Sheth, 1969, p.480). Intention can be described as a individual's nominative possibility that someone can accomplish a spesific attitude (Fishbein &Ajzen, 1975). Moreover, Fishbein and Ajzen (1975) posited that visitor's travel intentions may be taken as a person's upcoming visit intention. They further contend that behavioural intention can be considered to be the most

salient predictor of attitudes of people, and thus the abstract idea of intention for visitors has been estimated as a significant phenomenon forecasting actual behaviour. Leong et al. (2015) add that future visit intention can be assessed when there is a slight increase in price, indicating a willingness to pay more (or not), thereby becoming one of the first alternatives and also destination re-patronage intention.

With the increasing use of the technology, the curiosity about traveling has begun to show itself (Thai& Yuksel, 2016). This interest has led to the improvement of destination choice. If visitors do not previously possess a specific destination in mind, they are frequently motivated to consider innumerable choices during the process of choosing a certain destination (Sirakaya& Woodside, 2005). In this case, it is a great opportunity to be the first choice in a visitor's mind. However, this is not as easy as it seems since, according to Thai and Yuksel (2016), visitors make relatively more money than in the past, while at the same time they can reach more selections in terms of inexpensive airfares and hotel accommodations (Decrop and Snelders, 2004). All of this depends on the feelings of destination satisfaction and destination attachment which is formed as a result of destination image, shopping value and the perceived attributes of local people. Studies show that visitors having high level of destination satisfaction and destination attachment are inclined to stay at the location again in the forthcoming time, with that place emerging as the initial choice (Chi& Qu, 2008; Yuksel et al., 2010; Chen et al., 2014).

Willingness to pay, a substantial area of tourism research (Chen et al., 2014), is related with the quantity that visitors are eager to give money for either a product or a service that is located in a specific destination (Cameron and James,1987). After having selected the destination as a first choice, they may also tend to consume much more money in the first preferred journey (Alegre and Juaneda,2006). Destination satisfaction studies have demonstrated that satisfaction inspires a willingness to pay, that is, satisfied visitors are willing to accept price

increases (Kozak and Rimmington, 2000). Homburg et al., (2005) examined the relationship between satisfaction of consumers and their willingness noting that, "when customers experience elevated states of satisfaction, they perceive a high outcome of an exchange and therefore are willing to pay more (i.e., more than less satisfied customers) because this still results in an equitable ratio of outcome to input" (p.85). In other words, their findings indicate that between customers satisfaction and their willingness to pay, positive relationship exits. Yet, this is not widely applied in the tourism field. When analysing existence studies, it appears that satisfaction has ensued from a remarkable forecaster of spending in terms of tourism industry (Kim and Cha, 2002). Similarly, to be able to determine visitors' willingness to pay, the scholars still prefer satisfaction (Lopez-Mosquera and Sanchez, 2014). In other words, satisfaction is utilized as a point of preference to evaluate willingness to pay more because it has a strong positive impact on visitors' eagerness to spend more. In addition to destination satisfaction, willingness to pay has a positive relationship with destination attachment, as well (Lopez-Mosquera and Sanchez, 2013). In other words, if visitors have feelings of destination attachment, they tend to spend more money.

Destination re-patronage intention refers to psychological or affective attachment of the visitor, which is manifest in visitor loyalty to proceed visiting to a certain destination (Donovan and Rossiter, 1982). It externalizes the possibility that tourists will visit a particular destination repeatedly (Oliver, 1987) where visitors are most likely to have high destination satisfaction and destination attachment. Wakefield and Baker (1998) echoed this thought, noting that destination re-patronage intention is easily affected by destination satisfaction. Similarly, consummation satisfaction has an assertive impact on destination re-patronage intention (Dholakia and Zhao, 2010). Moreover, visitors who are well-pleased with their destination process will tend to come back again and again (Kim and Lennon, 2010). Because re-patronage intention is examined by some scholars (Koo et al., 2008) in the field of customer loyalty, we have seen that visitors who are loyal people evidence wide repurchase intention in that destination (Harris and

Goode, 2004) and, destination re-patronage intention by visiting more than once (Sirakaya-Turk, 2015).

### 2.6.2. SUPPORTIVE BEHAVIOR

Along with future visit intention, in relation to destination satisfaction and destination attachment level, visitors may also demonstrate that they like a location through support of that destination. If tourists are highly pleased with tourists' experience, they are inclined to support the same place (Sirakaya-Turk, 2015). However, every visitor demonstrates different kinds of behaviours to show his or her support for the destination. According to Sirakaya-Turk (2015), "supportive behaviour is actions taken to benefit the destination, such as positive word-of mouth communication, encouraging others to visit the destination, and sharing photos of the destination" (p.83).

The study of word of mouth communication, which has a critical part in those social sciences such as marketing, consumer behaviour, advertising, and hospitality-tourism, is a widely acknowledged concept (Harrison-Walker, 2001). Westbrook (1987), defines word-of mouth (WOM) as "all informal communications directed at other consumers about the ownership, usage or characteristics of particular and services or their sellers" (p.261). This can be accepted as the traditional definition of WOM; however, many people spend most of their time by using the technology, which is why, people are exposed to electronic WOM than its traditional form. E-WOM is defined as "any positive or negative statement made by potential, actual or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau et al., 2006, p.39). Rather than draw such a distinction, other scholars (Tsao &Hsieh, 2012) view WOM as the interchange of knowledge or information regarding either a product or service process in online channels due to traditional WOM.

It appears that both versions of the WOM significantly impacts what people think (Hu &Jasper, 2006). Researches also support this idea. In a survey carried out by Katz and Lazarsfeld in 1955, "WOM was determined seven times more effective than newspaper and magazine advertising, four times more effective than personal selling and twice as effective as radio advertising in influencing consumers to switch brands" (Harrison-Walker, 2001). It is easily understood that WOM has a powerful effect. This effect can manifest itself when choosing a product, switching the brand, receiving service. Yet, it is not limited to these instances since information acquired either online or via traditional means has an impact on how a destination is chosen (Zhu &Lai, 2009). Visitors' opinions and ideas about a specific destination are shaped by word of mouth (Brown& Reingen, 1987). In question of destination choices, E-WOM spreads the knowledge at the speed of light when compared to traditional WOM. Visitors also benefit from the internet as an essential channel to reach information about the destinations (Zhu &Lai, 2009). Opinions about the destinations can be formed according to what they read or see. In this situation, having a positive word-of mouth for a destination unquestionably plays an important role. Positive WOM compromises "relating pleasant, vivid or novel experiences; recommendations to others, and even conspicuous display" (Anderson, 1998, p.6). When visitors are satisfied with their experience and feel favourable destination attachment, they begin to positively recommend to others such as friends and relatives, a destination that they have already visited. Furthermore, apart from doing face-to face word of mouth, they can want to reach more and more people via the Internet and share their positive opinions. In sum, destination satisfaction and destination attachment can impact a destination's reputation, which means that destinations need positive word of mouth.

In addition to positive word of mouth, with the help of social media, visitors can share photos on their social media accounts and encourage others to visit the destination. Even if people do not go on vacation, due to shared pictures, they start

to think that it would be good idea to visit that destination. Such kinds of supportive behaviours are shown by tourist demonstrating high level of destination satisfaction and attachment (Sirakaya-Turk, 2015).

# CHAPTER THREE

# PROPOSED MODEL and RESEARCH DESIGN

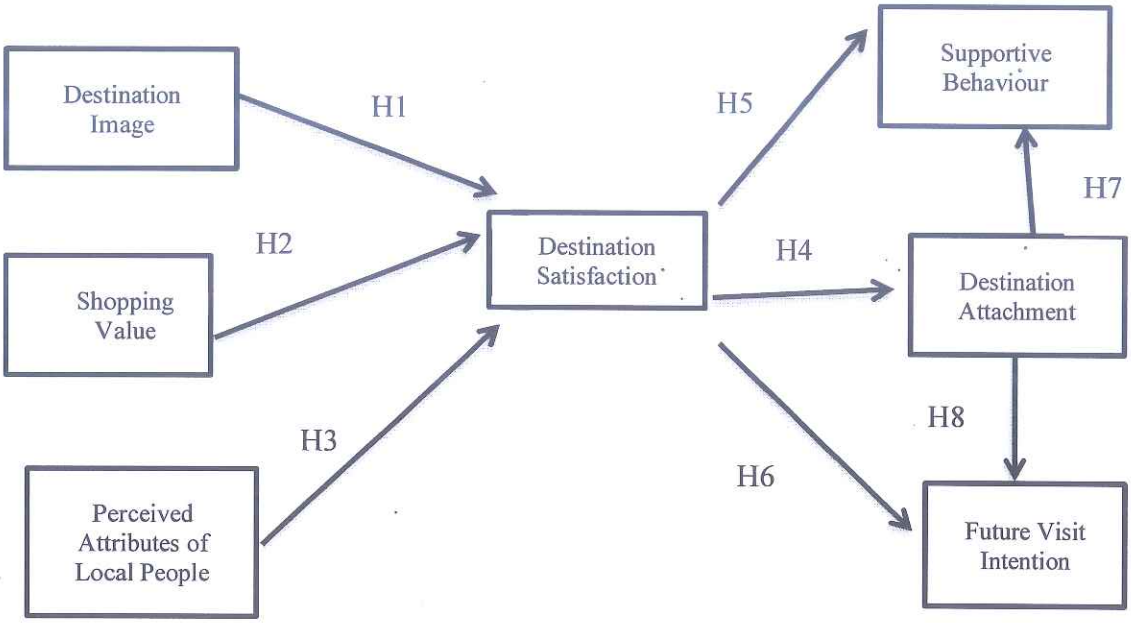
Based on the academic perspectives discussed in the preceding chapter, this chapter puts forward a model on the impact of destination image, shopping value and perceived attributes of local people on destination satisfaction and the effect of destination satisfaction on destination attachment, future visit intention and supportive behaviour. This model leads to the formulation of a number of hypotheses, which are identified and analysed in the subsequent sections of this study. In the first section, the proposed model is identified and the hypotheses are enumerated. The second section presents the objectives of the research, the research design, and the operationalization of variables. The third section discusses questionnaire development, design, questionnaire administration and data collection. In the fourth and final section, sampling and data analysis methods are presented.

## 3.1. PROPOSED MODEL and HYPOTHESES

Research indicates that destination image, shopping value and perceived attributes of local people may have a positive effect on destination satisfaction and that this satisfaction in turn may have an effect positively on destination attachment, supportive behaviour and future visit intention.

Based on these foundational assumptions, the following proposed model for this study is illustrated in Figure 3.

**Figure 3.1**. Proposed Research Model




In line with this model; the following hypotheses have been identified to guide this study;

**H1:** Destination image has a positive impact on destination satisfaction.

**H2:** Shopping value has a positive impact on destination satisfaction.

**H3**: Positive attributes of local people has a positive impact on destination satisfaction.

**H4:** Destination satisfaction has a positive impact on destination attachment.

**H5:** Destination satisfaction has a positive impact on supportive behaviour.

**H6:** Destination satisfaction has a positive impact on future visit intention.

**H7:** Destination attachment has a positive impact on supportive behaviour.

**H8:** Destination attachment has a positive impact on future visit intention.

## 3.2. RESEARCH OBJECTIVE

The primary aim of this study is to determine the effects of destination image, shopping value and perceived attributes of local people on destination satisfaction followed by the effect of destination satisfaction on destination attachment, future visit intention and supportive behaviour. Identifying the factors influencing destination satisfaction will assist in enhancing destination attachment that tourists have while improving supportive behaviour and future visit intention.

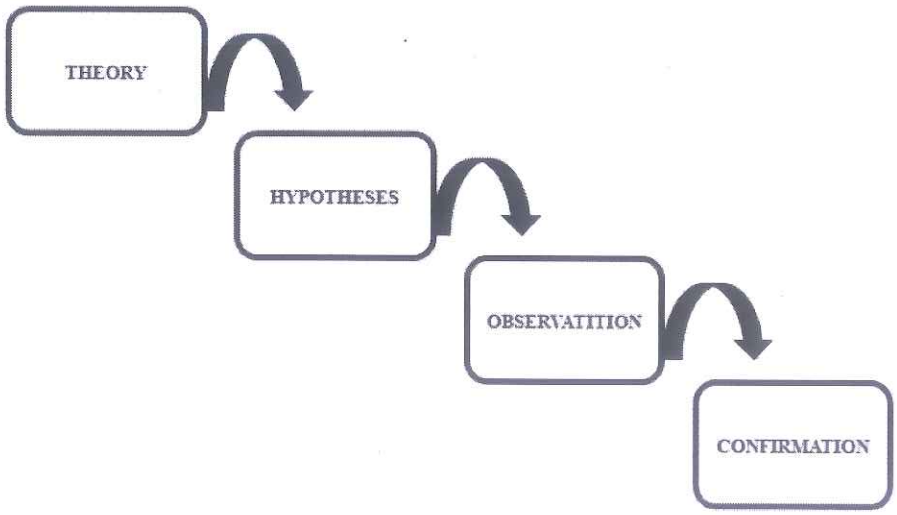
In the proposed model, the effect of novel variables on destination satisfaction are hypothesized. An additional significant aim of the study is to examine the impact of destination satisfaction on destination attachment, future visit intention, supportive behaviour.

## 3.3. RESEARCH DESIGN

The fundamental nature of the research is situated in depending upon known information at the starting point or at the conclusion of the study. If the research is related to progressive hypotheses and theory, reviewing the relevant literature followed by a testing of hypotheses is known as the deductive approach. Conversely, if the study plan emerges from the literature followed by data analysis and refinement of hypotheses, the study is characterized as having an inductive approach (Altinay & Paraskevas, 2008).

This study followed a deductive approach, moving from the general to the spesific Spangler (1986). This approach requires the improvement of both conceptual and theoretical construct before being tested via empirical observation (Gill &Johnson, 1997). Similarly, "the constructs (the ideas) guide the researcher in, making and testing deductions from the construct. The deductions are empirically tested through research, and thus support for the theory is obtained" (Graziano & Raulin,1993,p.37). Furthermore, through hypothesis testing, this study will strive to understand the relationship among the variables and the existing model (Altinay & Paraskevas, 2008).

**Figure 3.2.** The Deductive Approach




Descriptive study is utilized to understand and define the features of the variables discussed above. This helps to provide guiding ideas for further research and facilitate decision making. For this reason, this research is categorized as a descriptive study because it aims to identify the relationship between destination image, shopping value and perceived attributes of local people and destination

satisfaction, thus drawing a distinction in the effect of destination satisfaction on destination attachment, future visit intention and supportive behaviour.

Furthermore, in order to effectively examine the relationship among destination images, shopping value, perceived attributes of local people and destination satisfaction, and to gather data that represents a certain point in time, a cross-sectional study is utilized. Use of such a methodology highlights existing relationships, and hence are practical for creation of new hypotheses for the future (Levin, 2006). If the study formed via survey or questionnaire is descriptive, cross-sectional methodology works (Levin, 2006).

This study also makes use of survey research because of the associated low cost for collecting the data, the minimal cost of the survey itself, in addition to the ability to easily accessing a large number of people (Sato, 2005). Moreover, survey research allows collected data to be utilized for structural equation modelling as well as the chance to benefit from previous studies (Kerlinger and Lee, 2000).

As this study is descriptive, multiple methods are used to collect the data. That is, the questionnaire or survey used in the study consists of both open-ended and closed-ended questions.

## 3.4. OPERATIONALIZATION OF VARIABLES

Single-item scales have been criticized for low reliability (Churchill, 1979).. In other words, unidimensional measurements are found deficient in offering more accurate data as well as demonstrating a lack of reliability. Furthermore, for each construct, a minimum of three items should be used (Cook et al., 1981) For this reason, making a decision, in terms of using either unidimensional or multi-dimensional instruments, is a crucial choice for the study's methodology.

The variables of the proposed model are measured according to the respondents' own perceptions. In the questionnaire, with the exception of destination image, and demographic questions other variables are measured through a seven-point Likert type scale.; for destination image, a semantic differential scale is used in the survey.

All of the variables and their measurement items are borrowed from earlier studies in related disciplines in order to build on previous literature. Varying criteria guided the choice of measurement items. Initially, in order to establish an acceptable measurement, scales exhibiting difficulty with uni-dimensionality were excluded (Hattie, 1985). Likewise, simple and short scales were chosen as they have generally demonstrated greater clarity and higher reliability (Churchil, 1979).

In the following section, each variable and measure will be detailed, in addition to the antecedent studies on which every measure is based.

### 3.4.1. Destination Image

In order to measure the effect of destination image, respondents were asked to rate how strongly they favour the destination image of Istanbul. For the purpose of this study, the established scale of destination image belonging to Prayag (2009) was used. The original scale was composed under the six dimensions; Psychological attributes, cuisine, service, and accessibility, cultural/ historical attractions and accommodation, sun/ sand appeal and prices, fun and adventure, and bars, safety, cleanliness and crowd level. A twenty- four of the 25 item from the scale were used in this study; one item was no applicable to Istanbul. is used even though original scale has twenty-five item scales. One of them was not applicable to Istanbul. Respondents were asked to evaluate destination image on seven-semantic differential scale; where 1= "very unfavourable" and 7= "very favourable". These items are illustrated in Table 3.1.

## Table 3.1. Operationalization of Destination Image

| Statements: | Source: |
|---|---|
| Ease of communication (language) | Prayag (2009) |
| Exoticness of the place | |
| Istanbul compared to its reputation | |
| Local cuisine | |
| General level of service | |
| Istanbul as a holiday place for the family | |
| Accessibility of the destination | |
| The cultural diversity of the place | |
| Cultural and historical attractions | |
| The towns and city | |
| Variety and quality of accommodation | |
| Value for money of Istanbul | |
| Friendliness of people | |
| Scenery and natural attractions | |
| Weather and climate | |
| Shopping facilities | |
| Local transport | |
| Signage (roads and places of interests) | |
| Nightlife and entertainment | |
| Variety of restaurants & bars | |
| Opportunities for adventure & new experiences | |
| Safety and security | |
| The natural environment (cleanliness and pollution free) | |
| Crowd level of tourists | |

### 3.4.2. Shopping Value

In order to measure the effect of shopping value, respondents were asked to rate how strongly they agree or disagree with per item considering shopping value of Istanbul. In the questionnaire, the shopping value is taken into two different groups which are utilitarian and hedonic shopping value. A ten-item scale is taken from Sirakaya-Turk's (2015) study even if the original measurement comes from the study of Babin (1994). The original scale was composed under the two dimensions; hedonic value and utilitarian value. Respondents state their opinions about their shopping value level with seven-point Likert scale 1= "strongly disagree" and 7= "strongly agree". These items are demonstrated in Table 3.2.

**Table 3.2. Operationalization of Shopping Value**

| **Statements:** | **Dimension:** |
|---|---|
| Shopping in Istanbul was truly joy | Hedonic Value |
| Compared to other things I could have done, the time spent shopping was truly enjoyable | Hedonic Value |
| I enjoyed shopping in Istanbul for its own sake, not just for the items I may have purchased | Hedonic Value |
| I had a good time because I was able to acton the "spur of the moment" | Hedonic Value |
| I enjoy being immersed in exciting new products while visiting to Istanbul | Hedonic Value |
| I continued to shop, not because I had to, because I wanted to | Hedonic Value |
| I accomplished just what I wanted to during my shopping in İstanbul | Utilitarian Value |
| I could not buy what I really needed (R) | Utilitarian Value |
| While shopping in İstanbul, I found just item(s) I was looking for (R) | Utilitarian Value |
| I was disappointed because I did not find what I needed (R) | Utilitarian Value |
| **Source: Turk-Sirakaya (2015) R: Reverse code-item** | |

### 3.4.3. Perceived Attributes of Local People

In order to measure the effect of the perceived attributes of local people, respondents were asked how strongly they agree or disagree with each item regarding the characteristics of local people living in Istanbul. In the original scale, the perceived attributes of local people were evaluated in three different sub dimensions; physical attractiveness, helpfulness, and displayed positive emotions. A ten-item scale was used from Nam's study (2016) who drew on the measurement used by Keh and collegues (2013). Respondents give their opinions regarding the perceived attributes of local people using a seven-point Likert scale from 1= "strongly disagree" and to 7= "strongly agree". These items are illustrated in Table 3.3

**Table 3.3. Operationalization of Attributes of Local People**

| **Statements:** | **Dimension** |
|---|---|
| The local people I met were very good looking. | Physical Attractiveness |
| The local people I met had an attractive appearance | Physical Attractiveness |
| The local people I met would generally be thought of as beautiful/ handsome | Physical Attractiveness |
| The local people said "hello", how are you today" or other greetings to me | Displayed Positive Emotions |
| The local people smiled at me | Displayed Positive Emotions |
| The local people were pleasant | Displayed Positive Emotions |
| The local people I met assisted me in finding products (e.g. Restaurants and tourist attractions) | Helpfulness |
| The local people I met helped me with my travel (e.g. giving information) | Helpfulness |
| The local people I met taught me how to use services correctly | Helpfulness |
| The local people I met explained to me how to use services correctly | Helpfulness |
| **Source: Nam et al. (2016)** | |

### 3.4.4. Destination Satisfaction

In order to measure the effect of destination satisfaction, respondents were asked to rate how strongly they agree or disagree with per item regarding Istanbul. A four-item scale with a seven-point Likert scale (Chen& Phou, 2013) was applied where 1= "strongly disagree" and 7= "strongly agree". These items are demonstrated in Table 3.4.

**Table 3.4. Operationalization of Destination Satisfaction**

| Statements: | Source: |
|---|---|
| My visit to Istanbul is worth my time and effort | Chen and Phou (2013) |
| Compared to other destinations, Istanbul is a much better one | |
| My experiences with Istanbul are excellent | |
| Overall, I am satisfied with the travel experience in Istanbul | |

### 3.4.5. Destination Attachment

In the literature, destination attachment has been measured in numerous ways. While destination attachment is often perceived as a multidimensional concept, in this study, when considering the number of questions, the destination attachment comprises a single dimension. A three-item scale with a seven-point Likert scale by Yuksel et al., (2010) was applied where 1="strongly disagree" and 7= "strongly agree". These items are given in Table 3.5.

**Table 3.5. Operationalization of Destination Attachment**

| Statements: | Source: |
|---|---|
| This destination means a lot to me | Yuksel et al., (2010) |
| I feel a strong sense of belonging to this destination | |
| I am very attached to this destination | |

### 3.4.6. Future Visit Intention

In order to measure the effect of future visit intention, respondents were asked to rate how strongly they agree or disagree with per items considering future visit intention to Istanbul. Future visit intention is measured by seven items with four coming from the study by Turk-Sirakaya (2015) and the remaining three items generated specifically for this study, based on the work of Leong and colleagues (2015). For both measurements, a seven-point Likert scale was applied where 1= "strongly disagree" and 7= "strongly agree". These items are listed in Table 3.6.

**Table 3.6. Operationalization of Future Visit Intention**

| Statements: | Dimension: |
|---|---|
| Istanbul is my first choice as a vacation destination | First Choice |
| I will be willing to pay a higher price for a visit to Istanbul than for other destinations | Willingness to Pay |
| I will come back to Istanbul even if this price increases and I have to pay more for this future | Willingness to Pay |
| **Source: Leong et al., (2015)** | |
| I am very loyal to İstanbul as a vacation destination | Repatronage Intention |
| In the future, I plan to return to İstanbul for vacation | Repatronage Intention |
| I am very committed to vacationing in İstanbul | Repatronage Intention |
| I do not consider myself to be very loyal to İstanbul as a vacation destination | Repatronage Intention |
| **Source: Turk-Sirakaya (2015)** | |

### 3.4.7. Supportive Behaviour

In order to measure the effect of supportive behaviour, respondents were asked to rate how strongly they agree or disagree with each per item concerning their Istanbul experience. Supportive behaviour is measured by eight items; five were these from Harrison-Walker (2001), with the remaining three drawn from Leong and his colleagues (2015). For both measurements, a seven-point Likert scale was utilized, where 1= "strongly disagree" and 7= "strongly agree". These items are listed in Table 3.7.

**Table 3.7. Operationalization of Supportive Behaviour**

| **Statements:** | **Dimension:** |
|---|---|
| I will mention İstanbul as a vacation destination to others quite frequently | Word of Mouth |
| I will tell more people about İstanbul than I have told about most other destinations I have visited | Word of Mouth |
| I will seldom miss an opportunity to tell others about İstanbul | Word of Mouth |
| When I tell others about İstanbul, I will talk about the city in great detail | Word of Mouth |
| I am proud to tell others that I visit İstanbul | Word of Mouth |
| **Source: Harrison-Walker (2001)** | |
| I encourage to others to visit this destination | Encouraging Others |
| I share photos of Istanbul via my social media accounts for others to see | Sharing Photos |
| I send the photos of Istanbul to my friends and relatives | Sharing Photos |
| **Source: Leong et al. (2015)** | |

## 3.5. QUESTIONNAIRE DEVELOPMENT AND DESIGN

For this study, following a literature review, a reliable and valid questionnaire was prepared. The questionnaire covers three sections and seventy-five questions in total. The first section, consisting of three items, asked participants general questions about their Istanbul experience. The aim was to determine the participant had visited Istanbul previously. Participants were also asked about the purpose and length of their visit.

The second section included sixty-six statements, was the main part of the questionnaire. Items covered statements concerning destination image, shopping value and perceived attributes of local people, respectively. Subsequently, respondents were asked to assess their destination satisfaction level, indicating destination attachment, supportive behaviour and future visit intentions. In the final section, respondents were asked six questions regarding primary demographic information.

The essential objective of the questionnaire was to acquire information from a participant perspective. There are a number of stages in questionnaire design, but there are three standard goals in the process (Malhotra, 2010). First, it is necessary to organize the items logically so that respondents can clearly understand and answer the items. Second, the questionnaire should be prepared in a way that boots respondent motivation to attend an interview (if requested) with enthusiasm, and complete the interview without undue effort and boredom. Finally, the questionnaire should be prepared in such a way that response errors are minimized (Malhotra, 2010). The questionnaire prepared according to these three criteria is in English and can be found in Appendix A.

## 3.6. QUESTIONNAIRE ADMINISTRATION AND DATA COLLECTION

The questionnaire form was prepared via commonly used survey website. Afterwards, the questionnaire was distributed in several well-known touristic locations in Istanbul such as the Sultan Ahmed Mosque, Taksim Square, and Galata Tower: This questionnaire was conducted using a face-to-face interview technique.

At the beginning of the questionnaire, participants are assured that responses will be kept confidential and used solely for academic purposes. Other general directions were given at the beginning of each section. To complete the questionnaire required approximately 15 minutes. The data were collected over a one month period.

## 3.7. SAMPLING

In the destination studies, tourists have been frequently used as the sample population (Banyai, 2010; Chi & Qu,2008; Frías et al.,2008; Lertputtarak, 2012; Sahin &Baloglu; 2011; Yilmaz et al., 2009). Tourists can consist of either foreigners or local people. Some studies have benefited from students as their sample (Campo & Alvarez, 2010; Chen et al., 2013; Li, 2009; Tasci, 2008; Yang, 2012).

In terms of sample sizes, a large sample brings more information concerning a certain topic, however, reaching a large sample is both difficult and costly. For this reason, sampling size varies, depending on the type of any study. While some studies, such as product tests require at least two hundred participants, other studies, such as evaluating market potential, may need at least five hundred respondents (Malhatro,2010).

Since regression is applied to this study, there are no specific requirements in terms of sample size. Yet, when taking complexity into consideration of models

that use regression with the more factors a need a large number of samples so that the analyses yields better results (Malhatro, 2010). Therefore, one objective of this study was to reach a relatively substantial number of visitors to Istanbul, particularly from countries such as England and the U.S.A. During the period between June and July 2017, 405 questionnaires were administered. Once these were cleaned for inconsistencies and errors, a sample of 388 questionnaires remained for analysis.

### 3.8. DATA ANALYSIS METHOD

In the first stage, descriptive analysis was applied in order to analyse the demographic profile of the population; descriptive statistics only makes use of numbers to characterize a given data set. The term of population indicates that the whole set of possible subjects is utilized, as opposed to merely a selection of specific subjects (Heffner, 2014).

Subsequently, the data was subject to factor analysis and reliability analysis are implemented. For this study, an analysis was conducted to determine whether novel factors could be identified, and whether these factors were different than existing factors, as well as whether or not they were reliable. Following implementation of factor and reliability analyses, a correlation analysis was conducted to identify correlation variables. As a final step, regression analyses were conducted. To analyse the data, the SPSS (Statistical Package for Social Sciences) software program, version 22.0, was used.

# CHAPTER FOUR
# DATA ANALYSES AND RESULTS

This chapter discusses the analyses of survey data and discusses the results in depth. It starts with a general overview of the demographic profile of the survey respondents, followed by analysis of the results via factor analysis of each variable. Finally, results obtained from correlation and regression analyses are explained, respectively.

## 4.1. Demographic Profile of the Respondents

The demographic variables, consisting of gender, age, nationalities, marial status, education level and income level, were measured by using either a categorical format or open-ended questions. Since these variables are not directly connected with the proposed model in this study, the measures and results associated with these variables are not discussed in detail. The demographic profile of the respondents in the study is provided in Table 4.1.

In summary, 49.2 % of the respondents were female, and 50.8 % of respondents were male. The ages of respondents were divided into six categories: These categories begin with eighteen and twenty-four age group level which is 21.4 %. Another group with the almost same percentage, which is 21.1 %, is formed between thirty-five and forty-four age group level. The most population of the survey, 41,0 % of the respondents, is composed of twenty-five and thirty-four age group level. The groups that make up the minority population are forty-five and fifty-four, fifty-five and sixty-four, more than sixty-four age level. These groups have 8.8 %, 4.9 % and 2.9 % of sample respectively. It appears that most survey participants were young, while approximately 8 % of the respondents were older individuals with fifty-five and sixty-four age level and more than sixty-four age level.

Of the survey respondents, 38.2 % of respondents were married, with 53.7 % reporting being single. In the questionnaire, there is an option which is "other" section; 8.1 % indicated "other". In sum, more than half of the respondents are reported being single.

The survey also asked country of origin. Nearly half, 45.5 % of the survey respondents came from European countries, primarily the Netherlands, Germany, United Kingdom, and Belgium. In contrast, % 38.2 of the respondents had travelled from Asian countries, such as Qatar, Iran, Azerbaijan, Indonesia, Pakistani, and Saudi Arabia. North and South Americans, such as the USA, Brazil and Canada, were 12 % of the visitors. A nominal proportion (0.1 %) did not answer this item.

In terms of educational levels, the majority respondents are highly educated. While 62.7 % of the respondents were completed university level, 28 % of the respondents were graduated from Graduated School. 6.7 % of the respondents have completed high school level. 1 % of the respondents are shaped of people who completed the literate and secondary school, separately, whereas 0.5 % of the respondents have completed only primary school. Yet, two people left the question blank.

In the survey, the respondents were also asked the question about monthly income levels in demographic profile section. Despite being optional question, most respondents are sensitive to complete the question, but eleven people did not give any information about the income level. 22 % of the respondents have less than 1.000 Euros. 25.2 % of the respondents have earned between 1.000 and 1.999 Euros. 21.8 % of the respondents have income level that varies between 2.000 and 3.999 Euros, with 17.8 % of the respondents reporting monthly income between 3.000 and 3.999 Euros. 7.4 % and 5.8 % of the respondents reported incomes between 4.000 and 4.999 Euros and more than 5.000 Euros, respectively.

## Table 4.1. Demographic Profiles of the Respondents

| Characteristics | Frequency | Sample % |
|---|---|---|
| **Gender** | | |
| Female | 191 | 49,2 |
| Male | 197 | 50,8 |
| **Age** | | |
| 18-24 | 83 | 21,4 |
| 25-34 | 159 | 41,0 |
| 35-44 | 82 | 21,1 |
| 45-54 | 34 | 8,8 |
| 55-64 | 19 | 4,9 |
| 64 over | 11 | 2,8 |
| **Country** | | |
| European Countries | 174 | 45,5 |
| USA | 46 | 12,0 |
| Asian Countries | 146 | 38,2 |
| African Countries | 16 | 4,2 |
| Other | 6 | 0,1 |
| **Marital status** | | |
| Married | 148 | 38,2 |
| Single | 208 | 53,7 |
| Other | 32 | 8,1 |
| **Education** | | |
| Literate | 4 | 1,0 |
| Primary School | 2 | 0,5 |
| Secondary School | 4 | 1,0 |
| High School | 26 | 6,7 |
| University | 242 | 62,7 |
| Graduate School | 108 | 28,0 |
| Other | 2 | 0,1 |
| **Income** | | |
| Less than 1000 Euros | 83 | 22,0 |
| 1.000-1.999 Euros | 95 | 25,2 |
| 2.000-2.999 Euros | 82 | 21,8 |
| 3.000- 3.999 Euros | 67 | 17,8 |
| 4.000-4.999 Euros | 28 | 7,4 |
| 5000 Euros or more | 22 | 5,8 |

## 4.2. PRELIMINARY DATA ANALYSIS

The descriptive data distribution characteristics for the sample data, including mean, standard deviation, skewness and kurtosis are given in Table 4.2.

In terms of destination image, the mean values varied from 4.32 to 6.12 and the standard deviation ranged from 1,162 to 1, 699. For shopping value, the mean values differed from 3.62 to 5.39 with the standard deviation varying between 1,188 and 1,775. When looking at attributes of local people, the mean values varied from 5.11 to 5.44 with the standard deviation which differing from 1,230 to 1,429. For all other variables, (i.e. destination attachment, destination satisfaction, supportive behaviour and future visit intention) the mean value was larger than 4ç69, which means it is higher than the average participation for these items, with the exception of item seven (future visit intention), which has a mean of 3.64. The standard deviation of these variables ranged from 1.111 to 1.705. These take into account a reasonable standard of range and deviation. For this reason, no statements were eliminated based on this descriptive analysis.

**Table 4.2. The Preliminary Data Analysis**

| | Mean | Std. Deviation | Skewness | Kurtosis |
|---|---|---|---|---|
| **Destination Image** | | | | |
| **DI1** | 4,32 | 1,699 | -0,357 | -0,915 |
| **DI2** | 5,71 | 1,234 | -1,240 | 1,821 |
| **DI3** | 5,52 | 1,323 | -1,142 | 1,374 |
| **DI4** | 5,90 | 1,285 | -1,426 | 1,926 |
| **DI5** | 5,70 | 1,289 | -1,265 | 1,735 |
| **DI6** | 5,24 | 1,540 | -0,850 | -0,061 |
| **DI7** | 5,63 | 1,236 | -1,286 | 2,214 |
| **DI8** | 5,94 | 1,198 | -1,790 | 4,140 |
| **DI9** | 6,12 | 1,162 | -2,100 | 5,483 |
| **DI10** | 5,77 | 1,304 | -1,462 | 2,425 |
| **DI11** | 5,67 | 1,253 | -1,368 | 2,375 |
| **DI12** | 5,47 | 1,361 | -1,172 | 1,285 |
| **DI13** | 5,62 | 1,485 | -1,420 | 1,649 |
| **DI14** | 5,57 | 1,381 | -1,222 | 1,396 |

| | | | | |
|---|---|---|---|---|
| **DI15** | 5,62 | 1,257 | -1,289 | 1,942 |
| **DI16** | 5,85 | 1,214 | -1,412 | 2,130 |
| **DI17** | 5,37 | 1,398 | -1,053 | 0,805 |
| **DI18** | 5,31 | 1,386 | -0,951 | 0,643 |
| **DI19** | 5,56 | 1,310 | -1,005 | 0,761 |
| **DI20** | 5,85 | 1,219 | -1,510 | 3,014 |
| **DI21** | 5,34 | 1,304 | -0,940 | 0,843 |
| **DI22** | 4,62 | 1,658 | -0,415 | -0,739 |
| **DI23** | 5,22 | 1,459 | -0,865 | 0,320 |
| **DI24** | 4,93 | 1,555 | -0,620 | -0,189 |
| **Shopping Value** | | | | |
| **SV1** | 5,39 | 1,383 | -1,010 | 0,603 |
| **SV2** | 5,36 | 1,332 | -0,904 | 0,614 |
| **SV3** | 5,44 | 1,188 | -0,839 | 0,821 |
| **SV4** | 5,50 | 1,245 | -0,974 | 0,935 |
| **SV5** | 5,24 | 1,450 | -0,944 | 0,479 |
| **SV6** | 5,29 | 1,327 | -1,172 | 1,317 |
| **SV7** | 4,20 | 1,695 | -0,126 | -0,873 |
| **SV8** | 4,68 | 1,476 | -0,545 | -0,211 |
| **SV9** | 3,62 | 1,775 | 0,216 | -0,984 |
| **Perceived Attributes of Local People** | | | | |
| **LP1** | 5,26 | 1,359 | -0,873 | 0,548 |
| **LP2** | 5,33 | 1,283 | -0,836 | 0,648 |
| **LP3** | 5,27 | 1,245 | -0,778 | 0,699 |
| **LP4** | 5,11 | 1,397 | -0,864 | 0,486 |
| **LP5** | 5,18 | 1,429 | -0,881 | 0,302 |
| **LP6** | 5,34 | 1,253 | -1,125 | 1,431 |
| **LP7** | 5,44 | 1,230 | -1,014 | 1,277 |
| **LP8** | 5,39 | 1,284 | -1,077 | 1,552 |
| **LP9** | 5,20 | 1,372 | -1,010 | 1,017 |
| **LP10** | 5,16 | 1,370 | -0,912 | 0,726 |
| **Destination Attachment** | | | | |
| **DA1** | 5,33 | 1,390 | -1,082 | 0,999 |
| **DA2** | 5,10 | 1,414 | -0,939 | 0,569 |
| **DA3** | 5,16 | 1,414 | -1,050 | 0,917 |
| **Destination Satisfaction** | | | | |
| **DS1** | 5,72 | 1,325 | -1,646 | 2,952 |
| **DS2** | 5,27 | 1,397 | -1,102 | 0,917 |
| **DS3** | 5,73 | 1,186 | -1,441 | 2,653 |
| **DS4** | 5,87 | 1,128 | -1,542 | 3,165 |
| **Supportive Behaviour** | | | | |
| **SB1** | 5,56 | 1,151 | -1,331 | 2,317 |
| **SB2** | 5,33 | 1,278 | -0,940 | 0,833 |
| **SB3** | 5,11 | 1,404 | -0,937 | 0,540 |

| | | | | |
|---|---|---|---|---|
| **SB4** | 5,39 | 1,249 | -1,041 | 1,087 |
| **SB5** | 5,55 | 1,196 | -1,280 | 2,325 |
| **SB6** | 5,70 | 1,111 | -1,289 | 2,573 |
| **SB7** | 5,30 | 1,413 | -1,186 | 1,353 |
| **SB8** | 5,31 | 1,343 | -1,197 | 1,465 |
| **Future Visit Intention** | | | | |
| **FVI1** | 4,98 | 1,666 | -0,861 | -0,120 |
| **FVI2** | 4,69 | 1,705 | -0,592 | -0,628 |
| **FVI3** | 4,97 | 1,490 | -0,897 | 0,177 |
| **FVI4** | 5,05 | 1,533 | -0,813 | 0,133 |
| **FVI5** | 5,41 | 1,292 | -1,371 | 2,282 |
| **FVI6** | 5,05 | 1,466 | -0,957 | 0,563 |
| **FVI7** | 3,64 | 1,657 | 0,346 | -0,899 |

## 4.3. EXPLORATORY FACTOR ANALYSES and RELIABILITY

Exploratory factor analysis, which is related to theory development, is associated with how many factors should be essential in order to examine the relations among specific measurements and for the prediction of factor loadings (Hair et al., 2010). In other words, factor analysis defines the number of changeable variables that can be monitored and expressed by the grouped main variables of factors. Normally, factor analyses are conducted to check whether the same various conceptual elements obtained in the previous studies can be generated with different data set (Hair et al., 2010). Every factor explained is used to measure the relationship between variables, which comprises groups having the same variability (Ural and Kiliç, 2006). For this reason, factor analysis is applied to ascertain how many dimensions the participants comprehend in the constructs, and whether they sense the dimensions in a similar way to the initial data in the scale used for this study. Additionally, factor analysis is to used to determine whether the obtained constructs verify the presence of improved content categories theoretically (Hair et al., 2010).

To determine how many factors the researchers should be used, there are a number of pertinent stages. Firstly, there should be a pre-determined number of factors based on managerial concerns, prior research. Second is that the number of factors is chosen so that percentage of variance can be explained. In other words, some cut off should be applied according to statistical information. Subsequently, all factors should maintain an eigenvalue greater than 1. As a final step, in the scree plot, all factors should be maintained and including the first sharp curve.

In order to understand the extent to which a variable belongs to a factor, factor loadings should be taken into consideration. These focuses on correlations between original variables and factors. This is followed by, rotation is implemented because it is a transformation of the initial solution into the new solution which is easier to interpret. Under the rotation, the varimax rotation should be chosen.

In sum, factor analysis provides two crucial functions. One of them is to summarize the data, which means that identifying any construction in a pre-determined set of several variables makes it simple and easier to define them. This function is crucial for theoretical purposes. The other function is to reduce the data, which means to alter the current variables with a smaller set whereas diminishing information loss. In this function, factor analysis is beneficial for practical purposes.

### 4.3.1. Factor and Reliability Analyses for Destination Image

Even though the destination image construct developed by Prayag (2009) measure destination image under the six dimensions (psychological attributes, cuisine, service, and accessibility; cultural/ historical attractions and accommodation; sun/ sand appeal and prices; fun and adventure, and bars, safety& cleanliness, and crowd level), the exploratory factor analysis conducted reveals that a two-factor solution for the twenty-three statements are retained after having been tested. One of the destination image statements (DI1) was eliminated because the difference between the factor loadings in the analysis was less than 0.100, which does not meet the requirements of the factor analysis.

The Kaiser-Meyer-Olkin measure of sampling adequacy and the Bartlett test of sphericity tests were implemented to examine the appropriateness of the data in order to be able to run factor analysis (Sharma,1996). The results of the tests are KMO=0.959, $\chi^2$Bartlett test=4980.680, p=0,000. As demonstrated in Table 10, the cumulative variance explained by the two factors is 57 %, exceeding the recommended criterion between 40 % and 60 % of standards in social sciences (Karagoz, 2016). The first factor, consisting of fourteen items, is able to explain %33 of the variance explained. The statements loading of this factor is referred to as the "tourism environment". The factor loadings of these items ranged from .529 to .790, all exceeding the recommended criterion of .50 that is believed essential for practical significance (Hattie, 1985). Regarding the reliability of Factor 1 which is called "tourism environment", the internal reliability based on Cronbach's coefficient alpha, was .943, exceeding the recommended criterion of 70%. Factor 2, indicating that 24 % of variance was explained, emerged from nine statements. This factor is referred to as "tourism infrastructure". The factor loadings of these statements ranged from .525 to .765. Its factor loadings were greater than .50, thus exceeding the standard criteria. In terms of Cronbach's alpha, the internal reliability of Factor 2 is .886, exceeding the preferable criterion of .70.

**Table.4.3. Factor and Reliability Analyses for Destination Image**

| Construct/Item | Factor Loading | Cronbach's Alpha if item Deleted | Reliability (Cronbach's Alpha) | Variance Explained |
|---|---|---|---|---|
| **Destination Image** | | | | 57% |
| **Factor1: Tourism Environment** | | | 0,943 | 33% |
| DI4 | .783 | .938 | | |
| DI9 | .773 | .938 | | |
| DI3 | .755 | .939 | | |
| DI2 | .740 | .938 | | |
| DI5 | .714 | .938 | | |
| DI8 | .708 | .939 | | |
| DI20 | .687 | .939 | | |
| DI11 | .682 | .939 | | |
| DI12 | .672 | .939 | | |
| DI7 | .633 | .940 | | |
| DI13 | .601 | .940 | | |
| DI10 | .592 | .940 | | |
| DI15 | .577 | .940 | | |
| DI16 | .570 | .939 | | |
| **Factor2: Tourism Infrastructure** | | | 0.886 | 24% |
| DI24 | .767 | .864 | | |
| DI23 | .736 | .869 | | |
| DI18 | .725 | .872 | | |
| DI22 | .691 | .875 | | |
| DI6 | .654 | .874 | | |
| DI14 | .627 | .876 | | |
| DI21 | .595 | .876 | | |
| DI17 | .557 | .876 | | |
| DI19 | .554 | .879 | | |
| KMO= 0.959 | | | | |
| Bartlett's Test of Sphericity= 4980.680 | | | | |
| Sig=.000 | | | | |

### 4.3.2. Shopping Value

Shopping value, consisting of nine items, originally had two different factors as in the original measurement (Babin, 1994). However, among the items in shopping value measurements, one item was deleted because of low factor loading in the utilitarian value. As illustrated in the Table 11, the exploratory factor analysis indicates that shopping value variance is clarified by two factors. While factor 1 ("hedonic value") has six statements, factor 2 ("utilitarian value") has two items. The Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's test of sphericity tests were conducted in order to examine the appropriateness of the data to be able to run factor analysis (Sharma,1996). The result of the tests were satisfactory with KMO= 0.855, $\chi^2$Bartlett test=808.328, p=0.000. The cumulative variance expressed by the two factors was 74 % exceeding the recommended criterion of the 40 % and 60 % standards in social sciences (Karagoz,2016). The first factor, comprised of six items, accounts for 53 % of the variance explained. The statements loading on this factor mirror the "hedonic value". The factor loadings of the six items vary from .800 to .871, all exceeding the recommended standard of .50 that is accepted for practical significance (Hair et al., 2010). Factor 1, namely shopping value's internal reliability is .919, in terms of Cronbach's coefficient alpha, exceeding the standard the criterion of 0.70. Factor 2 which reflects "Utilitarian Value" has 21 % variance explained. Factor 2 has two items which have .908 and .914 respectively. These factor loadings are greater than .50 which, is the minimum requirement level .50. The internal reliability of Factor 2 is .80, which provides minimum the requirement. The KMO value of the shopping value is .855 which is greater than .60 (Hair et al.,2010).

**Table 4.4. Factor and Reliability Analyses for Shopping Value**

| Construct/Item | Factor Loading | Cronbach's Alpha if Item Deleted | Reliability (Cronbach's Alpha) | Variance Explained |
|---|---|---|---|---|
| **Shopping Value** | | | | 74% |
| **Factor 1: Hedonic Value** | | | 0.919 | 53% |
| SV5 | .870 | .909 | | |
| SV4 | .860 | .903 | | |
| SV1 | .856 | .903 | | |
| SV3 | .854 | .904 | | |
| SV2 | .818 | .909 | | |
| SV6 | .807 | .910 | | |
| **Factor 2: Utilitarian Value** | | | 0.801 | 21% |
| SV7.REC | .908 | - | | |
| SV9.REC | .914 | - | | |
| KMO= 0.855 | | | | |
| Bartlett's Test of Sphericity= 808.328 | | | | |
| Sig=.000 | | | | |

### 4.3.3. Perceived Attributes of Local People

An exploratory factor analysis reveals that the attributes of local people has ten items load on one factor. The Kaiser-Meyer-Olkin measure of sampling adequacy and the Bartlett's test of Sphericity tests were implemented to examine the appropriateness of the data in order to conduct factor analysis (Sharma,1996). The results of the tests were satisfactory with KMO= 0.915, $\chi^2$Bartlett test=3185.796, p=0,000. All items with 65 % of variance were accounted for. The factor loadings of these ten items ranged from .842 to .782 and the reliability of the attributes of

local people is .941. The KMO value was .915 which is sufficient (Hair et al., 2010).

**Table 4.5. Factor and Reliability Analyses for Attributes of Local People**

| Construct/Item | Factor Loading | Cronbach's Alpha if Item Deleted | Reliability (Cronbach's Alpha) | Variance Explained |
|---|---|---|---|---|
| **Attributes of Local People** | | | .941 | 65% |
| LP6 | .842 | .934 | | |
| LP7 | .829 | .934 | | |
| LP9 | .819 | .935 | | |
| LP5 | .815 | .935 | | |
| LP10 | .814 | .935 | | |
| LP8 | .812 | .935 | | |
| LP3 | .803 | .935 | | |
| LP1 | .794 | .936 | | |
| LP2 | .785 | .937 | | |
| LP4 | .782 | .937 | | |
| KMO= 0.915 | | | | |
| Bartlett's Test of Sphericity= 3185.796 | | | | |
| Sig=.000 | | | | |

### 4.3.4. Destination Satisfaction

The exploratory factor analysis reveals a one-factor solution for "destination satisfaction", with four items. The Kaiser-Meyer-Olkin measure of sampling adequacy and the Bartlett test of Sphericity tests were implemented to examine the appropriateness of the data in order to conduct a factor analysis (Sharma,1996). The results of the tests were satisfactory with KMO= 0.807, $\chi^2$Bartlett test=767.376, p=0.000. All items concerning destination satisfaction are

explained with a 71 % variance. Their factor loadings fluctuated from .907 to .792. Those are greater than .50, which is the minimum level for validation (Hair et al., 2010). The reliability based on Cronbach's Alpha coefficient was .858 exceeding the threshold of .70.

**Table 4.6. Factor and Reliability Analyses for Destination Satisfaction**

| Construct/Item | Factor Loading | Corrected Item-Total Correlation | Reliability (Cronbach's Alpha) | Variance Explained |
|---|---|---|---|---|
| **Destination Satisfaction** | | | .858 | 71% |
| DS3 | .907 | .779 | | |
| DS4 | .870 | .807 | | |
| DS1 | .804 | .842 | | |
| DS2 | .792 | .851 | | |
| KMO= 0.807 | | | | |
| Bartlett's Test of Sphericity= 767.376 | | | | |
| Sig=.000 | | | | |

### 4.3.5. Destination Attachment

The exploratory factor analysis of destination attachment discloses one factor with three items. The Kaiser-Meyer-Olkin measure of sampling adequacy and The Bartlett test of Sphericity tests are implemented to examine the appropriateness of the data to be able to run factor analysis (Sharma,1996). The results of the tests were satisfactory with KMO= 0.730, $\chi^2$Bartlett test=782.061, p=0.000. All items of destination attachment have %84 of variance explained. Destination Attachment has different factor items, which ranged from .929 to .881, exceeding the minimum requirement level of factor loading. The reliability of destination attachment is .904, which are greater than the threshold of 0.70. (Hair et al., 2010).

**Table 4.7 Factor Analysis and Reliability for Destination Attachment**

| Construct/Item | Factor Loading | Cronbach's Alpha if Item Deleted | Reliability (Cronbach's Alpha) | Variance Explained |
|---|---|---|---|---|
| **Destination Attachment** | | | 0.904 | 84% |
| DA1 | .881 | .914 | | |
| DA2 | .937 | .827 | | |
| DA3 | .929 | .841 | | |
| KMO= 0.730 | | | | |
| Bartlett's Test of Sphericity= 782.061 | | | | |
| Sig=.000 | | | | |

### 4.3.6. Supportive Behavior

Supportive behavior covers an eight-items load on one factor. All items of 65 % of variance are considered. The Kaiser-Meyer-Olkin measure of sampling adequacy and the Bartlett test of Sphericity tests were implemented to examine the appropriateness of the data in order to run a factor analysis (Sharma,1996). The results of the tests were satisfactory with KMO= 0.913, $\chi^2$Bartlett test=2062.480, p=0.000. Their factor loadings ranged from .929 to .739, which were greater than .50 (Hair et al., 2010). The reliability of supportive behavior was .904, which surpassed the minimum threshold of .70 (Hair et al., 2010).

**Table 4.8. Factor and Reliability Analyses for Supportive Behaviour**

| Construct/Item | Factor Loading | Cronbach's Alpha if Item Deleted | Reliability (Cronbach's Alpha) | Variance Explained |
|---|---|---|---|---|
| **Supportive Behaviour** | | | 0.920 | 65% |
| SB1 | .806 | .910 | | |
| SB2 | .831 | ,907 | | |
| SB3 | .787 | ,912 | | |
| SB4 | .852 | ,907 | | |
| SB5 | .848 | ,906 | | |
| SB6 | .843 | ,907 | | |
| SB7 | .739 | ,916 | | |
| SB8 | .929 | .914 | | |
| KMO= 0.913 | | | | |
| Bartlett's Test of Sphericity= 2062.480 | | | | |
| Sig=.000 | | | | |

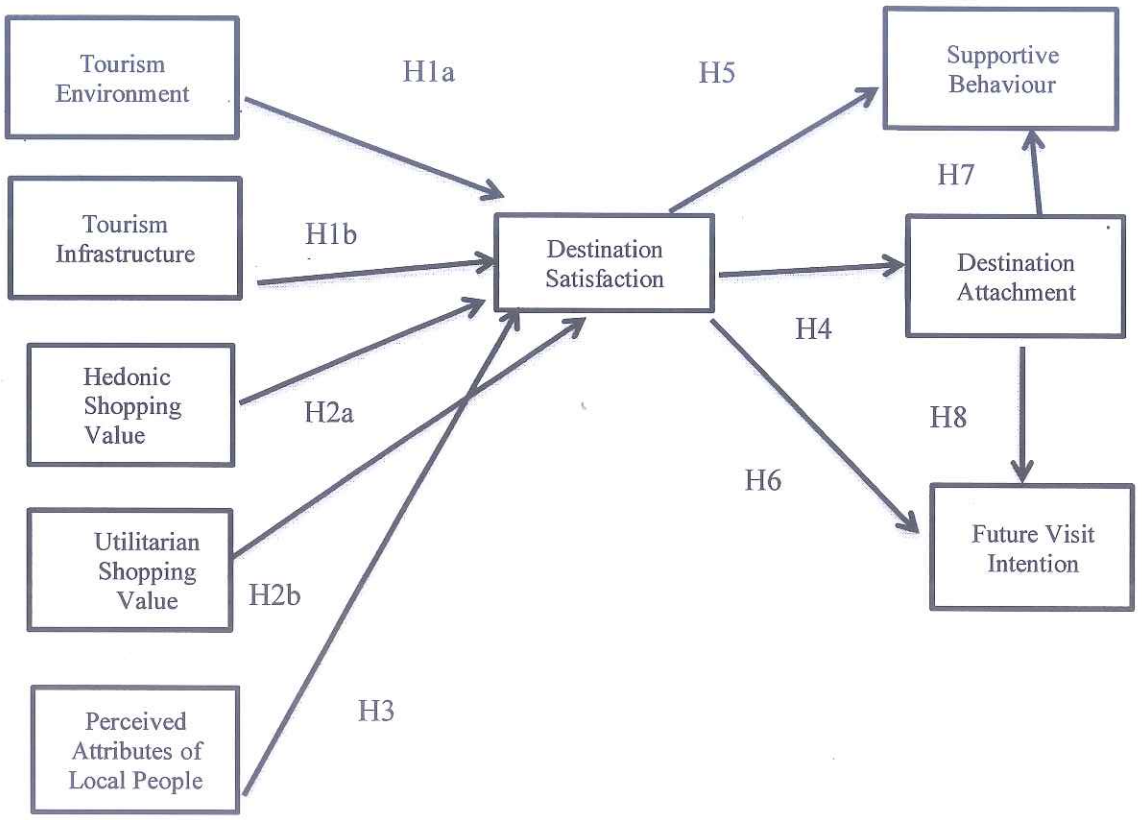
### 4.3.7. Future Visit Intention

Future visit intention includes a six-items loading on one factor. The Kaiser-Meyer-Olkin measure of sampling adequacy and the Bartlett test of Sphericity tests were implemented to examine the appropriateness of the data in order to run factor analysis (Sharma,1996). The results of the tests were satisfactory with KMO= 0.877, $\chi^2$Bartlett test=1752.390, p=0.000. All statements with 72 % of variance were considered. Factor loadings varied from .782 to .893, which exceeded the criterion of .50 (Hair et al., 2010). The reliability of future visit intention was .924, which also met the minimum threshold of .70 (Hair et al., 2010).

**Table 4.9. Factor Analysis and Reliability Analyses for Future Visit Intention**

| Construct/Item | Factor Loading | Cronbach's Alpha if Item Deleted | Reliability (Cronbach's Alpha) | Variance Explained |
|---|---|---|---|---|
| **Future Visit Intention** | | | .924 | 72% |
| FV1 | .869 | .907 | | |
| FV2 | .868 | .907 | | |
| FV3 | .823 | .915 | | |
| FV4 | .893 | .903 | | |
| FV5 | .782 | .922 | | |
| FV6 | .876 | .907 | | |
| KMO= 0.877 | | | | |
| Bartlett's Test of Sphericity= 1752.390 | | | | |
| Sig=.000 | | | | |

**Figure 4.1**. Revised Model after Factor Analysis



Following implementation of the factor analysis, the revised hypotheses are the following;

**H1a:** Tourism environment has a positive impact on destination satisfaction.

**H1b:** Tourism infrastructure has a positive impact on destination satisfaction.

**H2a**: Hedonic shopping value has a positive impact on destination satisfaction.

**H2b:** Utilitarian shopping value has a positive impact on destination satisfaction.

**H3:** Perceived attributes of local people has a positive impact on destination satisfaction.

**H4:** Destination satisfaction has a positive impact on destination attachment.

**H5:** Destination satisfaction has a positive impact on supportive behaviour.

**H6:** Destination satisfaction has a positive impact on future visit intention.

**H7:** Destination attachment has a positive impact on supportive behaviour.

**H8:** Destination attachment has a positive impact on future visit intention.

## 4.4. CORRELATION ANALYSIS

A correlation analysis was conducted on the basic structures of the study to evaluate the strength of the relationships between the variables. That is, the attempt was made to determine the extent to which correlations existed between variables; the analysis does not take into account whether variables are classified as dependent or independent. Correlation analysis simply tries to determine the existence, the level and the direction of a linear relationship. Correlation coefficients vary from -1 to +1, so $-1 \leq r \leq +1$. If r is equal to plus one, there is a positive correlation. If r is equal to minus one, there is a negative correlation. If r equals to zero, there is no correlation exists between the variables (Karagoz, 2013).

The value of the correlation coefficient can be interpreted as follows; if the correlation coefficient is between the 0.00 and 0.25; the relationship is too weak. If correlation coefficient value is between 0.26 and 0.49, there is considered to be a weak correlation. If the correlation coefficient value is between 0.50 and 0.69, there is a medium correlation. A correlation coefficient is between 0.70 and 0.89, indicates a strong correlation. The correlation coefficient is between 0.90 and 1; indicates a highly strong correlation (Akgul et al., 2003).

## Table 4.10 Correlation Analysis Results

| | | Tourism Environment | Tourism Infra-structure | Hedonic Shopping Value | Utilitarian Shopping Value | Local People Attributes | Destination Attachment | Destination Satisfaction | Supportive Behaviour | Future Visit Intention |
|---|---|---|---|---|---|---|---|---|---|---|
| **Tourism Environment** | r | 1 | | | | | | | | |
| **Tourism Infrastructure** | r | .786** | 1 | | | | | | | |
| | p | 0.000 | | | | | | | | |
| **Hedonic Shopping Value** | r | .551** | .536** | 1 | | | | | | |
| | p | 0,000 | 0,000 | | | | | | | |
| **Utilitarian Shopping Value** | r | -0.030 | -0.053 | -0.136** | 1 | | | | | |
| | p | 0.553 | 0.298 | 0.007 | | | | | | |
| **Local People Attributes** | r | .573** | .545** | .680** | -0.117* | 1 | | | | |
| | p | 0,000 | 0.000 | 0.000 | 0.022 | | | | | |
| **Destination Attachment** | r | .417** | .411** | .589** | -0.117* | .606** | 1 | | | |
| | p | 0.000 | 0.000 | 0.000 | 0.021 | 0.000 | | | | |
| **Destination Satisfaction** | r | .585** | .519** | .626** | -0.026 | ,699** | ,688** | 1 | | |
| | p | 0.000 | 0.000 | 0,000 | 0,613 | 0.000 | 0.000 | | | |
| **Supportive Behaviour** | r | ,527** | ,522** | ,626** | -0,081 | ,661** | ,731** | ,762** | 1 | |
| | p | 0.000 | 0.000 | 0.000 | 0.113 | 0.000 | 0.000 | 0.000 | | |
| **Future Visit Intention** | r | .376** | .398** | .595** | -0.205** | .578** | .751** | .647** | .757** | 1 |
| | p | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | |

The correlation matrices of all total variables, in this study can be found Table 4.10, demonstrating the initial test of the hypothesized relationship. All variables demonstrate a positive relationship between them; some being stronger than the others. However, is the variable of, utilitarian shopping value, evidences a negative relationship with other variables since, to the correlation analysis results, utilitarian shopping value was not found to be statistically significant.

When examining the correlation matrices in detail, tourism environment and tourism infrastructure have a positive relationship with destination attachment, destination satisfaction, future visit intention and supportive behavior. While hedonic shopping value has a positive relationship with destination satisfaction, destination attachment, future visit intention and supportive behavior, utilitarian shopping value exhibits a negative relationship with these variables. In terms of perceived attributes of local people, it has a medium correlation with the variables mentioned above. Whereas destination satisfaction is significantly related to future visit intention and supportive behavior, destination attachment has a strong correlation with these variables as well as with destination satisfaction.

In the Pearson correlation matrix above, it is clearly observed that the highest correlation is between destination satisfaction and supportive behavior with r=0.688, the weakest correlation is between the tourism environment and future visit intention with r=0.376.

An additional important point is to understand whether there exists a multicollinearity problem in the correlation analysis. To eliminate a multicollinearity problem, the correlation between independent variables should be smaller than 0.80 (Kalayci, 2008). In this study, the correlations between the independent variables are below 0.80.

## 4.5. REGRESSION ANALYSIS

Regression analysis is the process in which relations between a dependent variable and one or more independent variables are explained by mathematical equality (Kalayci, 2008). Additionally, regression analysis is used to examine the effect of independent variables on dependent variables. While the correlation analysis focuses on the power and degree of the relationship between two or more variables, the regression analysis assumes a dependency or causal relationship between one or more independent and dependent variables.

### 4.5.1. Multiple Linear Regression Analysis for Destination Satisfaction

In order to determine the relationship between destination satisfaction and tourism environment, tourism infrastructure, hedonic shopping value, utilitarian shopping value, local people attributes, multiple linear regression analysis was applied.

As illustrated in Table 4.11, the first stage to be considered, in the analysis, is the level of significance. This analysis is significant ($p<0.05$). As a second stage, the value to be examined is $R^2$ ($R^2=0.566$), which illustrates the overall explanatory power of the model. In this model, tourism environment ($\beta = 0.224$), hedonic shopping value ($\beta =0.221$) and perceived attributes of local people ($\beta =0.432$) were found to be statistically significant regarding destination satisfaction. Tourism environment, hedonic shopping value and the perceived attributes of local people points to a positive impact on destination satisfaction. The analysis indicates that the perceived attributes of local people have a much greater affect on destination satisfaction than tourism environments and hedonic shopping value. Tourism environment and hedonic shopping value demonstrate almost the same impact on destination satisfaction. According to these results, H1a, H2a, H3 are supported.

**Table 4.11. Multiple Linear Regression Analysis for Destination Satisfaction**

Dependent variable: Destination Satisfaction

| | B | Std. Error | Beta | t | Sig. |
|---|---|---|---|---|---|
| (Constant) | 0.750 | 0.252 | | 2.968 | 0.003 |
| Tourism Environment | 0.244 | 0.062 | 0.224 | 3.909 | 0.000* |
| Tourism Infrastructure | -0.008 | 0.056 | -0.008 | -0.143 | 0.886 |
| Hedonic Shopping Value | 0.209 | 0.046 | 0.221 | 4.590 | 0000* |
| Utilitarian Shopping Value | 0.041 | 0.023 | 0.061 | 1.788 | 0.075 |
| Local People Attributes | 0.427 | 0.048 | 0.432 | 8.833 | 0.000* |

$R^2$=0.566
F=99.624; $p<0.05$
*$p<0.05$

### 4.5.2. Simple Regression Analysis for Destination Attachment

In order to understand the relationship between destination satisfaction and destination attachment, a simple regression analysis was applied. As demonstrated in Table 4.12, the analysis is significant ($p<0.05$). The overall explanatory power of the model is 47 % ($R^2$=0.474). In this model, destination attachment ($\beta$ = 0.688) was found to be statistically significant regarding destination satisfaction. Destination satisfaction has a positive impact on destination attachment. Thus, H4 is supported.

**Table 4.12 Simple Regression Analysis for Destination Attachment**

Dependent variable: Destination Attachment

| | B | Std. Error | Beta | t | Sig. |
|---|---|---|---|---|---|
| (Constant) | 0.466 | 0.258 | | 1.806 | 0.072 |
| Destination Satisfaction | 0.837 | 0.045 | 0.688 | 18.642 | 0.000* |

$R^2$=0.474
F=347.512; $p<0.05$
*$p<0.05$

### 4.5.3. Multiple Linear Regression Analysis for Supportive Behavior

In order to understand the relationship between supportive behaviour and destination attachment and destination satisfaction, a multiple linear regression analysis was conducted. As illustrated in Table 4.13, this analysis is significant ($p<0.05$). The overall explanatory power of the model is 66 % ($R^2$=0.662). In this model, destination attachment ($\beta$ = 0.392) and destination satisfaction ($\beta$ =0.492) are found to be statistically significant concerning supportive behaviour. Destination attachment and destination satisfaction demonstrate a positive impact on supportive behaviour and hence H5 and H7 are supported. However, the results indicate that destination satisfaction is slightly more influential on supportive behaviour than destination attachment.

**Table 4.13. Multiple Linear Regression Analysis for Supportive Behaviour**

Dependent variable: Supportive Behaviour

| | B | Std. Error | Beta | t | Sig. |
|---|---|---|---|---|---|
| (Constant) | 1.118 | 0.164 | | 6.801 | 0.000* |
| Destination Attachment | 0.310 | 0.032 | 0.392 | 9.612 | 0.000* |
| Destination Satisfaction | 0.474 | 0.039 | 0.492 | 12.063 | 0.000* |

$R^2$=0.662
F=377.714; $p<0.05$
*$p<0.05$

### 4.5.4. Multiple Linear Regression Analysis for Future Visit Intention

In order to understand the relationship between future visit intention and destination attachment and destination satisfaction, a multiple linear regression analysis was applied. As demonstrated in Table 4.14, the analysis is significant ($p<0.05$). The overall explanatory power of the model is 60 % ($R^2=0.595$). In this model, destination attachment ($\beta = 0.581$) and destination satisfaction ($\beta =0.247$) were found to be statistically significant regarding future visit intention. Destination attachment and destination satisfaction evidence a positive impact on future visit intention and hence H6 and H8 are supported. In this relationship, destination attachment has much greater impact on future visit intention than destination satisfaction.

**Table 4.14. Multiple Linear Regression Analysis for Future Visit Intention**

Dependent variable: Future Visit Intention

| | B | Std. Error | Beta | t | Sig. |
|---|---|---|---|---|---|
| (Constant) | 0.256 | 0.230 | | 1.110 | .268 |
| Destination Attachment | 0.588 | 0.045 | 0.581 | 12.995 | 0.000* |
| Destination Satisfaction | 0.304 | 0.055 | 0.247 | 5.524 | 0.000* |

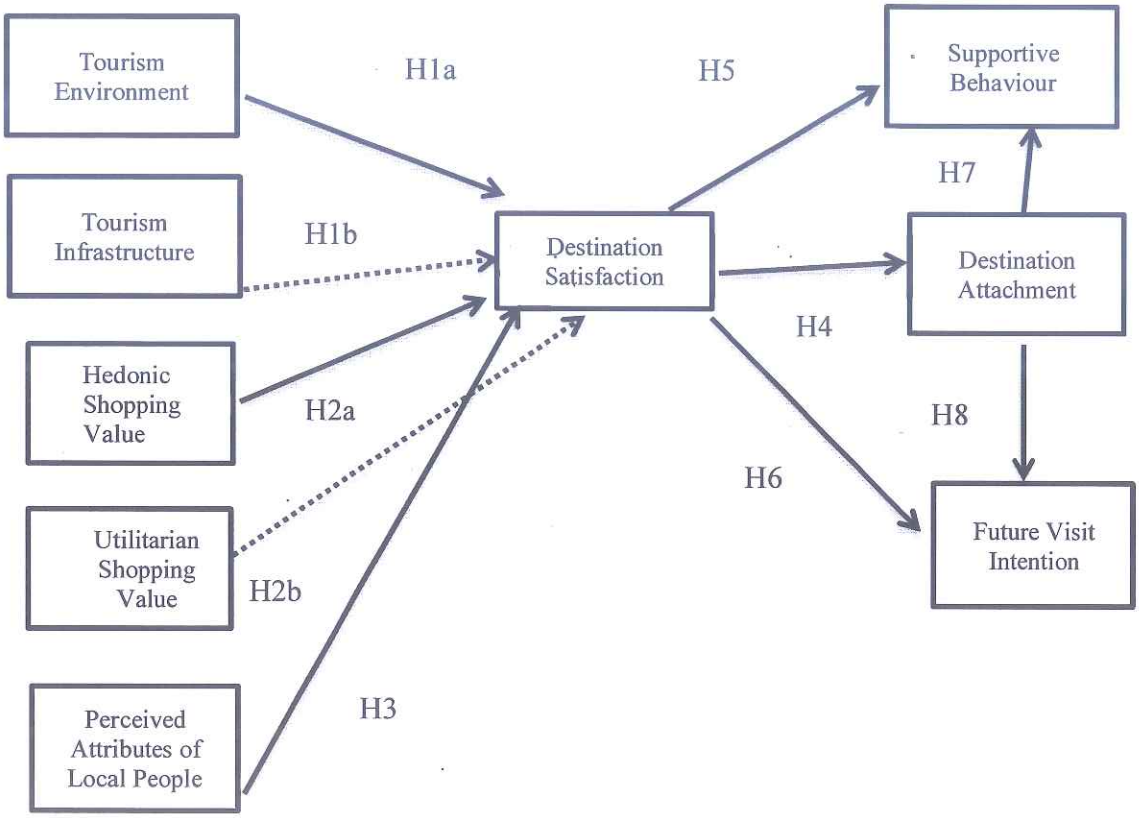
$R^2=0.595$
$F=283.337$; $p<0.05$
*$p<0.05$

As a result of the regression analyses, all of the proposed hypotheses and the results of data analyses are presented in Table 4.15.

**Table 4.15. The Results of the Hypotheses**

| Hypotheses | Results |
|---|---|
| **H1a:** Tourism environment has a positive impact on destination satisfaction. | Supported |
| **H1b:** Tourism infrastructure has a positive impact on destination satisfaction. | Not Supported |
| **H2a:** Hedonic shopping value has a positive impact on destination satisfaction. | Supported |
| **H2b:** Utilitarian shopping value has a positive impact on destination satisfaction. | Not Supported |
| **H3:** Perceived attributes of local people has a positive impact on destination satisfaction. | Supported |
| **H4:** Destination satisfaction has a positive impact on destination attachment. | Supported |
| **H5:** Destination satisfaction has a positive impact on supportive behavior. | Supported |
| **H6:** Destination satisfaction has a positive impact on future visit intention. | Supported |
| **H7:** Destination attachment has a positive impact on supportive behavior | Supported |
| **H8:** Destination attachment has a positive impact on future visit intention. | Supported |

**Figure 4.2.** Revised Model after Regression Analysis




In the figure, it is illustrated that H1b and H2b are not supported, which means tourism infrastructure and utilitarian shopping value do not have destination satisfaction. However, other hypotheses are supported, which demonstrates the variables among them have the positive relationships.

# CHAPTER FIVE

# DISCUSSION and CONCLUSION

In this chapter, the findings, theoretical and practical implications for the whole study are presented in depth. In particular, this section offers a foundation for general review of the study's results. As a final stage, along with limitations of the study, recommendations are provided for the future research.

## 5.1. DISCUSSION

Turkey has recently faced difficulties in the tourism sector, which is an important source of revenue for many aspects of the economy. The increasing international competition in the tourism sector as well as recent terrorist incidents have, in large part, created this situation. In particular, Turkey is struggling to attract foreign tourists to visit. Therefore, academic studies have come into prominence in the tourism sector. For the purpose of this study, existing variables have been examined in order to analyze their impact on destination image. In addition, variables that have not been as widely studies are looked at as well.

The findings of this study bring light that, destination image results from the two factors of tourism environment and tourism infrastructure. While tourism environment has been shown to have a positive impact on destination satisfaction, tourism infrastructure has not been taken into consideration concerning its effect on destination satisfaction. In the existing literature, destination satisfaction is investigated in relation to overall destination image. Furthermore, destination satisfaction has adopted from marketing literature. La et al., (2009) and Martenson (2007) has identified favorable relationship between brand image and brand satisfaction. In the tourism literature, this idea has been extended (Pike, 2002; Prayag and Ryan, 2012; Veasna, 2013); It has been shown that destination image has a positive impact on destination satisfaction (Chi and Qu, 2008; Veasna,2013). Clearly, revealed in this study is that the most prominent factor

among these variables is destination image, as well as the positive effect of positive destination image on destination satisfaction.

In addition to destination image, in recent years, shopping value has gained emphasis in academic studies. This variable undoubtedly has a significant importance for Istanbul, with its substantial tourism sector. Like destination image, the findings illustrate that shopping value also consists of the two main factors of hedonic shopping value and utilitarian shopping value. The data suggests that the strongest effects are with hedonic shopping value on destination satisfaction, whereas utilitarian shopping value plays no role regarding destination satisfaction. Other studies have found a positive relationship between hedonic shopping value and satisfaction (Ryu el al., 2010; Lee et al.,2009). Hedonic value and utilitarian value positively impacts on consumers' satisfaction (Chang &Fang, 2012), On the other hand, Babin et al., (2005) have found that hedonic value has much more significance on significant than utilitarian value. This supports the finding of this study, as well.

Another relevant finding is that the perceived attributes of local people have a significant impact on destination satisfaction. This finding, that when tourists interact with the local people, their satisfaction level might increase directly since the perceived attributes of locals positively affects visitor satisfaction, is also supported by the existing literature (Luo et al., 2015; Nam et al., 2016) Tsai, 2001; Freire, 2009; Ward &Berno, 2011).

Furthermore, the findings of the study illustrate that destination satisfaction has a positive impact on destination attachment. A strong relationship between destination satisfaction and destination attachment has been demonstrated elsewhere (Brocato, 2006; Chubchuwong &Speece, 2016; Hou et al., 2005; Lee, 1999; Zenker and Rutter, 2014). The findings in this study support other studies mentioned above in the existing literature.

Additionally, supportive behavior and future visit intention are supported by destination satisfaction and destination attachment. Tourists reporting high destination attachment feeling, have been shown to both support the destination through positive word of mouth and encouragement and sharing photos and intention to revisit that destination in the future. In the literature, Harris and Goode (2004), Harrison-Walker (2001) have reached the similar conclusion of the favourable relationship between future visit intention, supportive behaviour, destination attachment and destination satisfaction. .

In the light of these findings, this study has both theoretical and practical implications. In terms of theoretical implications, this study contributes to the existing literature by adding a novel perspective to destination marketing. Even though there are plentiful research related to destination image, the findings of this study contribute to the literature by specifying the underlying dimensions of destination image. In addition to destination image, this study contend that new variables strengthen destination image, and destination satisfaction. Regarding practical implications, these findings are certainly of significant importance for Istanbul in order to enhance its edge as a high-profile tourism center. Moreover, with the help of this competitive advantage, destination brand practioners can improve the notion of city branding in order to increase the reputation of Istanbul, resulting in greater numbers of visitors.

There are limitations to this study that should be taken into account. Firstly, in order to save time and reduce expenditure, non-random sample method was used, thus leading to a limitation on the generalizability of the results. Secondly, the questionnaire was administered using face-to-face interviewing technique and participants were volunteers solicited in touristic areas of Istanbul. Therefore; a limited number of participants were reached in the specific time frame and hence the sample size was low.

These limitations may guide future research, as well. The sample size might be enlarged. Moreover, cultural factors may be taken into consideration to measure the proposed model. Finally, measuring the perceived attributes of local people can be examined in depth in future studies.

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## APPENDIX A: QUESTIONNARIE

## MOBILE BANKING SURVEY – JUNE-JULY 2017

| İstanbul Bilgi Üniversitesi<br>LAUREATE INTERNATIONAL UNIVERSITIES | Survey no | |
|---|---|---|
| | Interviewer | |
| | Date | |

Dear participant,

This survey is carried out for a research conducted in the M.A (master of art) in marketing program of Istanbul Bilgi University. Our survey will take about 5 minutes. Please do not hesitate to contact us if there is any point you wish to clarify in your inquiries.

The answers you give to this questionnaire will contribute to great scientific value. However, it is very important that you answer all the questions thoroughly for the efficiency of your work. All information you share will be kept confidential and will only be used for academic purposes.

Thank you for your participation and contribution.

Fulya Acikgoz
Istanbul Bilgi University
Department of Management
e-mail: acikgozfulya@gmail

1) Have you ever been in İstanbul before?

Yes... No....

2) What was the purpose of your visit?

Education...
Business...
Entertainment

3) What was the length of your stay at this destination? _____ *Day (s)*

**Below are some statements about your visit to İstanbul. Please indicate how strongly you favored or unfavored with these statements.**

## Destination Image

**1= Strongly Unfavorable - 7=Strongly Favorable**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **DI1**. Ease of communication | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI2**. Exotics of the place | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI3**. This destination compared to its reputation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI4**. Local cuisine | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI5**. General level of service | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI6**. This destination as a holiday place for the family | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI7**. Accessibility of the destination | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI8**. The cultural diversity of the place | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI9**. Cultural and historical attractions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI10**. The towns and city | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI11**. Variety and quality of accommodation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI12**. Value for money of this destination | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI13**. Friendliness of people | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI14**. Scenery and natural attractions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **DI15**. Weather and climate | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI16**. Shopping facilities | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI17**. Local transport | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI18**. Signage (roads and places of interests) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI19**. Nightlife and entertainment | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI20**. Variety of restaurants & bars | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI21**. Opportunity for adventure &new experiences | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI22**. Safety and security | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI23**. The natural environment | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DI24**. Crowd level of tourists | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Below are some statements regarding your visit to İstanbul. Please answer all questions with reference to this destination and state how strongly you agree or disagree with these statements.**

## Shopping Value

**1= Strongly Disagree - 7=Strongly Agree**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **SV1**. Compared to other things I could have done, the time spent shopping was truly enjoyable | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SV2**. I enjoyed shopping in İstanbul for its own sake, not just for the items I may have purchased | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SV3**. I had a good time because I was able to acton the "spur of the moment" | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SV4**. I enjoy being immersed in exciting new products | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SV5**. I continued to shop, not because I had to, because I wanted to | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SV6**. I accomplished just what I wanted to during my shopping in İstanbul | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SV7**. I could not buy what I really needed | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SV8**. While shopping in İstanbul, I found just item(s) I was looking for | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SV9**. I was disappointed because I did not find what I needed | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Perceived Attributes of Local People

**1= Strongly Disagree - 7=Strongly Agree**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **LP1**. The local people I met were very good looking. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **LP2**. The local people I met had an attractive appearance | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **LP3.** The local people I met would generally be thought of as beautiful/ handsome | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **LP4.** The local people said "hello", how are you today" or other greetings to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **LP5.** The local people smiled at me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **LP6.** The local people were pleasant | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **LP7.** The local people I met assisted me in finding products (e.g. Restaurants and tourist attractions) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **LP8**. The local people I met helped me with my travel (e.g. Giving information) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **LP9**. The local people I met taught me how to use services correctly | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **LP10**. The local people I met explained to me how to use services correctly | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Destination Satisfaction

**1= Strongly Disagree - 7=Strongly Agree**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **DS1.** My visit to Istanbul is worth my time and effort. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DS2**. Compared to other destinations, Istanbul is a much better one | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DS3**. My experiences with Istanbul are excellent | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DS4**. Overall, I am satisfied with the travel experience in Istanbul | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Destination Attachment

**1= Strongly Disagree - 7=Strongly Agree**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **DA1**. This destination means a lot to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DA2**. I feel a strong sense of belonging to this destination | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **DA3**. I am very attached to this destination | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Future Visit Intention

**1= Strongly Disagree - 7=Strongly Agree**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **FV1.** İstanbul is my first choice as a vacation destination | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **FV2**. I will be willing to pay a higher price for a visit to İstanbul than for other destinations. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **FV3**. I will come back to İstanbul even if this price increases and I have to pay more for this future visit | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **FV4**. I am very loyalty to İstanbul as a vacation destination | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **FV5**. In the future, I plan to return to İstanbul for vacation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **FV6**. I am very committed to vacationing in İstanbul | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **FV7**. I do not consider myself to be very loyal to İstanbul as a vacation destination | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Supportive Behavior

**1= Strongly Disagree - 7=Strongly Agree**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **SB1**. I will mention İstanbul as a vacation destination to others quite frequently | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SB2.** I will tell more people about İstanbul than I have told about most other destinations I have visited | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SB3**. I will seldom miss an opportunity to tell others about İstanbul | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SB4**. When I tell others about İstanbul, I will talk about the city in great detail | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SB5**. I am proud to tell others that I visit İstanbul | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SB6**. I will encourage others to visit | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SB7**. I will share photos of this destination via my social media accounts for others to see | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **SB8**. I will send the photos of İstanbul to my friends and relatives | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Demographic Questions

| | |
|---|---|
| **1. Gender** | ( ) Female ( ) Male |
| **2. Age** | ..... |
| **3. The country of Residence** | ..... |
| **4. Marial Status** | ( ) Single ( ) Married ( ) Other |
| **5. Education** | ( ) High School or less ( ) University<br>( )Masters or PhD ( ) Other Professional Degree |
| **6. Household Income (Monthly)** | ( ) 1000 Euros or less ( ) 1.000-1.999 Euros ( ) 2.000-2.999 Euros<br>( ) 3.000- 3.999 Euros ( ) 4.000-4.999 Euros ( ) 5000 Euros or more |