

**THE EFFECTS OF MARKETING COMMUNICATIONS ON  
MALAYSIA'S CONSUMER BASED BRAND EQUITY AND  
INTENTION TO VISIT AMONG POTENTIAL TOURISTS FROM  
GULF COUNTRIES: THE CASE OF JEDDAH AND DUBAI**

**By**

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## ABSTRACT

It has been long recognized that marketing communications (MC) are important activities that influencing potential tourist's attitude and behavior toward tourism destinations. However, factors such as tourism service intangibility, globalization, increasing advertising expenditure, fierce competition as well as upcoming tourism destinations competing for the same market put much more emphasize on the need for better MC practice and effectiveness. With this in mind, this study argues in favor of assessing the communication effects rather than sales-based effects of MC (as often used by destination marketers). More specifically, this study focuses on the long-term communication effects of MC activities by looking at MCs influence on the perceived destination Consumer Based Brand Equity (CBBE) dimensions (awareness, perceived quality and image) and the influence of these dimensions on the Intention to Visit (ItV) Malaysia among the Gulf Countries (GC) potential tourists. Data was collected using purposive sampling method in two major cities in the gulf area namely Dubai and Jeddah. A self administrated questionnaire was designed especially for the purpose of this study. 405 usable responses were collected and analyzed using a variety of statistical techniques from SPSS version 18. The findings indicated that both controlled and uncontrolled MCs have a significant effect on the three CBBE dimensions (awareness, perceived image and quality), however, uncontrolled MC is found to have a greater influence compare to controlled MC on these dimensions. Additionally, the perceived CBBE dimensions are found to predict ItV. Nevertheless, perceived destination image is found to have the greater influence on the potential tourist's ItV. The findings also revealed that potential tourists from GC did not hold either an extreme positive or negative destination image attributes about Malaysia. Based on the study findings, it is recommended that destination marketers therefore focus on more narrow set of destination image attributes in order to avoid having confused image from the potential consumer point of view. It is also recommended that destination marketers use multiple sources of information to target tourists. In particular, the uncontrolled MC namely WOM seems to be the highest incidence of information source. Theoretically, the study contributes to the body knowledge by providing empirical evidence to support theories and previous literature related to measuring MCs effectiveness and tourism destination brand equity as well as the relationship between destination Brand equity dimensions and the ItV. Further, this study filled the gap in the literature by providing a theoretical framework assessing the effectiveness of MCs especially in the long term. Methodologically, the study contributes by providing a measurement scale for CBBE dimensions of tourism destination attributes based on previous literature and used in this study. Furthermore, factor analysis had identified new attributes with regards to perceived destination image and quality. However, the study's sampling limitations should admittedly be considered in weighing the significance of all these contributions.

## ABSTRAK

Komunikasi pemasaran telah lama dikenalpasti sebagai aktiviti-aktiviti penting yang boleh mempengaruhi sikap dan gelagat bakal pelancong. Walaubagaimanapun, faktor-faktor seperti ketidakbolehsentuhan khidmat pelancongan, globalisasi, peningkatan perbelanjaan untuk pengiklanan, persaingan sengit dan pertumbuhan pesat destinasi-destinasi pelancongan baru yang bersaing untuk pasaran yang sama memberikan lebih tekanan kepada perlunya amalan komunikasi pasaran yang lebih berkesan. Memandangkan hal tersebut, kajian ini menekankan perlunya menilai kesan komunikasi berbanding kesan jualan dari komunikasi pemasaran (sebagaimana yang biasa diamalkan oleh pemasar destinasi. Secara khususnya, kajian ini memfokus kepada kesan jangka panjang komunikasi pasaran dengan melihat kepada pengaruh komunikasi pasaran terhadap dimensi-dimensi Ekuiti Jenama bedasarkan Konsumen (kesedaran, tanggapan mengenai kualiti, dan imej) dan kesan dimensi-dimensi ini terhadap Niat untuk Melawat Malaysia dikalangan bakal pelancong dari Negara-Negara Teluk. Data dikutip menggunakan kaedah persampelan purposif di dua bandar utama di kawasan teluk iaitu Dubai dan Jeddah. Soalselidik yang boleh diisi sendiri oleh responden telah digubah untuk mencapai tujuan kajian ini. Sebanyak 405 respons yang boleh digunakan dapat dikumpul dan dianalisa menggunakan beberapa teknik statistik dalam SPSS versi 18. Hasil kajian menunjukkan bahawa kedua-dua komunikasi pemasaran yang terkawal dan tidak terkawal mempunyai kesan terhadap ketiga-tiga dimensi (kesedaran, tanggapan mengenai kualiti, dan imej). Bagaimanapun, tanggapan mengenai imej destinasi dikesan mempunyai lebih pengaruh terhadap Niat untuk Melawat. Hasil kajian juga menunjukkan bahawa bakal pelancong dari Negara-Negara Teluk tidak mempunyai tanggapan yang terlalu negatif atau terlalu positif mengenai Malaysia. Berdasarkan hasil kajian, pemasar destinasi disarankan agar menumpu kepada set attribut destinasi yang tertentu sahaja agar imej yang ditonjol tidak mengelirukan bakal pelancong. Pemasar destinasi juga disarankan agar menggunakan pelbagai sumber media untuk menyasar bakal pelancong. Dalam hal ini, komunikasi pasaran tidak terkawal iaitu Perbualan Mulut telah dikenalpasti sebagai adalah satu sumber informasi yang sangat penting. Secara teorinya, kajian ini menyumbang kepada pengetahuan dengan memberikan bukti empirikal untuk menyokong teori-teori dan kasil karya terdahulu berkaitan pengukuran keberkesanan komunikasi pemasaran dan equiti jenama destinasi pelancongan, serta perhubungan antara dimensi-dimensi ekuiti jenama dan Niat untuk Melawat. Tambahan lagi, kajian ini mengurangkan jurang pengetahuan dengan memberikan satu kerangka teori untuk menilai keberkesanan komunikasi pemasaran terutamanya dari segi jangkapanjang. Secara kaedahnya pula, kajian ini menyumbang dengan memberikan skala pengukuran untuk dimensi-dimensi attribut destinasi pelancongan berdasarkan ulasan karya dan hasil kajian. Ini ditambah pula dengan analisis faktor yang mengenalpasti attribut-attribut baru berkenaan tanggapan mengenai imej dan kualiti destinasi. Walaubagaimanapun, kelemahan dalam persampelan kajian ini perlu diambil kira dalam menilai semua sumbangan yang telah disebutkan.

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## ACRONYMS

<b>MC</b>	Marketing Communication
<b>TM</b>	Tourism Malaysia
<b>HOE</b>	Hierarchy Of Effects
<b>RM</b>	Ringgit Malaysia
<b>KSA</b>	Kingdom of Saudi Arabia
<b>UAE</b>	United Arab Emirates
<b>UK</b>	United Kingdom
<b>GDP</b>	Gross Domestic Product
<b>MOF</b>	Ministry Of Finance
<b>ALOS</b>	Average Length of Stay
<b>APC</b>	Average Per Capital Expenditure
<b>N.A</b>	Non-Available
<b>TOM</b>	Top-of-Mind
<b>CBBE</b>	Consumer Based Brand Equity
<b>DMOs</b>	Destination Marketing Organizations
<b>ItV</b>	Intention to Visit
<b>TRA</b>	Theory of Reasoned Action
<b>GC</b>	Gulf Countries

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

It has been long accepted that tourism is an economic activity of attracting tourists and catering to their demand and needs (Rashid and Ismail, 2008; Che-Mat, Zakaria, and Jusoff, 2009). Because of tourism contribution to the national economy, it becomes an important field of study that has attracted attention of researchers (Ortega and González, 2006). Due to factors such as globalization, fierce competition, and new destinations coming up in the tourism market place, the available choice of tourism destinations has been expanded. As a result, it becomes harder for destination marketing organizations (DMOs) to distinguish their destinations from their major competitors (Li and Vogelsong, 2002). As such, in order to survive in market place, tourism destination must be recognized in addition to favorable and strong identity (brand equity) from the tourist's perspectives (Echtner and Ritchie, 2003). Consequently, establishing a unique brand of the destination becomes a major concern. Therefore, awareness, image, and perceived quality as dimensions CBBE are important factors in ensure the long term success of the tourism destination (Rashid and Ismail, 2008).

Particularly, service intangibility is a major challenge for tourism industry. In contrast to the manufactured products, where consumers have the opportunity to see or even pretest a product, consumers in the tourism industry cannot experience the service before purchasing or even get their money back if they are not satisfied with their experience (Cai, 2003; McWilliams and Crompton, 1997). Tourism products, from the perspective of the potential customers, are intangible and experiential products. Kotler, Bowen, and Makens (2006) pointed out that service intangibility is a major characteristic of service since it cannot be seen, tasted, felt, heard, or smelled before they are bought. As a result, individuals perceive service intangibility as an element of uncertainty (Bosque, Martin, Collado, and Salmones, 2009). Thus, customers rely on their prior knowledge and/or past experience and as well as seek for external sources of information that reduce the risk when they make their decisions (Gartner, 1993), and to form their expectation and image of the destination (Bosque et al. 2009). As the intangible nature of the destination implies, a successful brand is one where the destination is depicted to target markets in a manner that can persuade tourists to think and react positively to the destination (Martinez and Pina, 2003). In other words, successful brand are the one that have high level of awareness, perceived as positive image and quality from the perspective of the potential consumers.

Globalization is another challenge facing tourism destinations. The frames of today's marketing environment are, to a large extent, determined by globalization trends in all industries, and nearly all the countries of the world (Kotler et al. 2006; Powers, 1997). As we today exist in the globalization era, and as stated before, tourism destinations are

facing a fierce competition from other existing international destinations as well as newly developed tourism destinations coming up in the market place, this leads to the growth in marketing sophistication and advertising budgets (Powers, 1997). Therefore, a tourism destination must promote its attractiveness internationally as well as more effectively (Morrison, 2002). In such competitive market place, MC becomes very important in contributing to greater brand purchase through customer awareness, positive image, quality and customer loyalty (Morrison, 2002).

Additionally, the fierce competition led many brands to offer the same product within any given product category, consequently, the potential tourists have to evaluate these entire offered brands and choose one of these brands at the moment of purchase. As noted by Tepeci (1999):

*“Today, many products and services are sold as branded products and services; this shows the great confidence placed in the effectiveness of branding... A consumer will choose a familiar name because brand names carry higher perceived quality. Brands generally deliver the quality they promised. Customers feel comfortable with brand versus unbranded products”* (p. 223).

In this regards, the Asian countries including Malaysia have seen the tourism industry as a major source of generating income and an important economic sector of the economy. Accordingly, these countries compete fiercely to claim greater share of the limited international tourists market which result in many states copying each other and trying to outdo each other (Mohamed and Hussin, 2003). These marketing activities make it harder for the potential tourist to choose a specific destination since most of the competing destinations offer the same products. They also make it harder for destination marketers

to maintain a positive image and top of mind awareness among their prospects. This is especially true for recognized destinations such as Malaysia (Che-Mat et al. 2009; Mohamed and Hussin, 2003).

Destinations that are having difficulties in increasing their market share or experiencing slower growth rates need a very strong brand from the perspective of potential tourists (Tepeci, 1999). Keller (2001: 1) defined MC as “*the means by which firms attempt to inform, persuade, incite, and remind consumers – directly or indirectly – about the brands they sell*”. Based on this definition, MC may provide the means for developing strong brand image as well as creating high level of awareness of the brand which finally lead to create strong CBBE (Keller, 2003). Since effective marketing is the process of finding and satisfying, and retaining customers while the business meets its goals (Wells, Burnett, and Moriarty, 2000), and as the function of MC is to make the potential customers aware, informed, persuade them as well as convince them, and push them to make the finale brand purchase action by creating a high level of brand awareness and positive image (Kotler and Keller, 2006), destinations need a very effective MC strategy in order to stay in the game. Therefore, it becomes very important to study the effectiveness of MC activities in the context of tourism industry (Hsieh and O’Leary, 1993).

As marketing functions provide an answer to the question of how to attract consumers in a very competitive situation, the importance of studying MC effectiveness cannot be

denied. In the light of previously mentioned new challenges that tourism market place faces, marketers are required to communicate continuously with their present and potential customers as well as assess the outcomes from this communication process (Kotler et al. 2006). Tourism destination marketers are also required to demonstrate their MC effectiveness to justify their marketing expenditure in front of their respective top management (Kotler et al. 2006: Duncan, 2005).

Based on the above discussions, it is primarily important to examine the MC effectiveness of any tourism companies, and put forth proposals for the upgrading of their business activities. This study is an attempt towards such contribution, which can help the tourism companies (in this case a government agency) to improve its MC strategies. Evaluating a company's MC is very much necessary in order to improve and increase MC effectiveness and efficiency in order to achieve their objectives in the most cost effective ways. This is especially true for tourism. All of these can be made possible by recognizing the drawbacks of the existing marketing practices and making the necessary corrective actions (Potluri, 2008). In addition, this study hopes to narrow the gap of knowledge that exists due to scarcity of empirical studies in the area of MC effectiveness which is an important prerequisite of the overall marketing success of the tourism industry, especially in terms of the long-term MC effectiveness in the tourism industry.

Effective MC adds value to the product or service of the company as customers have confidence on their purchase especially in service marketing (Kotler et al. 2006). As confirmed by Wells et al. (2000) assessing and evaluating MC activities are the most important and final step in formulating successful MC strategy. In a nutshell, this research assesses the effectiveness of Tourism Malaysia's MC strategies from the perspective of GC market. GC market is considered as the biggest spenders when traveling, which makes them one of the most important emerging target markets in the Malaysian tourism industry and therefore a significant market to be investigated in this research (Tourism Malaysia representative, personal communication, October 14, 2008). The ultimate aim is to propose possible improvements to Tourism Malaysia (TM) marketing communication (MC) strategies.

## **1.2 Research Problem**

It is so clear that tourism brings to a country economic and non-economic benefits, due to this reason, tourism businesses and organization marketers all over the world compete intensively to attract more and more tourists to their respective destinations. As such, many countries have embarked on important destination marketing and promotion campaigns in an effort to better communicate to potential tourists (Kotler et. al., 2006). TM for example, has increasingly been targeting new markets since 1999 including Arab tourists who had less interest in traveling to Europe and USA due to the general hostility of those countries towards Arabs (TM promotional plan 2005-2007, 2004). With the

advantage of sharing the same religious base as the Arab tourists, coupled with the wide availability of *Halal* food, Malaysia stands a chance to get the biggest share of the Arab market.

In 2009, Malaysia received about 24 million tourists representing an increase 7.2 % growth compare to the previous year. Despite the excellent and positive growth of numbers of tourists arrivals to Malaysia coupled with increasing in marketing expenditures during the last ten years, the Arab tourists market remains significantly untapped even though they are considered the biggest spenders during their visit to Malaysia especially tourists from the Kingdom of Saudi Arabia (KSA) and the United Arab Emirates (UAE) with average per capital expenditure (APC) of RM7,968.6 and RM6,283.3 respectively (TM representative, personal communication, October 14, 2008). In addition, according to Green Leaf World (2007), the Middle Eastern tourists are one of the highest spending tourists in the world – spending as much as USD500 more than the average European tourists. These countries enjoy buoyant economies due to heavy reliant on high oil revenues. The report also indicated that the length of stay is 22 days on average. In 2007, Malaysia received 245,000 tourists from the Middle East from 300,000 tourists were targeted and 284,890 in 2009. Another challenge facing TM is to turn this market into year-round travellers to Malaysia. Currently, the market's travelling patterns are still seasonal with the bulk of tourists travelling to Malaysia during summer months of June, July, August and September (TM representative, personal communication, October 14, 2008). The tourist arrivals from the region are still however very small compared to the other parts of the world that visit Malaysia every year. Due to the high

growth and potential of the Middle Eastern outbound tourism, many countries around the world have started making plans to draw tourists from the region (Ariffin and Hasim, 2009). To achieve this, a better MC strategy must be devised; ones that are tailor made to fit the needs and wants of the target market.

Table 1.1:  
*Arab Tourists Visiting Malaysia (2003-2009)*

<b>Year</b>	<b>Number of Arab tourists visiting Malaysia</b>	<b>Growth</b>
2003	85,437	N.A
2004	131,159	53.5%
2005	153,282	16.9 %
2006	186,821	21.9 %
2007	245,302	31.3 %
2008	264,338	7.8%
2009	284,890	7.8%

Source: Tourism Malaysia website (2010)

N.A: Non-Available

Keller (2001:1) has noted that “*Perhaps no area of marketing has seen more dramatic changes over the years than marketing communications*”. To develop better marketing communication strategies, the effectiveness of existing strategies must be evaluated as a final step in developing effective MC strategy (Duncan, 2005). As proposed in the literature, in general there are two ways to do this i.e. through: 1) Sales-based Effect Measurement; and 2) Communication Effect measurement. Because marketers refer to MC effectiveness based on current sales revenue minus advertising cost, most companies

use the sales effects of their advertising campaign as an indicator for their advertising effectiveness (Wright-Isak, Faber, and Horner, 1997). Another reason that drives marketers to use the sales effects measurement technique is that they are responsible in front of the top management to justify their spending on promotional activities (Kotler et al. 2006: Duncan, 2005). According to Duncan (2005) and Witt and Moutinho (1995) sales effect measurement can be utilized by taking the increase in tourist arrivals and revenues as a direct indicator of the effectiveness of a destination's MC program. If this is true, and referring to Table 1.1 above, as the number of Arab tourists to Malaysia has been increasing year after year, MC efforts that Malaysia government has been implementing for this region can be assumed to be effective. For example, the growth of this market segment in 2007 was 31.1% i.e. about 245,000 of the targeted 300,000 tourists for that year. Malaysian promotional plan 2005-2007, has also attributed growth in terms of tourist's arrivals and revenues as indicator of the success of the 'Malaysia Truly Asia' campaign. It is said that the campaign has yielded positive results in terms of enhancing awareness, creating image, and positioning Malaysia as a premier destination in the region. Understandably, those previously mentioned effectiveness criterions are communication effects, while the measurement technique is being used was the sales-based effects technique (TM promotional plan, 2004).

In general, most of MC aims ultimately at creating or increasing sales and revenue. Direct response measurement or sales-based effect measurement, however, has its limitation especially in tourism marketing application as the key determinant in assessing MC effectiveness compared to the communication effects measurement. This is because

destination promotion is a longitudinal effort in which results cannot be instantaneous. For example, in the case of Malaysia, the government has been working very hard through various Tourism Plans to accomplish its mission to make Malaysia as a Top-Of-Mind destination and create a positive image about Malaysia from the tourist's perspectives (TM promotional plan 2005-2007, 2004). But till date, there is no published evidence of the long-term impact of all these investments. Therefore, the questions remain are: to what extent do TM's MC have influenced the brand equity dimensions of the GC market (perceived image, awareness, perceived quality)? What are the attributes representing GC tourists' perceptions of Malaysia as a tourism destination? And to what extent do such dimensions influence the Intention to Visit (ItV) Malaysia? Such findings are considered very important for destination marketers as they allow them to understand the sources of these variables and consequently support it (Keller, 2003).

However, TM mission is understandably impossible to achieve in short period of time. Thus, measuring the effectiveness of MC efforts using Sales effect measure or accounting measurement can be considered inappropriate and not useful approach due to different reasons including; firstly, tourism demand is affected by so many variables other than MC, such as price, government regulation, availability, product performance, as well as competitors' action or even the weather (Middleton, 1994). Secondly, the effects of advertising are not instantaneous and not all promotional initiatives are aimed at an immediate respond, but may be designed to achieve a longer-term, slow-burn effect (Keller, 1993). Thirdly, the elements that drive brand equity such as brand awareness, brand knowledge, customer satisfaction, brand image, and loyalty are intangibles, which

make measuring those elements more complicated than just looking at sales or profits (Kotler and Keller, 2006; Duncan, 2005; Tellis, 2004; Peter and Donnelly, 2001; Colley, 1961; Witt and Moutinho, 1995; Middleton, 1994). Fourthly, several marketing and promotional activities work to change customer's behavior and attitudes by informing, persuading, creating positive image, and convincing them. Thus, consumers' behavioral response may take place sometime to materialize (Duncan, 2005; Rajh, 2005). Finally, admittedly purchase is the final response all marketers aim for. However, researches evaluating advertising have indicated that the effectiveness of destinations advertising is not limited to the purchase action (Kotler et al. 2006; Bendixen, 1993; Siegel and Ziff-Levine, 1990) *per se*. Instead, it is the result of long process of consumer decision making such as awareness, knowledge, linking, preference, and conviction that may play an important role in long term purchase decisions.

As the Tourism Malaysia (TM) consistently and aggressively promotes its tourism products and services, correct and effective MC must be applied to attract tourists from this region in order to achieve its objectives and missions. But first, the MC's efforts must be evaluated accurately in order to accomplish the overall objectives in the most effective and efficient ways. In this light, this study argues in favor of using the long term communication effects of the MC activities used by TM by looking at the influence of MC activities as information sources on the destination CBBE dimensions.

Dimensions of Consumer Based Brand Equity (CBBE) for a tourist destination were introduced first by Konecnik and Gartner (2007) and Pike (2007). Those dimensions are

destination awareness, image, quality and loyalty. However, there is a lack of research on the relationship between MCs activities and CBBE for a tourist destination and the relationship between CBBE and ItV. Theoretically, considering the service intangibility as well as the potential tourist high level of involvement in decision making to travel to any specific destination, the CBBE for the tourism destination is very important in the long term as it plays a critical role for the destination to be chosen (Konecknik and Gartner, 2007). However, little empirical evident and theoretical framework for the tourism destination CBBE in general (Bianchi and Pike, 2009; Boo, Busser, and Baloglu, 2009; Konecknik and Gartner, 2007; and Pike, 2007) and in the context of Asia Pacific countries including Malaysia in particular have been found in the literature. In addition, there is no previous study, to the best of researcher knowledge, that focus on which MC create the CBBE especially with absence of actual visitation. Hence, further study is needed to examine the CBBE in order to recognise what tourists think about a destination and how potential tourists evaluate the destination that they have not visited (Chon, 1990; Pearce, 1988; Prebensen, 2007).

Furthermore, despite the abundance of literature on tourism destination image very few empirical researches have focused on how image is actually formed (Rashid and Ismail, 2008), especially from the potential tourists those who never experience the destination before (Pike, 2002; Echtner and Ricthie, 2003), and the roll of MC in forming destination image. In fact, several previous authors emphasized on the importance of understanding the antecedence role of MCs as information sources in influencing tourism destination formulation and development (Baloglu and McCleary, 1999; Beerli and Martin, 2004a,

2004b; ; Fakye and Crompton, 1991; Gartner, 1993; Goodall, 1990; and Phelps, 1986; Chon, 1990; Pearce, 1988; Prebensen, 2007), while the focus has been on the measurement of destination image (Echtner and Ricthie, 1993; 2003), factors influencing it (Baloglu, 1997; Walmsley and Young, 1998), the relationship between image of and preference for the destinations and how destination image and evaluative factors affect behavioral intentions (Chen and Tsai, 2007; Castro, Armario, and Ruiz, 2007) the relationship between tourists characteristics and the perceived image of tourist destinations (Beerli and Martin, 2004a) and destination evaluation (Pizam and Milman, 1993; Weaver, Weber and McClearly, 2007). Therefore, a deeper analysis of the influence of the MC as information sources on the destination CBBE dimensions formulation in general and tourism destination image as a dimension of the CBBE in particular needs to be taken into account. Understanding CBBE from the point of view of potential tourists, as is done in this study, has been recognized as vital in order to develop appropriate marketing strategies that are based on tourists' perception and behaviour (Rashid and Ismail, 2008; Konecnik, 2004).

To conclude, tourism destination marketers must consider long-term objectives of their MC practices in order to be successful. When considering the long-term MC effectiveness, the communication effects measure appears to be more appropriate compared to sales-based measurement techniques. Furthermore, in terms of communications effects, it is necessary to have a clear understanding about the short-term and the long-term MC communication effects as well as the differences in terms of what to measure, how to measure, and when to measure. The long-term MC effectiveness on

sales or on the communication effects is not frequently discussed in the academic journals (Braun-LaTour and LaTour, 2004; Wright-Isak et al. 1997; Jedidi, Mela, and Gupta, 1999). According to Braun-LaTour and LaTour (2004):

*“Although most advertising research assumes that a consistent long-term advertising campaign is an effective way to present a solid enduring image to consumers and maintain a long-term relationship, there is little published research on the effectiveness of such a strategy”* (p.49).

In this research, the focus is on the long-term communication effects of MC activities through the examination of how MC activities impact the CBBE dimensions, while most of the previous studies focused on the financial aspects of the MC. Furthermore, this study attempts to evaluate the CBBE for tourism destination – a topic that has generally been neglected in the literature. Even though the marketing literature widely discuss brand equity and brand image as an intangible asset for companies, there has been no attempt to empirically link brand equity and long-term marketing communication effectiveness. In fact, literature search has shown no research that provides a comprehensive framework for using brand equity to measure the marketing communication effort, especially in the tourism industry. In addition, there is a lack of study about tourism destination equity itself and its dimensions.

As mentioned earlier, a research approach that looks at brand equity from the consumer perspective is vital to help develop appropriate marketing strategies based on tourists' perception and behaviour (Rashid and Ismail, 2008; Konecnik, 2004). As such, it is important to recognise what tourists think about a destination and how this influences the

marketing of that tourism destination. Further, there is a need to look at how travellers evaluate images of destinations that they have not visited (Chon, 1990; Pearce, 1988; Prebensen, 2007) so that marketing activities targeting those travellers could be improved. However, it seems that little have been done regarding this issue in general and in terms of tourism destination in particular.

In order to be successfully promoted in the targeted markets, a destination must be favorably differentiated from its competition, or positively positioned, in the minds of the consumers. A key component of this positioning process is the creation and management of a distinctive and appealing perception, or image, of the destination (Keller et al. 2006). As such, any agency responsible for marketing a tourism destination should looks at the destination consumer based brand equity from the potential tourist's perspectives. This is due to the fact that such approach has been long considered as beneficial for developing an effective MC strategy as it assesses the effects of their marketing activities from their target market point of view.

### **1.3 Research Objectives**

In order to achieve the overall aim of the study the following objectives are proposed:

1. To determine the level of CBBE dimensions (awareness, perceived image and quality) and intention to visit (ItV) regarding Malaysia as a tourism destination among potential tourists from Jeddah and Dubai.

- To determine the level of awareness regarding Malaysia as a tourism destination among potential tourists from Jeddah and Dubai.
- To determine clear and recognizable image attributes of Malaysia as a tourism destination among potential tourists from Jeddah and Dubai.
- To determine clear and recognizable perceived quality attributes of Malaysia as tourism destination among potential tourists from Jeddah and Dubai.
- To determine ItV Malaysia as tourism destination among potential tourists from Jeddah and Dubai.

2. To identify the relationship between destination CBBE dimensions (awareness, perceived image and quality) and the intention to visit (ItV) among potential tourists from Jeddah and Dubai.
3. To determine the influence controlled and uncontrolled marketing communications on the CBBE dimensions (awareness, perceived image and quality) among potential tourists from Jeddah and Dubai.

At the end, the findings will be used to provide provides insights into how marketing communication maybe improved to generate and manage strong CBBE.

#### **1.4 Research Questions**

Based on the research background, the following research questions are posed to help achieve the research objectives:

**RQ1.** What are the level of CBBE dimensions (awareness, perceived image and quality) and intention to visit (ItV) Malaysia as tourism destination among potential tourists from Jeddah and Dubai?

**RQ2.** Do CBBE dimensions (awareness, perceived image and quality) of Malaysia as tourism destination among potential tourists from Jeddah and Dubai impact their intention to visit (ItV)?

**RQ3.** What are the influences of controlled and uncontrolled marketing communications on each CBBE dimensions (awareness, image and quality) of Malaysia as tourism destination among potential tourists from Jeddah and Dubai?

## **1.5 Significance of the Study**

The need for measuring marketing impacts is intensified as firms feel increasing pressure to demonstrate their MC effectiveness and justify their marketing expenditures (Rust, Zeithaml, and Lemon, 2004). Kotler et al. (2006) pointed out that creating and maintaining satisfied, profitable customers are the main purpose of any business especially in the service sectors. Therefore, the need to have the right products and services to the right market segment is very important, and it equals the importance of having the right MC tools for each market segment. As such, accomplishing a company's overall marketing objectives requires having the most effective and efficient MC strategies that will be able to influence potential customers in terms of their attitudes and behavioral intention in the most positive way within a reasonable cost(Middleton, 1994).

This study aims at contributing to both the theoretical and applied dimensions of MC as well as the brand equity discourse within the context of the tourism industry.

From the applied perspective, this research looks specifically at tourism destination CBBE dimensions from the GC market perspective instead of all markets of the Malaysia tourism industry. Thus it is expected to identify the level of destination awareness, as well as the perceived quality and image of Malaysia among potential tourists from this important market and the influence of these factors on their ItV. As stated by Rust et al. (2004) and Atilgan, Aksoy, Akinci (2005), organizations that measure and maximize the CBBE are able to make the right decision based on improved CBBE dimensions. In addition, this identifications according to Leisen (2001) would allow destination marketers (in this case TM) to target a market more effectively and further enhance their awareness, and perceived image quality in order to make the destination more favorable and likely to be chosen as future tourism destination. This approach will identify various strengths, weaknesses, accuracies and inaccuracies of the existing destination CBBE dimensions so that destination marketers could be more effective in designing promotional strategies.

In addition, this study expects to identify the most used and favorable information sources by GC potential tourists in building their perceptions about Malaysia. It is widely recognized that such findings are critical from the tourism destination marketing point of view (Fodness and Murray, 1997; Snepenger and Snepenger, 1993; and Raitz and Dakhil, 1989). Destination marketers could use this information to match GC potential tourists

with their preferred information sources (Kim, Weaver, and McCleary, 1996), which produces a great input for effective marketing of destinations (Dey and Sarma, 2010).

TM, as the agency responsible for marketing tourism industry in Malaysia, is not exempted from having to justify their marketing expenditures (approximately RM461, 032,300 in 2006) according to TM Annual Report (TM, 2006a). The results of this study could serve as a feedback on whether the program has been effective in meeting the company's objectives in KSA and UAE. In case the objectives are or are not met, finding out why provides important corporate learning. In essence, evaluating and measuring MC program is important to determine the gap between MC expectation and reality (Duncan, 2005). Thus, evaluating MC program is significant and important in order to cut marketing cost, improve products or services according to the target market requirement in order to increase the customer satisfaction of any market segment, increase brand awareness and brand image, and accomplish overall objectives and mission of a company. To assist the Malaysian government effort to meet the Middle East tourists needs and wants, effective MC must be applied to attract tourists from this region.

Moreover, in spite of the importance of the Arab tourists for Malaysian tourism industry, limited studies have been conducted in order to investigate this segment market behavioral patterns and preferences (Ibrahim, Zahari, Sulaiman, and Othman, 2009). In fact, most of previous studies pertaining to Arab tourists have been conducted in the developed countries with aim of investigating the differences between the travel behavioral pattern of Arabs and those of their European counterparts (Ritter, 1989), the

Islamic concept of tourism (Din, 1989), and the travelling pattern of pilgrims during the hajj season (Houellebecq, 2001).

As this research attempts to identify the level of each CBBE dimensions (awareness, perceived image and quality) as well as test the relationship between MC's activities and these dimensions, this approach will allow the marketers to identify each level of the CBBE dimensions, what is the source of it and how these MC influence it. In sum, the present study is useful for TM as it get input for the development of marketing strategy in the future which gives TM a competitive edge to compete in the global market.

From the theoretical perspective, the term brand equity has been defined in a variety of ways depending on the particular purpose. In general sense, brand equity used to be conceptualized and defined from two perspectives, the financial-based (Atilgan et al. 2005; Myers, 2003) and the consumer-based perspectives (Ailawadi, Lehmann, and Neslin (2003); Foreman (2004); Keller (1993; 2003); Yoo, Donthu, and Lee (2000); and Keller and Lehmann, 2003). Since the MC efforts from a firm provide a flexible means of shaping consumer perspectives of the products or services, the purpose of this study is to measure the brand equity dimensions from the customer perspective as the long-term effects of the MC activities in order to facilitate the development of more effective marketing strategies and tactics. This is what Keller (1993) refers to as the CBBE. The advantage of conceptualizing the brand equity from the consumer perspective (CBBE) is that it enables destination marketers to consider specifically how their marketing activities increase the value of their brand. Looking at the brand from consumer

perspective provides an alternative to the financial accounting perspective, which views brand equity as a balance sheet intangible asset (Simon and Sullivan, 1993). Such approach represents the shift from thinking about brand equity simply as an intangible financial asset on a firm's balance sheet and provides a framework for marketers to assess the effectiveness of long term marketing efforts on branding. The CBBE dimensions that need more promotional support can be identified upon measuring it (Lassar, Mittal and Sharma, 1995).

A study linked the marketing activities with brand equity was done by Yoo et al (2000). They added antecedents of brand equity, which is, marketing activities, assuming that they have significant effects on the dimensions of brand equity. This research differs from Yoo et al. (2000) work in several ways. First, it studies only the potential customers i.e. those who never visit the destination in question before (target audience). Second, this research looks only at controlled and uncontrolled MC activities as the source of brand equity dimensions and not all marketing activities involved. Third, this work looks at destination brand equity while Yoo et al. (2000) looks at different manufactured brands. Thus, this research have the potential to provide a good starting point for future research that for linking MC to the dimensions of CBBE especially in the context of tourism destinations. Because successful management of brand equity is the key in enhancing value to the firm and the customer, and because it is related directly to the long-term success of a product on the market, the changes in brand equity can explain the efficiency and effectiveness of marketing communication programs (Yoo et al. 2000).

Literature search for this study have shown that research on the role of MC as information source in building CBBE from the perspective of potential tourists with absence of actual visitation is scant. As such, this study aims to deepen our understanding of the factors behind the CBBE formulation. In particular, this study attempts to examine the impacts of controlled and uncontrolled MC activities on the formulation of tourists pre-visit CBBE. This will enable destination marketers to know whether their controlled MCs have been effective in building strong CBBE in the long term and/or whether uncontrolled MCs provide more favourable CBBE. Conceptually, the research enhances understanding of the suitability of the CBBE model for measuring destination MC effectiveness.

## **1.6 Scope of Study**

As this research examines the GC market, Kingdom of Saudi Arabia (KSA) and United Arab Emirates (UAE) potential tourists are the main and the only focus of this research since they are the big spenders not just among the GC tourists but also among all of Tourism Malaysia markets.

All marketing mix is responsible to some extent in promoting tourism destination (price, promotion, place, and people). This research focuses its attention on the long-term effects of MCs represented by its effects on CBBE dimensions (awareness, perceived quality and image). However, it is important to note that in tourism industry, the situation differs from the manufacturing industry as tourism products are intangible. As such, customer

relies on MCs as well as previous experience and satisfaction with products in order to make his/her decision (Duncan, 2005). Therefore, potential tourist might be those who have never been to a destination and only know about it from the MC channels, and/or already have experienced the destination before (direct experience). In evaluating MC effectiveness, marketers and academies should be aware of these facts as well as to differentiate between two types of effects of MC on different customers. That is, when a customer has never been to a destination before, he/she then relies only on all forms of MC in order to simplify and make his/her decision. But in the other case where the customers have previous experience with tourism products, then they rely on MC as well as their satisfaction with products from the past experience. Therefore, in this research the focus is only on those who never been to a destination before (target audience) in order to ensure that the prospects are affected only by the communication effects of MC and not another dimension. It also focuses only on the communication effects of MC rather than the sales-based effects.

Due to the fact that destination brand equity is a concept that considered as fun, emotion and entertainment value products which could be evaluated only after purchase or during consumption, this research looks at the perceived brand equity dimensions (awareness, perceived image and quality) and not the brand equity it's self that are created by the MC's activities.

The literature review highlighted that with the absence of actual visitation to the destination, CBBE can be created from three major determinants i.e. tourism motivations,

socio-demographics, and various information sources. In this regard, the latter represent stimulus variables (whether controlled or uncontrolled by destination marketers) whereas motivations and socio-demographics represent consumer characteristics. The focus of the present study is on the influence of MC activities on CBBE of the tourism destination.

Finally, brand loyalty as one of the brand equity dimensions was omitted from the theoretical framework as this research only looks at potential customer (those who never visited Malaysia before). As proposed by Oliver (1997) customers must experience the service in the first place before they could show their loyalty by repeat purchase, and/or use WOM, and/or buy more and/or willingness to pay a higher price.

## **1.7 Key Terms Definitions**

Some important items appearing in this study are briefly defined as follows:

- **Marketing communication (MC):** the means, by which the firms attempt to inform, persuade, remind consumer directly or indirectly about the brand that they sell (Kotler and Keller, 2006), and the voice of a brand and the means by which companies can establish a dialogue with consumers concerning their product offerings (Keller, 2001, p. 823).
- **Controlled MC:** are planed instruments that marketers can control such as advertising which act as information sources for the potential consumers (Wells et al. 2000: 536).

- **Advertising:** one classic communication tool used by marketing managers as part of marketing campaigns to develop awareness, understanding, interest and motivation amongst a targeted audience (Middleton and Clarke, 2001).
- **Uncontrolled MC:** are unplanned tools works as information sources that marketers could have some affects on it but usually cannot control such as WOM and media investigation (Wells et al. 2000: 536).
- **WOM:** face-to-face communication about the brand between those people who were not commercial entities (Carl, 2006:2).
- **Short-term MC efforts:** are the one that tend to cause sudden sales spikes which rarely last. These sharp sales increases or revenues are usually the result of a targeted marketing campaign or time limited offer. It is a simple tool to gauge the success of measurable marketing activities against various marketing objectives (Wright-Isak et al., 1997).
- **Long term MC efforts:** can be used to determine other less tangible aspects of MC effectiveness such as brand awareness, image and equity which are cumulative effects of many campaigns; it may take years to assess the full impact of advertising in creating it (Wright-Isak et al., 1997).
- **Brand:** the product or service of a particular supplier, which is differentiated by its name and presentation (Tepeci, 1999: 2).

- **Destination branding** : the marketing activities that (1) support the creation of a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination; (2) convey the promise of the memorable travel experience that is uniquely associated with the destination; and (3) serve to consolidate and reinforce the recollection of pleasure memories of the destination experience; all with the intent purpose of creating an image that influence consumer decision to visit the destination in the question, as opposed to an alternative (Blain, 2001: 13).
- **Brand equity**: a set of brand assets and liabilities to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm's customers (Aaker, 1991:15).
- **Consumer-Based Brand Equity (CBBE)**: the differential effect of brand knowledge on consumer response to the marketing of the brand (Keller, 1993: 2).
- **Brand awareness**: the ability of the potential buyer to recognize and/or recall that a brand is a member of a certain product category (Aaker, 1991:61).
- **Brand recognition**: identifying something and remembering that you saw or heard of it earlier (Duncan, 2005:148).
- **Destination perceived image**: a total perception of a product that is formed by processing information from various sources over time. (Assael, 1984).

- **Brand loyalty:** a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having potential to cause switching behavior (Oliver, 1997, p. 392).
- **Perceived quality:** consumer's judgment about a product's overall excellence or superiority (Zeithaml, 1988:3), and/or the sum of the overall expectations for the brand from the customer's point of view (Schultz and Schultz, 2003).
- **Intention to Visit (ItV):** the anticipation of taking a vacation to any specific destination in the near future (Phau, Shanka and Dhayan, 2010, p.3).

## 1.8 Thesis Outline

The thesis consists of five chapters. The First Chapter of this thesis (introduction) introduces the study setting and contextualizes background information to the research problem. In addition, it presents the objectives of the study as well as the research questions. Finally, the scope of the study, definitions of the key terms used and a brief description of the intended contribution of this research to the field of tourism research are presented.

The Second Chapter reviews the relevant literature on MC and its measurements techniques, destination branding and brand equity. It also discusses the importance of

measuring the communication effects of MC rather than the sales-based effects that are mostly used by tourism marketers in order to demonstrate the effectiveness of MC activities. The differences between short-term and long-term communication effects are discussed. The chapter also establishes a theoretical framework for the study by reviewing the related theories and past research on measuring the MC effectiveness.

Chapter Three focus on the research design and research methodology that constitutes the best way of gathering data. In addition, it provides information on the variables used in this study. Basically, the most appropriate research method presented, followed by description of study population and sample, questionnaire design, the measurement variables. The pilot study will be discussed as well as the method to be used in data analysis. Moving on, Chapter Four discussed the analysis of the data that were collected. It also discusses the results of the survey to elicit the finding of this research. Finally, Chapter Five recapitulates the study findings followed by their discussion, managerial and theoretical contributions and finally conclusions of the thesis.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

This chapter presents a review of the literature related to this study. It presents an overview of related theories to achieve the theoretical basis for this research. The main objective is to examine the relationship between MCs as information sources and consumer-based brand equity (CBBE) dimensions specifically in the context of tourism destination. To achieve this objective, this chapter is divided into two main sections. The first section presents a review of related literature MCs, its classifications and measurement techniques. The second section is concerned with brand equity and its dimensions literature. Finally, an overview about Malaysia tourism industry is discussed.

#### 2.2 Theoretical Basis for this Research

To provide foundation for this study, the theoretical background is given first in this chapter, which includes detailed discussions on theories related to destination image, brand equity, and MC and its measurement techniques. Those theories are 1) information seeking theories; 2) destination image theories; 3) communication theories; 4) service branding theory; 5) reasoned action theory; and 6) consumer behavior theory. However,

the foundation for this research was based on three major theories. These are Berry's (2000) service branding theory and Gunn's (1972; 1988) tourism destination image formulation theory, both of which describe the relationship between the MC as information sources and the Consumer Based Brand Equity (CBBE) dimensions, and the Theory of Reasoned Action (TRA) as it describes the relationship between the perceived CBBE dimensions (attitude) and the behavioral ItV.

### **2.2.1 Communication Theories**

As hypothesized by several authors, MC activities affect people in different ways. The black book theories for consumer behavior were amongst these theories that tried to explain the influence of MC on individual's behavior. Basically, it suggests that individuals will have some response when exposed to some kind of stimuli such as advertising. The general assumption is that marketer encodes the advertised message and sends it via mass media. The individuals, at the other front, receive the message and decode it. Marketers send information to customers via advertising channels in the hopes of persuading them to do something. Usually, customers have to process that information's value positively or negatively, and then behave (or not) in some way. The role of advertising, therefore, is to contribute to the entire consumer behavior process stages (Barry, 2002).

In advertising studies, the persuasion theory becomes important as advertising work to persuade and convince individuals to buy the product. Persuasion communication was defined by Hovland, Carl, Janis and Kelly (1953) as the process by which a communicator sends stimuli to modify the attitude and behavior of the receivers. Based on that, communication success depends on action change as well as changing in option and perceptions. Since the objectives of this study is to measure MC effectiveness by looking at the communication effects, according to this theory, MC is said to be effective if it positively affect individuals attitude, perception and behavior toward the brand.

Further, several models that relate advertising to consumer outcomes through a hierarchical or sequential process were proposed in the literature. These models are what referred to as hierarchy of effect (HOE) model. As stated by Lavidge and Steiner (1961), the first proposed model was the AIDA model proposed by Lewis (1898) and Strong (1925). It could be described as a linear hierarchy model that consists of four mental phases which audience member is supposed to experience during the communication campaign. Those stages are: Attention, Interest, Desire, and Action. Simply put, the AIDA model suggested that customers must first be aware of a product's existence, then be interested enough to pay attention to the service or product's benefits, and then have a desire to benefit from the product's offerings, and finally the purchase action would come as a natural result of movement through the first three stages (Barry, 1987). In 1961, Lavidge and Steiner extend this process more in details and proposed a linear model which becomes later one of the most cited model in referring to the HOE framework. As

shown in Table 2.1 below, Lavidge and Steiner (1961) correlated these six steps to three stages. These are: Cognitive, Affective and Behavioral components (C-A-B).

Table 2.1:

*Lavidge and Steiner Model Of How Advertising Work and Related Behaviors*

<b>Cognitive Stage</b>	Awareness Knowledge
<b>Affective Stage</b>	Linking Preference
<b>Behavior Stage</b>	Conviction Purchase

Source: Lavidge and Steiner (1961)

However, the above model has been criticized by many authors especially on the explicit assumption that it is a stair steps model/ linear model with the cognitive leads to affective and finally to the behavior stage (Barry, 1987). As a result of this criticism, other models were proposed to contrast this model. Colley (1961) for example has proposed different model called the DAGMAR model (Defining the Advertising Goals for Measuring Advertising Results). In his model, he proposed that advertising must carry the potential customers through four levels of understanding. Those levels are: from unaware to awareness, comprehension, conviction, and the purchase action as a final result. Nevertheless, it is important to mention that both models of Colley (1961) and Lavidge

and Steiner (1961) integrate the Cognitive, Affective, and Cognitive stages of information processing.

More recently, Ray et al. (1973) challenged the traditional HOE models by suggesting that different audience involvement situations require a multiple of hierarchy of models. Thus, there is no HOE framework that could work on every segment market under different level of involvement. Rather, the majority of the communication response situations could be represented by just three hierarchies (Ray et al. 1973). Those three hierarchies are:

- 1) The Learning hierarchy (Cognitive → Affective → Behavior),
- 2) Dissonance-Avoidance hierarchy (Behavior → Affective → Cognitive), and
- 3) The Low-Involvement hierarchy (Behavior → Cognitive → Affective).

Based on Ray et al. (1973) work, the traditional view of the advertising effectiveness criteria (cognition, affective, behavior) has changed and is contrasted with Colley (1961) model and Lavidge and Steiner 's linear model which suggest that cognition must occur first, then affective and finally the behavior component. Therefore, there is no predetermined starting stage or ending stage.

In short, most research adopted the HOE framework of assessing the impacts of advertising on the customer's communication effects. According to Palda (1966),

advertising effectiveness used to be evaluated in terms of its communication effects by measuring the cognition component (brand awareness and Ad awareness), affective component (Attitude toward the advertising and the brand), and behavior component (purchase intention and/or the purchase action).

All previously mentioned communication theories are based on the assumptions that individuals are passive recipients of an advertised message. On the other hand, individuals make their decision based on the current advertising exposure as well as past advertising, past experience, and a lot of external information about the brand that are basically not controlled by marketers (Weilbacher, 2003; Hoch and Ha, 1986; Berry, 2000;). Based on this, several theories of how advertising works which consider individuals as active receivers have been proposed. However, Weilbacher (2003) cautions that individual perceives a wide variety of incoming information from different sources of information. As the human brain has the ability of processing all of these information and retrieve the needed information when they faced by making decision, what exactly is perceived by individuals depends on what they remember from the past as well as the relevance of this information.

### **2.2.2 Consumer Behavior Theory**

Consumer behavior theory suggests that customers moves through a number of stages in their making decision about any given brand. These stages are: Need recognition,

information search, and evaluation of alternatives, purchase, and post-purchase behavior (McDaniel, Lamb, and Hair, 2008). A good MC will try to influence potential customers on each stage of the consumer decision making path by making tangible contributions to the brand. Therefore, advertising is considered effective according to this theory if it was successful in achieving these goals (Wright-Isak et al. 1997). More specifically, when considering the long-term communication impacts of the advertising in the consumer mind, advertising is most effective in the third level which is the “evaluation of alternatives” (Rajagopal, 2005). Customers usually pick one brand attribute or image and then exclude all other brands in the set that do not have that attribute (McDaniel et al. 2008). Therefore it is argued by Wright-Isak et al. (1997) that the best way in measuring long terms communication effectiveness of the advertising is to associate the brand with a clear and recognizable attitude or image. That is, to examine the strength of association between the brand and the attribute image of this brand. In addition, customer is likely to develop a set of beliefs about where each brand stands on each attribute and this is what is called the brand image (Kotler et al. 2006). However, this theory focus more on the consumers stages that they pass through when making their decision, but does not take into consideration what information sources influence the decision making.

### **2.2.3 Tourism Destination Image Theories**

According to Gunn’s (1972; 1988) theory of tourism destination formulation, destination image from the individual perspective falls into three continuums. These are organic, induced, and complex image. What level of destination image the individual has in

his/her mind, depends on the experience with the destination whether from external sources of information and/or by direct experiences with destination. Both organic and induced image are formed by information sources in the individual mind without having to visit the destination. The complex image, at the other front, is a combination of organic, induced, and the actual visit to the destination. Those who never visit the destination nor have sought any tourism MC's activities are likely to have some kind of information stored in the memory coming from uncontrolled information sources by the tourism destination marketers such as history geography books, newspaper report, magazine articles, friends, and TV reports. This kind of mental imaging is called the organic image. The induced image, on other hand, is formed in the individual mind by the organic image combined with the information that tourism destination marketers controlled and send by variety of MC channels such as advertising. The final image is the complex image which is the combination of both organic and induced image beside the mental image that been formed by the individuals during or after visiting a destination.

Once the organic image is formed from uncontrolled MC channels, little can be done to manipulate the tourist perspective. However, marketers can induce an image through investment in MC. As such, the main means to communicate marketing messages to a target audience (Stepchenkova and Morrison, 2006).

More recently, Gartner (1993) concluded that destination image is formed in the mind of individuals from different image forming agents. These image forming agents are also known as stimulus factors (Baloglu and McCleary, 1999) or information sources (Beerli

and Martin, 2004b). For the purpose of this research the term ‘information source’ was used to refer to the MC activities. These information sources that act independently or in some combinations to form destination image were classified by Gartner (1993) into five groups. These groups are overt induced image, covert induced, autonomous, organic, and complex image. The mental images of destination formed will differ based on what information source it was based on. An overt induced image is formed by MC’s channels that the destination marketers or tour operators used to attract potential tourists. Covert induced image is formed by destination publications such as reports and articles which destination marketers have controlled over or the use of celebrities in the destination’s MC activities. Autonomous image is formed in an individual’s mind by news report, movies, and/or documentaries which destination marketers have no control over because it is based on someone else’s impression or interpretation of what happened in the destination. Organic image has the highest credibility as it is based on friends and relatives’ experience and knowledge about the destination and finally, complex image is the final destination image formed by visitors as they experience the destination (Gartner, 1993).

Based on the above discussions, destination image within individual mind has two levels. The first one is the image formed without visiting the destination which Phelps (1986) and Gunn (1972) referred to it as secondary image from secondary information sources, and the other one is the image formed after visiting the destination which Beerli and Martin (2004b) Phelps (1986) and Gunn (1972) referred to it as a primary image. In this respect, development of destination secondary image is a functions MC’s channels

whether controlled or uncontrolled to which potential tourists are exposed. In this regard, MCs can be considered effective if it creates a positive secondary image in the consumer's mind. Hui and Wan (2003) supported this argument as they pointed out that because potential customers have not been in a destination before, the knowledge that they have in their mind about the destination is likely to be based on secondary sources of information. Additionally, Fakye and Crompton (1991) pointed out that image represents the destination in the potential traveler's mind and gives him or her pre-taste of that destination. As destination image impacts the attitude and perception of potential tourists which finally leads to influence their behavior (Leisen, 2001), the source of this image in the consumer's mind is considered as the main factor that contribute to a destination's success.

#### **2.2.4 Information Seeking Theory**

Due to service intangibility, competition, several similarly branded destinations and the dynamic of global environment, understanding how tourists acquire knowledge and seek for information becomes important for marketing management decisions as well as designing effective MC campaigns (Srinivasan 1990). This is because during information acquisition, marketers can influence consumers' buying decisions (Schmidt and Spreng 1996).

According to the information seeking theory, consumers' information search behavior can be defined as the motivated activity to search for information stored in memory (internal search) or acquisition of decision-relevant information from the environment (external search) (Engel, Blackwell and Miniard 1995:41). As the definition suggests, a search can be either internal or external. Internal search is based on the retrieval of knowledge from memory, while the external search consists of collecting information from the marketplace (Engel et al. 1995). If tourists do not have sufficient internal information to make the best destination selection decision, they tend to search for external sources. Based on the information they gather through external and/or internal information searches, consumer make their decisions (Engel et al 1995).

In the context of tourism industry, Gursoy and McCleary (2003) developed a model of tourist's information search behavior in which they integrates the psychological/motivational, economics, and processing approaches into a cohesive whole for understanding tourists' information seeking behavior. The model proposes that for immediate pre-purchase information needs, a consumer is likely to utilize either internal or external sources, or both. Vogt and Fesenmaier (1998) stated that prior knowledge (as internal sources) can be attained from tourist's own experience with the destination. Experience could be direct when tourists have past visit, or indirect when they are exposed to visual, verbal, and sensory stimuli, such as advertisements, newspaper and magazine articles, and television programming. Furthermore, Gursoy and McCleary (2004) pointed out that prior knowledge could be acquired through ongoing search and

information stored in the tourist's long-term memory. In terms of external sources of information, four sources have been suggested by Snepenger and Snepenger (1993) for when tourists planning their trips. These are family and friends (WOM), destination specific literature, media, and travel consultants.

MC's role here is to provide consumer with the information, and MC becomes very important in contributing to greater brand purchase through creating customer awareness, positive image, and customer loyalty (Morrison, 2002) as it in some case the only information sources that consumers rely on in the path of making their decisions. Based on that and according to this theory, MC considered effective if it was effective in creating brand awareness, image and perceived benefits as well as in providing the potential customers with the sufficient information that helps potential consumers when they come to decision making processes.

### **2.2.5 Service Branding Theory**

As can be seen in the information seeking theory, some of the information sources (whether external or internal) are not controlled by destination marketers, while some other sources such as advertising are controlled. As the main goal of this study is to measure the MC (as information sources) effectiveness, another classification of MC activates that take into consideration the ability of marketers of having controlled over it or not should be employed. Berry's (2000) service branding model offers such benefits

(refer to figure 2.1 below). Berry argued that consumer awareness and knowledge about a brand is the result of their experience in relation to three information sources. These are 'company's presented brand' such advertising (controlled MC), 'external brand communication' such as WOM and publicity (uncontrolled MC), and 'customer direct experience' with company (actual experience or visit).

As can be seen in the model below (figure 2.1), Berry (2000) argued that customer experience with the brand has primary impact on both brand awareness and brand meaning. In his model, Berry proposed that controlled and uncontrolled MC as well as the actual experience with the brand is the main factors that create the brand awareness and brand meaning which finally will lead to the creation of the brand equity in the consumer mind. The brand equity will positively influence consumer intention behavior. The brand meaning is what Keller (1993) referred to as brand image which along with brand awareness represents the brand equity dimensions. Based on the above discussions, it could be inferred that without actual experience or visitation, images and awareness can only be formed through MC activities whether controlled or uncontrolled. Therefore and based on this theory, it is proposed that by measuring the level of awareness and perceived image of potential tourist, we will be able to measure the effectiveness of the factors that create those awareness and perceived image in the first place.

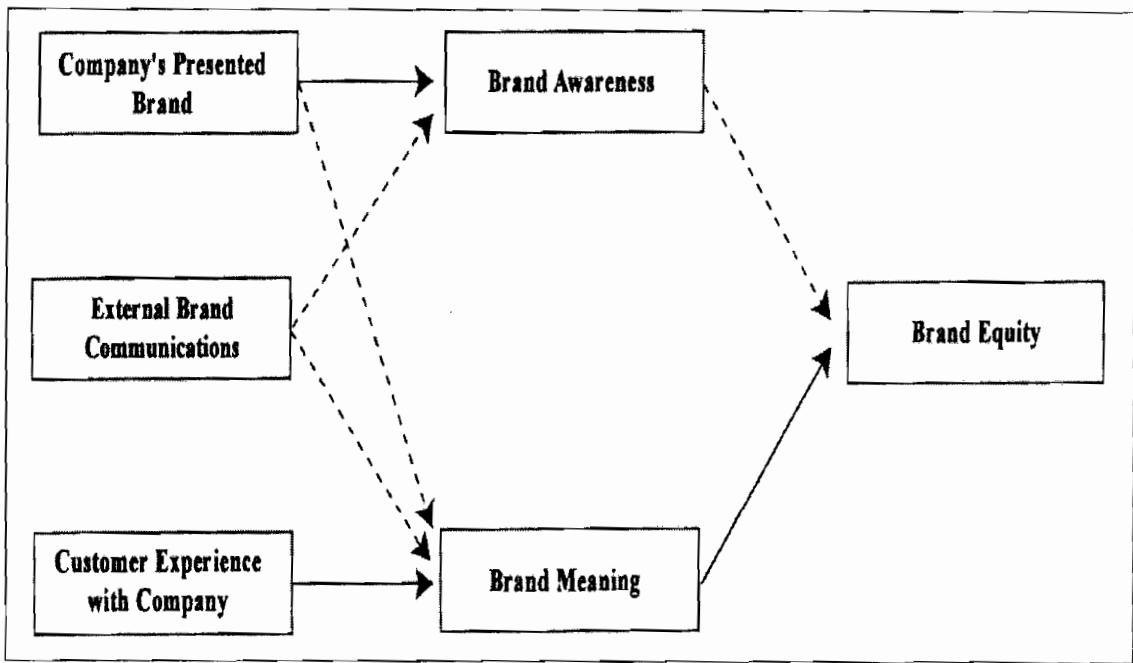


Figure 2.1:

*Berry's (2000) service-branding model*

Source: Berry (2000)

Under these conditions, potential customers (those with no previous visitation) use MC channels (whether controlled such as advertising and uncontrolled such as WOM) to simplify their decision making process and eliminate risks. As such, an effective MC program used by tourism destination marketers is supposed to build a high level of awareness about the destination in the first place, create a positive image in the individual's mind, increase, and create a high level of perceived service quality in order to increase the possibility of the brand to be chosen (Konecnik and Gartner, 2007; Kotler, Bowen, and Makens, 2006; and Mulholland and Cachon, 2004). An MC, according to this theory, is said to be effective if it was able to achieve these objectives.

## **2.6.6 Reasoned Action Theory**

Ajzen and Fishbein's (1975) theory of reasoned action (TRA) is one of the most used in academic research to predict behavioural intention. This theory suggests that intention is the degree of conscious effort that a person exerts to perform a behavior and could be termed as an individual's likely or planned future behaviour. It simply suggests attitude is the direct antecedent of behavioral intention and that intention is the direct antecedent of actual behavioral. Applying the theory in this study, it is argued that MC (controlled and uncontrolled) as information sources create the CBBE dimensions in the potential customer mind. These dimensions of awareness, perceived image and quality from the consumer's perspective represent their attitude, and according to this theory MC is said to be effective if it was effective in creating positive attitude toward the destination as well as if it was effective in predicting behavioral intentions.

To conclude, six theories that formed the foundation of many MCs effectiveness studies have been discussed. The review of these theories revealed that perceptions derived from MC as information sources can change individual's behavior and attitude toward the advertised brand (communication effects). However, when consumers come to the stage of making their decision, the current advertised message is not the only source that they can rely on. In fact, and as suggested by tourism destination image theory and the service branding theory, they rely on the current and past information stored in their memory from destination marketers, their past direct experience with brand, and any other

external sources of information such as WOM that are usually not controlled by marketers. As pointed out by Wright-Isak et al. (1997) those consumers will not wake up one day and decide to buy the brand just by virtue of advertising only. This explains why there is a common criticism about marketers' emphasis on the sales-based and not the communication effects measurement technique (Wright-Isak et al. 1997; Middleton, 1994; Duncan, 2005; Tellis, 2004; Peter and Donnelly, 2001). Therefore, in order to measure the MC effectiveness, accumulated effects of long running MC activities should be taken into consideration. It was argued that by that MC accumulative effects over years could be captured by looking at the brand equity from the consumer perspective (Lassar et al. 1995; Wright-Isak et al. 1997; Kim and Kim, 2005; Park and Srinivasan, 1994).

As can be seen in Table 2.2 below, individual's perception about any given destination is derived from information sources that they experienced overtime. In this study, information sources were divided into 1) controlled and uncontrolled information sources by marketers; as well as 2) the actual brand experience. These information sources are what influencing and building the consumer-based destination equity overtime. In the end, these destination equity dimensions are what influencing potential customer's behavioral intention to experience the brand.

**Table 2.2:**  
*The Theoretical Foundation of This study*

THEORY	CLASSIFICATION	MC CHANNELS
<b>Destination Image Formulation Theory (Gunn, 1972)</b>	Organic sources	History geography books, TV and newspaper report, magazine articles and mostly WOM
	Induced sources	It is the organic image combined with the information that tourism destination marketers controlled and send by variety of MC channels such as advertising and promotions
	Complex	A combination of organic, induced, and the actual visit to the destination
<b>Service Branding Theory (Berry, 2000)</b>	Company's presented brand	Advertising and promotions
	External brand communication	WOM and non-paid Publicity
	Customer experience with company	Actual and direct experience represented by the behavior action

### 2.3 Marketing Communications (MCs)

The simple definition of communication is the process by which we exchange or share meaning through a common set of symbols (Shimp, 2000). Therefore, when a company develops new product or service or simply tries to increase sales, it must communicate its selling message to its target group through its promotion programs (McDaniel et al. 2008).

According to Pelsmacker, Geuens, and den-Bergh (2007) promotion which also known as marketing communication (MC) is one of the four P's of the marketing mix (the others being Product, Place, and Price). MC or MarComs as some authors call it has been defined by Rossiter and Bellman (2005: p. 33), as "*marketer-originated message, placed in various media, their purpose being to sell the brand by showing it, saying things about it, or both, in a manner that establishes the marketer's desired for the brand in the minds of the target customers*".

One of the most accepted definitions is Kotler and Keller's definition (2006) of MC which is: "*the means, by which the firms attempt to inform, persuade and remind consumer directly or indirectly about the products and brand that they sell*" (p. 536). That is, the potential customer must be aware of the product in the first place and get enough information such as the price, how to get it, and all the good things about it. From here, it could be inferred that the objectives and functions of MC is to make potential customers be aware and informed, as well as persuade and convince them, and finally to push them to make the finale purchase action.

Nevertheless, with the increased importance of MCs in hospitality industry and the growth in MC budget, it becomes essential to have a clear formulation of the MC objectives (Powers, 1997). MC's objectives are a fixture of marketing textbooks (Kotler et al. 2006; Wells et al. 2000; Middleton, 1994). As presented below, many authors have

proposed different steps in developing a successful and effective MC program. However all of them agreed that measuring MC program outcomes against their objectives is the final step in developing effective MC program. For example Stewart (2008) offered five steps in developing an effective MC strategy. These are; develop strategic goals and objectives, research stakeholder attitudes and drivers, develop key messages and strong branding, implement tactical marketing activities, and measure outcomes against objectives.

Kotler et al. (2006) has also identified six steps to developing effective MC, this include: identify the target audience, determine the communication objectives, design the message, select the communication channels, select the message source, and measure the communications' results process.

In addition, according to Middleton (1994) who adapt from Rodger (1968, p.198) there are six basic stages in developing effective advertising program. These are; identifying the target audience, determining specific message, select most effective media, scheduling the chosen media, and measuring the advertising results against the objectives.

Rossiter and Bellman (2005), pointed out five MC objectives from the perspective of customer mind, these effects are: Category need, brand awareness, brand preference, brand action intention, and purchase facilitation. In addition, according to Potluri (2008)

there are five main objectives of MC which include: Provide information, create awareness, to change attitude, to build company image, and to enforce brand loyalty.

Barry (2002) mentioned that the objectives of any MC element are to do something that will ultimately lead to purchase such as persuasion; to pay attention and to learn; to change or solidify attitudes. Further, Rowley (1998) stress that the function of MC is to ensure that customers are aware of the products that the organization sells and it's available to those customers. More specifically, the objectives of any MC strategy will be drawn from an appropriate mixture of the following roles of promotion to increase sales, maintain or improve market share, create or improve brand recognition, create a favorable climate for future sales, inform and educate the market, create a competitive advantage, and relative to competitor's products or market position. A different author has different categories. However, communication objectives for particular MCs campaign must be selected from the previously mentioned objectives (communication effects) and the managers have the option to select MC objectives from these effects (Rossiter and Bellman, 2005).

To conclude, MC help and permit companies to link their brand to other people, place, event brands, experiences, feeling, and things (Kotler and Keller, 2006), and the importance of MC tools in service industry is in its ability to create powerful image and sense of credibility, confidence, and reassurance (Potluri, 2008). As such, MCs is a critical aspect of a company's overall marketing mission and a major determination of its

success (Shimp, 2000). The next section will discuss in details the classifications of MC activities.

### **2.3.1 MC Classifications**

The literature provides a variety of classifications of MCs activities. McDaniel et al. (2008) for instance, have divided the MC channels in two major categories, interpersonal communication and mass communication. According to them, Interpersonal communication is direct, face to face communication between two or more people such as personal selling. It has the advantage of sales person's ability to respond immediately to the other person's reaction. On the other hand, mass communication involves communicating a message to mass audiences usually through as mass media such as TV or newspapers. As opposed to interpersonal communication, mass communication does not allow company to respond immediately to customer reaction. Instead, the company must wait to see whether people respond negatively or positively. McDaniel et al. classification is actually quite similar to an earlier classification offered by Kotler and Keller (2006) who divided it into two major categories. These are personal channel and non-personal channels. Personal communication channels are two or more persons communicating directly face-to-face, through email, or over the telephone. On the other hand, non-personal communication channels are directed to the mass audience through mass media, events, sales promotion, advertising, and public relation.

Further, MC channels were divided by Wells et al. (2000) according to the source of the message in three major categories: planned (controlled), unplanned (uncontrolled), and often unconsidered. According to Wells et al. (2000), the planned instruments are those tools that marketers can control such as advertising, sales promotion, personal sales, public relation, direct marketing, point-of-purchase, customer service, events, sponsorship, packaging, and websites. The unplanned tools are those tools that marketers or company could have some affects on but usually cannot control. Those tools are: employee gossip, WOM, media investigation, government investigation, customer group investigation, chat group, and guerilla sites. The last category is *often unconsidered* tools, which include facilities, service, distribution, product design, product performance, and price (Wells et al. 2000).

MC plays significant roles in communicating with the organization current as well as potential customers as it is the only information sources (in case of the potential customers who never experience the brand before) that potential customers rely on in order to make their decisions. In this regard, and as can be seen in the previously discussed classifications of MCs activities, it could be inferred that MCs are information sources that current and potential consumers experience over time. Gunn's (1972) tourism destination image formulation theory supports this argument. According to this theory, information sources are divided into types: primary and secondary. The primary resources of information are based on direct personal experience with the brand, while the secondary sources of information are those obtained from non-personal experience such as advertising and other media sources. The secondary information sources were

divided by Gunn into organic and induced which imply two different type sources. While the organic information sources are non-tourists and non-commercial information (such as WOM and news) about a destination, induced information (such as TV advertisings and brochures) are those that are under the control of the destination marketers.

Similar to this conceptualization, Berry's (2000) service branding model divided the factors influencing the formulation of CBBE into company's presented brand, external brand communication and consumer experience with the brand. The company's presented brand roughly corresponds with Gunn's induced sources of information, whereas the external brand communications correspond to organic source of information. Although they are different in name, the logic and content of the division are similar.

To sum up, MCs can be divided into two major categories: controlled MC that destination marketers can control and manage and uncontrolled MC that destination marketers have no controlled over. The next section will discuss these two categories in greater details.

### **2.3.2 Controlled Marketing Communication**

Advertisement is argued to be the most important tool used to communicate especially in the context of service industry (Pelsmacker et al. 2007). That is because it is one of the oldest, most visible and most important element in the controlled MC Mix. The advertising word comes from the Latin verb *advertere* which means “*to turn toward*”.

That is, the general function of advertisings is to turn the customer mind toward the product or service (Rossiter and Bellman, 2005). It was defined by Kotler et al. (2006) as “*any paid form of non-personal presentation and promotion of idea, goods, or service by an identified sponsor*” (p. 542). Morrison (2002) has offered a wider definition of advertising which is “*paid, non-personal communication through various media by business firms, nonprofit organizations, and individuals who are in some way identified in the advertised message and who hope to inform and/or persuade members of particular audience*” (p. 374). Similarly, Pelsmacker et al. (2007) defined advertisement as non-personal communication through various media by business firms, nonprofit organization, and individuals who are in some way identified in the advertising message and who hope to inform and/or persuade members of a particular audience. In the context of tourism industry, Middleton and Clarke (2001) defined advertisement as one classic communication tool used by marketing managers as part of marketing campaigns to develop awareness, understanding, interest and motivation amongst a targeted audience. Based on those definitions, three major functions of advertisings can be summarized as following; firstly, providing product and brand information: the informing role of advertising is simplifying potential customer’s decision making process by creating awareness about the brand which is the main function of the advertising. Secondly, provide incentives to take action: the persuasive role of advertising which provides consumers with reasons to choose a brand by presenting reasons through copy or graphics. Convenience, high quality, lower price, warranties, or celebrity endorsers are all possibilities. Thirdly, provide reminders and reinforcement: advertising must remind the consumer constantly about the product or the service benefits (Wells et al. 2000; Kotler et

al. 2006; and Morrison, 2002). In the context of tourism industry, the three functions of advertisings are needed and important for destination success (Fakeye and Crompton, 1991).

Beside advertisement, a large range of communication tools exists, each with its own typical characteristics, strength and weaknesses (Pelsmacker et al. 2007). But Advertising differs from other elements of its ability to reach a larger number of people simultaneously; however, it has less ability to create immediate change in behavior. Therefore, advertising take long time to change attitudes or to create trust (Wells et al. 2000). Hence, advertising is heavily used by marketers in the process of creating awareness and image about the brand which positively influence the consumer buying behavior. For these goals, advertising is considered to be the most effective communication tool in the long-term (Rajagopal, 2005).

However, because service consumers experience difficulty in discerning service quality in the pre-purchase stage of decision-making, advertising may well be considered an important source of information about the service brand. In the service industry context, many previous studies have shown that advertising has significant impacts on the brand image, quality and awareness as dimensions of brand equity as well as the intention to purchase. For instance, Miller and Berry (1998) showed that services advertising positively influence the brand image. A study conducted by O'cass and Grace (2004) found that controlled MC particularly advertising, has a significant effect on consumer

perception and attitude toward the advertised brand in different service sectors. Another study conducted by Cobb-Walgren et al. (1995) showed that the significant impact of advertising is in its ability to make the service brand tangible from the consumer perspective. In doing so, it increases purchase intention. Similar finding was demonstrated by Kempf and Smith (1998) who stated that the role of advertising is to build relationships with customers by making the service tangible which will influence consumer perception and attitude. Stafford and Day (1995) provided empirical evident that service advertisements adopting a rational or informational approach reduce uncertainty and increase the likelihood of future purchase intentions. In addition, brand equity as the most important asset that a firm can have, has been found in the literature to be greatly influenced by advertising especially in the service domain. For example, a study by Simon and Sullivan (1993) found a positive effect of advertising spending on brand equity. Similarly, Cobb-Walgren et al. (1995) found that the dollar amount spent on advertising has positive effects on brand equity and its dimensions.

Jeong (2004) found in his study that advertising has the potential to not only improve market performance measures but also develop and maintain brands. Simon and Sullivan (1993) mentioned that long running controlled MC especially advertising can positively affect brand equity by creating awareness and positive image about the brand. In addition, it influences the brand evaluations and enhances the perceived quality of the product especially before the use.

As stated previously, the major function of controlled MC namely advertising is to communicate information to consumers. What is important in this case is the degree that the information provided by advertising is meaningful to the consumers (Grace and O'Cass, 2005). As such, the more favourable the consumer's feelings and attitudes are towards the communications, the more likely it is that the communications will be effective in transferring relevant meaning about a brand. This being the case, it is the consumer's attitude or feelings towards the controlled communications that will ultimately influence their response to the brand, as manifested by their satisfaction with, attitude towards or intentions to use the brand. A better understanding of the way controlled MC namely advertising influence the potential customer's attitude or feelings and how customers make their decisions to purchase will lead to a more successful and effective advertising campaigns (Sissors and Baron, 2002; Swarbrooke and Horner, 1999).

### **2.3.3 Uncontrolled Marketing Communication**

While some MCs can be controlled by tourism destination marketers, it is argued that the most important MC is the ones that destination marketers have no control over. This includes non-paid non-commercial sources of information and the consumer advocacy, which is also described in the literature as Word-Of-Mouth (WOM) (File, Cermak, and Prince, 1994). Carl (2006) has defined these communication channels as communication about products or companies between those people who were not commercial entities. WOM basically is the willingness to recommend a service to the consumer, friends and

relatives at the expense of their own reputation. As the definition revealed, WOM is an interpersonal and non-commercially bias aspect of communication between consumers which is uncontrolled by marketers (Arndt, 1967).

Tourist's positive experiences with the services and the products that are provided by a tourism destination could produce repeat visitation as well as positive WOM that influence potential tourists. These recommendations by previous visitors can be taken as the most reliable information sources for potential tourists. Recommendation to other people (WOM) is one of the most sought types of information from people interested in traveling (Carl, 2006), and it is more reliable than the controlled MC which creates awareness and image of the destination (Bosque et al. 2009). In addition, because WOM and non-paid publicity communication channels are not driven by marketers, potential customer perceived it as a more credible source of information that they can rely on (Mangold, Miller, and Brockway, 1999). This free communication about a product from customers to their friends and acquaintances has a great power to lead to a success and avoid spending a lot of money in expensive traditional campaign (O'Leary and Deegan, 2005). As such, one can say that WOM is powerful MC channel if it is positive. But on the other hand, this technique can turn against the company. A negative WOM has the power to reduce the advertising impacts and to modify consumer's attitudes toward a brand or a service (Salomon, 2004).

Especially in the tourism industry which is a services industry, the customer will be under high level of involvement in making the decision; therefore, WOM as a more reliable MC

channel plays a significant role in destination's success because it could predict a future destination experience (Finnie, 1994; and Grace and O'Cass, 2005). Due to the experimental nature of the tourism industry, tourism destination needs a reliable MC channel to communicate with their tourists. In this case, WOM offers a more reliable communication channel for potential tourists to generate expectations of the nature of a possible service encounter. Studies by Murray (1991) and Mangold et al. (1999) support this argument especially in the service domain where WOM has been found to influence consumer purchase behavior as well as their short and long term judgments.

Several other previous studies have examined the influence of WOM on the consumer attitude and behavior intention. For instance, a study by Mangold et al. (1999) showed that WOM communications significantly affect consumer purchasing behavior. They found that consumers rely on WOM as a form of risk reduction in service context because they place greater emphasis on personal sources of information. As it was argued by Swanson and Kelley (2001), a single positive WOM communication can result in the formation of a favorable attitude toward the brand. Thus, the more positive WOM about a destination, the more potential tourists have a higher level of awareness, a positive image, and positive perceived quality, and finally more chance for the destination to be chosen for the potential tourists (File et al. 1994). Especially in the pre-purchase decision making stage of high involvement products and services, potential customers rely heavily on WOM communication for information acquisition as potential customers are largely unbiased and inexperienced (Berry, 2000).

A newly published study conducted by Dey and Sarma (2010) to identify the information sources used by tourists visiting new destinations revealed that in North-East India, WOM is the most used MC by tourists. More specifically, 40.7% of the sample indicated that they came to know about the destinations in North-East India through this source. Similarly, an earlier study by Andereck and Caldwell (1993) identified that the most used communication channel among travelers in or through Texas was WOM followed by advertising. Bansal and Voyer (2000) study also showed that WOM is more powerful than advertising in the service domain. One reason for that is the role of brand familiarity. This was explained by study of Gilly, Graham, Wolfinbarger, and Yale (1998). They stated that when the consumers are familiar with the advertised brand, the influence of WOM on the target market will be less compare with advertising. On the other hand, a study conducted by O'cass and Grace (2004) to examine the influence of WOM, publicity and advertising on consumption-aroused feelings and service brand attitudes revealed that while WOM communication has an influence on the consumer attitude, advertising was found to have a stronger influence compared with WOM and publicity. Thus, O'cass and Grace's (2004) findings seem to be unsupported. Another study by the same authors in 2005 showed that while advertising found to have an important and significant role on the consumer satisfaction, brand attitude and reuse intention, WOM has significant influence only on the brand reuse intention but not on the brand attitude.

In service branding domain, O'Cass and Grace (2004) stated that personal source of information such as WOM and non paid-publicity are commonly used by consumers in order to make their decisions. Such personal sources are usually uncontrolled by service branding marketers. Earlier, Berry (2000) has argued that given the intangibility of service, WOM is often a major influence in the pre-purchase decision making stage. However, tourism destination marketers should not wait for tourists to seek for information and come to them or use their own sources of information. In fact, there are some of the information sources that are basically controlled by destination marketers which targeted a specific segment market those who don't seek for information. Those are what is referred to in the literature as pull factors which are mainly MC activities that a specific destination marketers use on their target market.

#### **2.3.4 Measuring MC Effectiveness**

Modern marketing requires developing a good product and service with attractive price and make it available to the target customers (Kotler, Bowen, Makens, 2006). In fact, one of today's top marketing priorities is to measure the effect of its MC activities. Measuring the effect of MC activities is very much needed in order to enhance MC effectiveness. Enhancing effectiveness brings with it the added benefit of reducing the costs associated with marketing (Potluri, 2008). All of these could be made possible by recognizing the weaknesses of an organization's existing marketing practices and taking remedial actions.

Although there is no evidence from the literature to indicate the appropriateness of sales-based or financial performance measurement as an indicator of MC effectiveness, it is still being used frequently to measure advertising effects used by marketers or practitioners (Simon and Sullivan, 1993). For instance, a study by Macdonald and Sharp (2003) found that over 57% of the marketing managers use their sales figures in measuring their MC effectiveness. About 11% do not measure MC at all and less than 5% mentioned communication effects as a long-term measures. In the case of tourism industry, tourist's arrivals and/or tourist's revenues (a sale based effect measurement) will often be the indicator of MC effectiveness (Kotler et al. 2006; Witt and Moutinho, 1995; Duncan, 2005).

One important reason why marketers tend to use sales-based measures in order to demonstrate their MC effectiveness is that they are responsible in front of the top management for their spending (Kotler and Keller, 2006); therefore they tend to use the annual revenue and compare it with the previous years. However, an emphasis on short-term results (sales-based) rather than long-term returns has been criticized by Slotegraaf and Pauwels (2008) and Schultz (2002) as it does not help improve marketing managers' activities performance. The main purpose of MC activities should be to communicate with the target audience in order to influence their attitude, perception, and behaviour (McWilliams and Crompton, 1997). Such influences are what Kotler et al. (2006) refer to as a communication effects. They further mentioned that measuring the communication effect by evaluating the effects on the target audience can reveal whether MCs are

communicated well. Based on that, communication effect could be defined as the influence that MC activities might have, is having, or has had, on consumer's attitude and/or behaviour.

Communication Effects are essentially a series of mental stages from the point of unawareness of a product to the ultimate purchase of a particular advertised brand that potential customers move through (Murray and Vogel, 1997; Kim, Hwang, and Fesenmair, 2005; McWilliams and Crompton, 1997; Palda, 1966; Colly, 1961; Lavidge and Steiner, 1961; and Siegel and Ziff-Levine, 1990). Such chain of sequential communication effects forms is the Hierarchy-Of-Effects (HOE) framework which defined by Duncan (2005) as "*a description of a series of stages of response that brand decision markers move through*" (p.139). HOE has received great attention from both marketers and academics as a specific description of the way advertising works, which in turn, form the basis of measuring the effectiveness of advertising campaign (Tellis, 2004).

In the context of the tourism industry, MC is supposed to achieve several objectives such as awareness, change of attitude, and/or creation of ItV the destination. Different models have been proposed in order to evaluate the destination advertising effectiveness. The most common models are the Conversion study and the Tracking study (McWilliams and Crompton, 1997; Siegel and Ziff-Levine, 1990; Kim et al. 2005). These models are basically based on the HOE theoretical framework which recognized the linkages

between the various attitude and behavioural component to visitation. The conversion model for example, measures the advertising effectiveness through a linear process that consumers are assumed to experience starting from advertising exposure to the final goal of conversion. However, Siegel and Ziff-Levine (1990) have highlighted the issue of lack of comprehensive framework in how the advertising works in the model. They criticized the underlying or the implicit assumption of the traditional conversion model which suggests that information inquiry is a necessary step in the selling of destinations and must occur prior to visitation. As a result of this they presented a new theoretical model called the Tracking model. The tracking model suggests that consumers could be converted by mere advertising on the basis of awareness and image building and that information inquiry is not a necessary step to the final purchase action. The two models have later become the most used models in tourism research in evaluating tourism destination advertisements (McWilliams and Crompton, 1997).

More recently, McWilliams and Crompton (1997) proposed an expanded framework for measuring the effectiveness of destination advertising. They argue that the conversion and the tracking models are ‘high involvement models’ and do not take into consideration the decisions of customers who are under low level of involvement. They criticized the conversion model because it is limited to those who inquire information as well as the tracking model because it is limited to those individuals who recall seeing the destination’s advertising. Thus, they proposed a new framework which embraces the full set of responses, from very low to very high involvement.

All the models discussed above are concerned with evaluating the advertising effectiveness using the communication effects. It is argued that these methods have limitations especially in tourism context because 1) they are based on the pre-testing and/ or the post-testing measures and 2) they do not take into consideration the long-term MC effects. When basing on the pre-testing and/ or the post-testing measures, typically there are two features, pre-wave and post-wave data collections. Therefore, it is based on the comparison of the change that an advertising campaign can cause among the target audience by comparing the level of the target audience responses before the advertising campaign and the level of audience responses after a maximum of one year of advertising exposure (McWilliams and Crompton, 1997; Siegel and Ziff-Levine, 1990; Kotler et al. 2006). If the level of awareness increases by 10% it is reasonable to say that the advertising campaign was successful and effective in increasing awareness among the target audiences by 10% (Kotler et al. 2006). As for the second limitation, effects that are taken after short period of time or after a number of exposure to the advertising does not take into consideration the long-terms MC effects. Wright-Isak et al. (1997) and Wright-Isak and Faber (1996) referred to these methods as short-term advertising effectiveness or advertising effects. In short, whatever the model used (Tracking study, Conversion study, or another) these models are only concerned with identifying the immediate communication effects, particularly the change caused by the advertising campaign.

Recently, the term brand equity (a strong brand can yield a number of marketing advantages) has received greater attention as it becomes a marketing priority for many organizations (Hoeffler and Keller, 2003; Kim and Kim, 2005; Aaker, 1991, 1993; Yoo, Donthu, and Lee, 2000; Park and Srinivasan, 1994). Aaker (1991:15) defined brand equity as a set of assets and liabilities to a brand. Its name and symbol can add to or subtract from the value provided by a product or service to a firm and/or the firm's customers. He has mentioned five brand equity constructs: brand awareness, perceived quality, image, loyalty, and other proprietary brand assets. These dimensions play a critical role in potential customer's decision making process (Aaker, 1993), especially in the tourism industry which is a service industry. On the other hand, Keller (1993) contributes to the definition of brand equity by defining Consumer-Based Brand Equity (CBBE) as "*the differential effect of brand knowledge on consumer response to the marketing of the brand*" (p.2). He further stress that CBBE involves consumers' reactions to MC for a specific brand (name and symbol) in comparison with their reactions to the same MC element attributed to a fictitiously named or unnamed version of the product or service.

As the most valuable asset that a firm can have, brand equity measurement and management continue to be an important area of research in both academia and industry. Aaker (1991) stated that high level of brand equity associated with high level of awareness and superior brand image are typically based on long-term brand building investments. The benefits of using brand equity approach to measure MC's effectiveness

are that it allows marketers to measure their MC's impacts in the long-term. Some authors have argued on the importance of measuring the MC effectiveness with respects to their long-term communication effects through brand equity (Rossiter and Bellman, 2005; Wight-Isak et al. 1997; Shimp, 2000; Slotegeraaf and Pauwels, 2008).

For instance, Keller (1993) stated that "*Perhaps a firm's most valuable asset for improving marketing productivity is the knowledge that has been created about the brand in consumers' minds from the firm's investment in previous marketing programs*" (p.2). Based on Keller's statement, the effectiveness of MC strategies rely basically on what knowledge the potential customers have in mind about the brand. That is what Keller refers to as the CBBE and defined it as "*the differential effect of brand knowledge on consumer response to the marketing of the brand*" (Keller, 1993, p.1). Furthermore, Wright-Isak et al. (1997) argued that brand knowledge and image are cumulative effects of many campaigns; it may take years to assess the full impact of advertising in creating it. Therefore for MC to be considered effective in the long-term, it must create strong brand equity.

According to Rossiter and Bellman (2005) MC has short-term as well as long-term impacts on both sales and communication effects. But the long-term MC success is not sales as such, but rather brand equity which plays a significant role in consumer decision making presses. Duncan (2005) has mentioned that the brand from the individual customers mind is perceptions resulting from experience with the brand as well as information about the brand. He further discussed that when the company is successful in

building brand, more profits will be generated. Authors such as Shimp (2000) and Aaker (1991) and Aaker and Biel (1993) have emphasized that MC directly affects three of the brand equity elements. These are: brand awareness, image, and perceived quality.

Wright-Isak et al. (1997) argued that in order to demonstrate MC effectiveness in the long-term, the strength of association between a brand and the attribute image of this brand should be examined. As there is no brand image without prior brand awareness (Duncan, 2005), the brand association beside brand awareness is what Keller (1993) refers to as consumer-based brand equity.

Furthermore, Hansen, Christensen, and Lundsteen (2007) stressed that the long-term effects of a long running advertising campaign are captured by its effects on the company brand equity. They stated that:

*“building and growing brand equity results from the use of all marketing mix variables over a long period of time...to the extent that advertising contributes to the brand equity beyond its immediate sales effects, it must be ascribed to the long-term effects of advertising”* (Hansen et al. 2007: p. 287).

In addition, Foreman (2004) pointed out that MC is key in building brand equity and value in products and services by bringing strength, longevity and value to a brand. Similarly, Rossiter and Bellman (2005), Slotegeraaf and Pauwels (2008) and Wight-Isak et al. (1997) argued that measuring the annual sales impacts of MC activities is only a short-term sales-based measurement technique. They further argued that managers and marketers must focus not just on the short-term effects, but also on Brand Equity which they refer to as the long-run profit. Rossiter and Bellman (2005) further stressed that

brand equity as the most popular bottom-line measure of both marketing activities in general and MC effectiveness in particular.

However, only a few past studies have related the long-term effects of MC activities to brand equity. For instance, early work by Simon and Sullivan (1993) looked at the firm brand equity dimensions as the long-term effects of the entire marketing efforts. They note that, while most researchers and marketers focus mostly on the short terms marketing effects, less of them take into account the fact that the total benefits of marketing activities are not captured in the short-terms sales and profit alone. Brand equity, when correctly and objectively measured, is the appropriate metric for evaluating the long-run impacts of marketing decisions (Simon and Sullivan, 1993). This was supported by Jeong (2004) who tested whether advertising can contribute directly to brand equity and its dimensions. He also criticized the most common tendency of marketers to use sales based measures to measure advertising effectiveness and emphasized that it is better to measure long-term effects of the advertising by looking CBBE.

Based on Berry's (2000) service branding model, Xu and Chan (2009) conducted a study to provide a conceptual framework for understanding hotel brand equity. They put antecedents of the behavioural construct of the brand equity from the consumer perspectives which are advertising, WOM, and service performance that hotel marketers use to build brand equity. However, their conceptual framework was developed only in order to investigate the hotels brand equity and not the tourism destination brand equity.

In addition, the influence of these variables on the consumer ItV and/or revisit has been ignored in their model.

Based on Gunn's (1972) tourism destination image theory, a study conducted by Phau, Shanka, and Dhayan (2010) examined the influences of organic and induced information sources on perceived destination image and destination choice intention. Their study confirmed previous theory suggesting that information sources are an important antecedent of perceived destination image and destination choice intention. Though their focus was on the destination image, limited variables have been used in their quantitative approach. Further, they have used only a sample of student travelers to Mauritius. Finally, the awareness about the destination as well as the perceived quality of the destination was ignored in their study.

Yoo et al. (2000) proposed a conceptual framework of brand equity. Their work was based on the assumptions that marketing mix activities have significant effects on the dimensions of brand equity in the long-term investment of marketing activities. They tested their model on 12 manufactured brands, which makes it different from this study. This study also differs from Yoo et al. (2000) work in that this study focuses on potential customers who never experience a brand before (target audience). In other words, therefore, this study looks at MC activities whether controlled or uncontrolled as the only source or brand equity dimensions and not all marketing activities. A much earlier study i.e. by Kim (1989) who tested the impact of advertising and promotion on consumer

purchase for the manufactured products has looked at brand equity as the long-term effects of MC. He stated that while MC influences the customer current choice evaluation as short-term effects, the role of MC in the long-term is to affect the brand equity which in turn influences the current choice evaluation- a theory that is also shared by Jedidi, Mela, and Gupta (1999).

More recently, Villanueva, Yoo, and Hanssens (2008) investigated both uncontrolled MC, namely word of mouth (WOM) and controlled MC effectiveness in the context of a web hosting company. Analyzing the log-in customers to the company websites, they proposed a model that captures long-term effects of MC based on the assumption that long-term effects of MC relate to its effects on the firm's brand equity. Their findings revealed that controlled MC adds more short-term value, while WOM add nearly twice as much long-term value to the firm. Meanwhile, Villanueva et al. (2008) looked at advertising and promotion as the only source of information that could influence CBBE but ignoring other activities such as publicity. Moreover, the impact of MC on the intention to purchase was not captured in their model. Finally, their study looked at the financial perspective of brand equity and not the CBBE.

A study by Villarejo-Ramos and Sanchez-Franco (2005) indicated a positive effect of MC and price promotion on brand equity and its dimensions in the long run. In their study they offer strong support for the measures of perceived quality, brand loyalty, brand awareness and brand image as antecedents of brand equity. The findings show

positive effect of marketing communication on brand equity. However, in their study, they use a sample of families which purchased durable goods while services products were not tested. In addition, the impact of the brand equity dimensions on the consumer purchase intention was ignored.

Table 2.3:  
*The Differences between MC Long-Terms and Short-Terms Effectiveness*

Long terms MC effectiveness	Short-term MC effects
Cumulative over time	Short time/ one shot exposure
Must be evaluated in the natural complex setting where other marketing activities and competitor actions operated	<ul style="list-style-type: none"> <li>- Evaluated in the experimental setting</li> <li>- Involve response to individual advertising</li> </ul>
<b>Type of effects:</b>  The outcomes should match the main focus of the brand campaign over the years. Because other MC plays its role over the years, it is so hard to isolate the advertising's unique contribution.	<b>Type of effects:</b>  <ul style="list-style-type: none"> <li>- chain of effects include sales, brand perceptions, attitude, and advertising awareness</li> <li>- it is not hard to isolate advertising contributions</li> </ul>
<b>Time period:</b>  Here to, change in brand beliefs, image, awareness, and equity. Therefore 10 years or longer will not be unusual.	<b>Time period:</b>  Time range between few minutes to a year.
<b>Appropriate outcome measure:</b>  In general, the MC contribution to the brand equity dimensions (image, quality and awareness) as a long-term MC effectiveness.	<b>Appropriate outcome measure:</b>  Most common measures are the <b>change</b> in awareness, brand knowledge, attitude, and sales or sales intentions over short period of time, and because it is important to show that change is because advertising and not other cause such as economy, the best brand change scores should be compared with major competitors.
<b>Target audience:</b>  People who are not currently prospects but who might one day become buyers. Those people have images and conceptions about brand and brand user prior to reaching a consideration phase.	<b>Target audience:</b> <ul style="list-style-type: none"> <li>- Focusing just on the current prospects customers</li> <li>- Include non-prospects in the sample create error in estimating it</li> </ul>

Source: Wright-Isak et al. (1997)

So far the discussion has focused on the difference between the short-term MC effects and long-term effectiveness as well as the perspectives and findings available in the literature of the two aspects. Table 2.3 above shows in details these differences. To conclude, the CBBE can be created by strengthening and enhancing its dimensions by having MC activities that consumers use as information sources to make their decisions (Keller, Aperia, and Georgson, 2008). Therefore, this study looks at these dimensions as the long-term effects of MC and attempts to test the relationship between MC's activities and the dimensions of brand equity.

In measuring long term communication effects, Wright-Isak et al. (1997) suggestion that the sample being used must be different from that of short term communication effects will be adopted. As mentioned by Wright-Isak et al. (1997):

*“When we talk about long-term effectiveness, people who are not currently prospects but who might one day become buyers may be the most important group to consider. These people do not wake up one day and become prospects for a product without prior ideas or information. Rather, they have images and conceptions about brands and brand users prior to reaching a consideration phase in buying”* (p. 10).

In other words, measuring long-term impacts of the MC entails studying the target audience or potential tourists and not the current customers. As this study attempts to measure the long-term impacts of the MC, it is important to conduct this study on the (target audience) or potential tourists and not the current.

When the brand has a high level of awareness, loyalty, positive perceived image and quality, the CBBE will be strong (Yoo and Donthu, 2001; Lassar, Mittal, and Sharma, 1995). In other words, the company can influence the dimensions of brand equity by its MC's activities (Krishnan, 1996). Therefore the brand awareness, image, loyalty and perceived quality dimensions are used in this study as indicators for the CBBE in order to apply theoretical framework of CBBE as directions of the marketing activities.

## **2.4 Brand, Destination Branding, and Brand Equity**

The previous section discussed the MCs, its categories, objectives, and its measurement techniques. The discussions revealed that MCs could be grouped as controlled and uncontrolled MCs. Considering the long term communication effects of the MC activities; it is argued that MC effectiveness could be captured by looking at its effects on the brand equity dimensions. Therefore, the next section will discuss the terms brand, destination branding, and destination brand equity as well as brand equity measurement techniques.

### **2.4.1 Brand**

The core indicator of the brand communication efforts is the brand name (Aaker, 1991). Tepeci (1999) defined the brand as the product or service of a particular supplier, which is differentiated by its name and presentation. Berry (2000) pointed out that due to lack of the tangibility in service industry, the brand is more important compared to its tangible

offerings. That is because in packaged goods, the product is the primary brand. But with services, the company is the primary brand (Brakus, Schmitt, and Zarantonello, 2009).

Berry (2000) highlighted some reasons why strong branding plays a special role in service companies. These includes increasing customers' trust of the invisible purchase, enabling customers to better visualize and understand intangible products, reducing customers' perceived monetary, social, or safety risk in buying services, and finally a strong service brand is essentially a promise of future satisfaction. The brand offers very important contribution to the company because it works as natural barriers to new competitors due to its ability to reduce consumer risks associated with the purchase of the products or services (Tepeci, 1999). Brand also introduces stability to the business by providing value for both the firm and the customers (Aaker, 1991; Yovovich, 1988).

In the context of the tourism industry, Konecnik and Gartner (2007) urged that destination be treated as a brand. Potential customers who never have a direct experience with a brand or aware of its existence, have a low bond with the product itself (Tepeci, 1999). Therefore, a brand name may provide the awareness of the product because brand names offer value to the consumers by helping them interpret, process, store, and retrieve large quantities of information about products (Aaker, 1991). Therefore, in this study, the term brand refers to the destination name (Malaysia as tourism destination) and therefore the definition of destination brand or destination branding must be addressed.

## 2.4.2 Destination Branding and its Importance

Factors such as globalization and the increasing competitions in the tourism market place force destination to be branded as well as managed from strategic point of view (Beerli and Martin, 2004a). A destination is a place that attracts visitors for a temporary stay, including continents, countries, states, cities, villages and purpose-built resort areas (Pike, 2004). Hence, it is believed that destination branding is a complex task due to the nature of destination experience (Qu, Kim, and Im, 2010). Destination branding was defined by Blain (2001) as:

*“the marketing activities that (1) support the creation of a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination; (2) convey the promise of the memorable travel experience that is uniquely associated with the destination; and (3) serve to consolidate and reinforce the recollection of pleasure memories of the destination experience; all with the intent purpose of creating an image that influence consumer decision to visit the destination in the question, as opposed to an alternative” (p. 13).*

In the context of tourism industry, tourism destination marketers attempt to brand their destinations (Qu et al. 2010; Goeldner and Ritchie, 2006). Hankinson (2004) has mentioned four functions for destination branding in tourism industry. These include brand as a communicator: that is, destination branding serves as “communications” where brands represent a mark of ownership and a means of destinations differentiation that is manifested in legally protected manner, brand as a perceptual image: that is, destination branding provides an image for the destinations, which is characterized by a set of associations or attributes to which consumers attach personal value, brand as value

enhancer: that is, Brand serve as “value enhancers” that create brand equity for the destination in the form of improved streams of future income, and rand as a relationship: that is, destination brand can be viewed as possessing a personality that enables it to form a relationship with the visitor.

### **2.4.3 Brand Equity and its Importance**

In general, the concept brand equity has emerged in the literature in the 1980s (Myers, 2003). Over the past three decades, brand equity has become one of the most popular marketing concepts and has been extensively discussed by both academicians and practitioners (Atilgan et al. 2005; Aaker, 1991; Yoo et al. 2000). Despite this considerable attention, little researches have been addressed in which marketing activities create brand equity (Yoo et al. 2000). The new challenges in the market place such as globalization and the increase of the competitions has led marketing managers to focus more on understanding as well as measuring the brand equity and its dimensions (Sinha et al. 2008).

Aaker (1991) defined brand equity as “*a set of brand assets and liabilities to a brand. It name and symbol, that add to or subtract from the value provided by a products or service to a firm and/or that firm's customers*” (p. 15). He has mentioned five brand equity constructs: brand awareness, perceived quality, image, loyalty, and other proprietary brand assets. On the other hand, Keller (1993) contributes to the definition of

brand equity by defining CBBE. Keller (1993) defined CBBE as “*the differential effect of brand knowledge on consumer response to the marketing of the brand*” (p. 2). He further discussed that it involves consumers' reactions to MC for a particular brand in comparison with their reactions to the same MC element attributed to a fictitiously named or unnamed version of the product or service. Keller (1993) highlighted two brands constructs: brand knowledge and brand response. Where brand knowledge has been defined in terms of brand awareness and image, the brand response to marketing has been conceptualized in terms of consumer perceptions, preferences, and behavior arising from marketing mix activities.

Lassar et al. (1995) defined brand equity as the enhancement in the perceived utility and desirability a brand name confers on a product (p.2). In addition, Foreman (2004) has defined brand equity as “*the marketing effects or outcomes that accrue to a product with its brand name compared with those that would accrue if the same products did not have the brand name*” (p. 7). Yoo et al. (2000) have offered another definition of brand equity which is “*the incremental utility or value added to a product by its name*” (p. 195). In terms of equity, Konecnik and Gartner (2007:2) have defined it as “*the sum of factors or dimensions contributing to a brand's value in the consumer's mind*”. However, Aaker (1991) and Keller's (1993) definitions of brand equity have been utilized in most of the brand equity empirical studies. As stated by Agarwal and Rao (1996), the most common measures of brand equity are what conceptualized by Aaker (1991) and Keller (1993).

When a brand has positive brand equity, customers will accept band extension, be less sensitive to price increases, be willing to pay higher price, and react more favorably to the brand MC efforts (Keller, Aperia, and Georgson, 2008; Simon and Sullivan, 1993), brand equity dimensions can act as a key indicator of the state of health of the brand. It helps consumers to interpret, process and store information as well as affect their confidence in the purchase decision (Sinha, Ashill, Gazley, 2008; Cobb-Walgren, Ruble, and Donthu, 1995), increase marketing communications effectiveness (Keller, 1993), and play a strategic role in gaining competitive advantage and in strategic management decisions (Atilgan, Aksoy, and Akinci, 2005). Strong brand equity allows companies to retain customers better, service their needs more effectively and increase profits (Rajagopal, 2005).

#### **2.4.4 Measuring Brand Equity**

Even though the concept of brand equity has received a great attention in the recent years (Hoeffler and Keller, 2003; Kim and Kim, 2005; Aaker, 1991; Yoo et al. 2000; Yoo and Donthu, 2001; Lassar et al. 1995), there has been no common agreement on the brand equity measurement techniques as well as its definition. Authors such as Keller (2003) Yoo and Donthu (2001) Park and Srinivasan (1994) Simon and Sullivan (1993) and Lassar et al. (1995) have recognized the confusion and disagreement in conceptualizing and defining brand equity. Because a firm has different brand management objectives as well as different nature of the product and the market itself, it is reasonable to have a

common disagreement about the brand equity measurements and definitions (Kartono and Rao, 2005).

The literature regarding conceptualizing and measuring brand equity can be grouped in two distinct categories. These include the financial aspects of brand equity, and the CBBE (Atilgan et al. 2005; Myers, 2003). For instant, Ailawadi, Lehmann, and Neslin (2003; p.3) and Foreman (2004; p.2) have defined brand equity as the marketing effects or outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name. They further discussed these marketing effects by explaining it as either consumer-level constructs such as attitude, awareness, image and knowledge, or firm level outcomes, such as price, revenue, and cash flow (Ailawadi et al. 2003). Logically, this explains the two perspectives of the brand equity, the financial and the consumer based perspectives.

Among the CBBE category, Keller (1993; 2003) defined brand equity as relates to the fact that different outcomes result from the marketing of a product or service because of its brand than if that same product or service had not been identified by that brand. In a similar vein, Yoo et al. (2000) defined brand equity as the incremental utility or value added to a product by its name (p.1). Keller and Lehmann (2003) have defined the CBBE as everything that exists in the mind of consumers with respects to a brand (thoughts, feelings, images, perceptions, beliefs, and attitudes). However, the importance of studying the CBBE arises from a strategy-based motivation to improve marketing

effectiveness (Keller, 1993). This is true especially in tourism industry where the marketing cost increased and the competition become greater. This allow marketers to make a better strategic decisions about the target market as well as better specify the marketing mix actions through understanding of the consumer behavior.

Within marketing literature in measuring the concepts CBBE itself or the consumer perspective view of brand equity falls into three groups: the first one is the consumer perceptions which include brand awareness, brand image, and brand perceived quality (Lassar et al. 1995). The second one is the consumer behavior which includes brand loyalty and willingness to pay a high price, overall preferences, and satisfaction (Kamakura and Russel, 1993). The third group is the combined view of both perceptual and behavioral perspectives of brand equity (Aaker, 1991; Myers, 2003; Yoo et al. 2000).

Simon and Sullivan (1993) Mahajan, Vithala, and Srivastava (1991) Kim, Kim, and An (2003) and Kim (1989) were among those who looked at brand equity from the financial-based perspective. They have defined brand equity as the incremental cash flows which accrue to branded products over in branded products. Simon and Sullivan (1993) for example, have used the movements in the stock prices to capture the dynamic nature of brand equity based on the theory that the stock market reflects future prospects for the brands by adjusting the prices of the firms. On the other hand, as an indicator of brand equity, Mahajan et al. (1991) used the potential value of brands to an acquiring firm. In

the financial perspective, the brand is included in the firm's assets on the balance sheet. Most of the financial outcomes measures focus mostly on marketplace performance such as brand replacement, revenue, price premium or stock prices and usually calculated from observed market data. Therefore, it considers the value that shareholders and the firms place on the brand as a financial asset, and may include various performance indicator of the brand's or firms value observed on the financial markets (Kartono and Rao, 2005).

Recently, a number of studies have started to combine CBBE with the financial outcomes perspective of the brand equity. For example Kim et al. (2003) have examined the correlation between the firm's revenue and the CBBE dimensions. In addition, Srinivasan, Su, and Ryun (2004) have calculated the impact of a consumer's incremental choice probability of purchase on the brand contribution margin to a firm. Kartono and Rao (2005) have captured the structural link between CBBE and the brand performance by developing an integrated approach to brand equity management in an econometric model of supply and demand.

In sum, three different perspectives for measuring brand equity have been considered. These are; the consumer-perspective (Keller, 1993; Aaker, 1991), the financial perspective (Simon and Sullivan, 1993; Kim, 1989; Kim et al. 2003) and the combined perspectives of both financial and customer perception (Kim and Kim, 2005). Since this study looks at the brand equity as the long term effects of MC from the consumer based perspective, this study follow the CBBE construct. In addition, as discussed before, the

CBBE itself could be derived from behavioral and/or perceptual perspectives (Lassar et al. 1995; Yoo and Donthu, 2001; and Aaker, 1991). Therefore, it is important to look at the destination brand equity from the perceptual perspective in order to ensure that brand equity is a result from the MC and not actual visitation.

## **2.5 CBBE Dimensions and the MCs Influences**

The concept brand equity has been recently applied to the tourism destination as it plays a vital role in tourism destination success. Konecnik and Gartner (2007) have been the first who studied the concept customer-based brand equity and apply it for a destination as proposed in Aaker (1991) and Keller's (1993) models. In their study, they found that destination image plays a very important role in destinations evaluation from the customer perspective. However, it is not the only destination dimensions that should be considered. They argued that all dimensions of destination equity (destination awareness, perceived quality, and loyalty) should be also examined. Following Konecnik and Gartner (2007), the dimensions that will be investigated in this study is destination awareness, image, loyalty, and perceived quality. It is important to mention that Konecnik and Gartner (2007) have studied the destination loyalty component as one of the brand equity dimensions. But in their research, they looked at both past as well as potential customers and have studied the perceptual and behavioral dimensions of CBBE (cognitive, affective, and conative). As tourism destination loyalty is subjectively related

to those who have past experience with destination, the destination loyalty in this study is not included.

Table 2.4:

*Six Major Perspectives on Brand equity Dimensions in the Literature (1991- 2009)*

	<b>Awareness</b>	<b>Image</b>	<b>Quality</b>	<b>Loyalty</b>
<b>Aaker (1991)</b>	Awareness	Brand Association	Quality	Loyalty
<b>Keller (1993)</b>	Awareness	Brand Association	x	x
<b>Berry (2000)</b>	Awareness	Brand Meaning	x	x
<b>Yoo and Donthu (2001)</b>	Awareness	Brand Association	Perceived Quality	Loyalty
<b>Konecnik and Gartner (2007)</b>	Awareness	Image	Quality	Loyalty
<b>Boo et al. (2009)</b>	Awareness	Image	Perceived Quality and Value	Loyalty

As the above Table 2.4 shows, multi-items measures for the brand equity are common. Therefore, this study will follow four authors in their perspective of the CBBE. First, Aaker (1991) and Keller's (1993) points of view as they looked at the brand equity from the individuals mind (consumer's perspective), second, the work of Lassar et al. (1995) who conceptualized the CBBE as perceptual and excluded the behavioral. Finally, the Konecnik and Gartner (2007) as they were the first who applied the concept brand equity to the tourism destination and found that destination image is the core dimension of any

tourism destination brand equity. The following section will provide discussions on each brand equity dimension.

### **2.5.1 Destination Awareness**

Awareness communication is a never-ending responsibility of marketers as people tend to forget places, people, and products. Therefore, a product or service must have a high level of awareness in order to be successful in the marketplace (Kotler et al. 2006). According to Romaniuk, Sharp, Paech, and Driesener (2004) brand awareness and awareness of the advertising are the most commonly used measures in researches in predicting the brand preference and MC effectiveness. Duncan (2005) Sinha et al. (2008) and Macdonald and Sharp (2003) have mentioned that without brand awareness there would be no demand for their products or services. In fact, brand awareness plays a critical role in consumer decision making especially under low level of involvement by bringing three advantages: learning advantages, consideration advantages, and choice advantages (Keller, 2003; Macdonald and Sharp, 2003).

Aaker (1991) defines brand awareness as “*the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category*”. (p. 61). Further, Duncan (2005) has defined awareness as “*getting a message past the senses the point of initial exposure and into consciousness*” (p. 145). Understandingly, it is impossible for any brand or product to be considered into customers’ consideration set (the third stage in

the consumer behavior model that includes the group of brands from which the consumer will choose) if the potential customers are not aware of the brand (Duncan, 2005; Romaniuk et al. 2004; and Hoyer and Brown, 1990). Brand awareness is also considered one of the CBBE dimensions (Aaker, 1991), as well as the first step in the consumer loyalty (Tepeci, 1999). In addition, brand awareness is essential request in order to build a brand image and brand equity in the long-term effects of advertising (Kotler et al. 2006). Further, Larson (1989) point out that top-of-mind (TOM) awareness has a big correlation with the market share of a product and service.

However, awareness has two levels through customer's memory; recall and recognition (Kotler, 2006; Duncan, 2005; Morrison, 2002; Aaker, 1991). According to Duncan (2005:148) recognition which is the easiest level of brand awareness that the advertising must achieve is identifying something and remembering that you saw or heard of earlier. On the other hand, recall is a higher level of awareness, which is bringing something back from memory. TOM awareness is the top of the brand awareness pyramid, therefore, customer must move from the point of unawareness to recognition to recall and finally to have a TOM awareness. Logically, this explains the movement from the short to the long term effects of MCs (Cambell and Keller, 2003).

Duncan (2005) pointed out that in the effort to build brand awareness, the brand either has to be recognized as a brand that belongs to specific category (brand recognition) or recalled as a brand when the category need arises in the decision making processes (brand

recall). So in this study, brand awareness refers to the ability of potential tourists to recognize that the brand (Malaysia as a tourism destination) as a member of tourism destinations category.

Aaker (1991) emphasized on the role of brand awareness on the success of the brand since it creates a feelings of pleasure and familiarity in the customer mind. He mentioned that brand awareness affects the decisions of the CBBE both at the affective level and at the behavior level. Macdonald and Sharp (2003) have found that a high level of brand awareness will influence the perceived quality even before experiencing the brand. Brand awareness also has been found by Stokes (1985) to affect brand perceptual loyalty (purchase intention) and the perceived quality.

As mentioned earlier, tourism products intangibility plays a critical role in marketing strategies. Because potential customer cannot test the service before, brand awareness is an instrument of predominant selection amongst consumers without previous experience (Hoyer and Brown, 1990). Brand awareness could be created by different ways such as WOM and advertising communications (Grover and Srinivasan, 1992). When the consumers are repeatedly exposed to the brand through MCs, their familiarity with the brand will increase (Keller et al. 2008). Awareness comes under the information role of advertising which means that the customers must recognize the brand and the products as a member of the product category (Morrison, 2002; Briggs, 1997).

Various authors have confirmed positive relationship between MC - especially advertising and WOM - and brand awareness as a dimension of brand equity (Villarejo-Ramos and Sanchez-Franco, 2005; Grover and Srinivasan, 1992; Dubow, 1994). According to Dubow (1994) one of MC strengths particularly advertising is its ability to create TOM awareness and the ability of the customers to recall the promoted brand. In tourism industry where the product or the service is intangible, TOM awareness ensure that a brand has a competitive advantage over the other brands (Kotler, 2006; Dubow, 1994).

Furthermore, the previously discussed conversion and tracking models are the most popular models used to evaluate destination advertising effectiveness in short-term (Kim et al. 2005; McWilliams and Crompton, 1997; Siegel and Ziff-Levine, 1990). According to both models, the first stage that consumers must move through is the advertising awareness followed by unaided awareness of the destination as place to visit (brand awareness). In the same vein, Colley (1961) has proposed a hierarchy of effects (HOE) model called DAGMAR (defining advertising goals for measured advertising). In his model, he argues that advertising must first carry the potential customer from unawareness to awareness. McWilliams and Crompton (1997) expanded the advertising effectiveness measurement framework (the tracking and the conversion models) by proposing that awareness of the advertising followed by awareness of the brand is the

first step in evaluating the advertising effectiveness under both high and low involvement consumers' decision making process.

In a nutshell, brand awareness is an essential and first step in creating brand equity. Without it there is no brand equity or even brand image. It is also very important as it has positive influence on the customer decision making process especially under low involvement (Macdonald and Sharp, 2003; Cacioppo and Petty, 1989). In fact, brand awareness is the first effect that MC should create among the target audience. Nevertheless, as potential tourists will be under high level of involvement when they think of traveling to another country for tourism purposes, brand awareness is not enough to influence the customers' decision making (Kotler et al. 2006). Under such condition, destination must also be perceived to have a positive image in the customer mind in order to be successful (Konecnik and Gartner, 2007; Petty, Cacioppo, and Schumann, 1983).

### **2.5.2 Perceived Brand/Destination Image**

Destination image is commonly accepted as an important aspect in successful tourism management and destination marketing (Molina, Gómez, and Martín-Consuegra, 2010). As such, to promote tourism destination successfully, destination marketers try to build strong CBBE to influence consumer perceptions of the destination (develop a positive brand image). Base on this it was argued by Aaker (1991) that both brand equity and brand image are related to each other.

Brand image in general is defined by Keller (1993:3) as an association or perception consumers make based on their memory towards a product. In terms of tourism destination image, Milman and Pizam (1995) defined it as the visual or mental impression of a place or a product experienced by the general public. The significance of perceived brand image is that brand image enables the potential customer to recognize a product, evaluate the quality, lower purchase risks, and obtain certain experience and satisfaction out of product differentiation (Lin and Lin, 2007). In addition, brand image is often used by consumers as an extrinsic cue to make a purchase decision (Richardson, Dick, and Jain, 1994). Brand with positive image, has the ability to eliminate risks that the potential customers will face when they make their decision (Molina et al. 2010; Lin and Lin, 2007).

However, a brand image does not exist in the actual product itself, but it is something brought out by promotions, advertisements, and/or experience (Lin and Lin, 2007). Beerli and Martin (2004a) argued that because potential tourists have no previous visit to the destination and usually they have limited knowledge about the destination, destination with strong, positive, and recognizable images has more probability of being chosen by the tourists. This shows the importance of destination image especially for prospective tourists. With this in mind, and as confirmed by tourism image formulation theory (Gunn, 1972), and service branding theory (Berry, 2000), the brand image is actually built in the consumer mind from external sources of information (promotional activities) and/or by the actual experience of the brand. Therefore, potential consumers rely on these

information sources to make a decision. As this study looks at the potential tourists who never had direct experience with the destination before, without a doubt the image that they have about the destination is coming from external sources of information. Hence, when measuring the perceived destination image, the effectiveness of these external information sources in formulating the image will be predicted (Martin, Stewart, and Matta, 2005).

The brand experience can be direct when there is physical contact with the product or indirect when a product is presented virtually or in an advertisement (Hoch and Ha 1986). By the image that exists in the potential consumer's mind from processing information about the destination (perceived image), customers envision the experiences of the destination reasoned upon positive emotion that the destination marketers have promised and therefore the destination image held in the potential customer's mind is a critical success for the destination marketers since it is the most significant influence of image that impacts their behavior (Leisen, 2001).

Realizing the importance of destination image in tourism destination selection and evaluation from the individual perspective, tourism marketing organization and researchers have tried to improve the understanding of the nature of tourism destination image. This is especially so with regard to the dimensions that tourists use in formulating the destination image and the role of the marketing efforts in formulating it in order to improve the positioning of tourist destination image among the target markets, enhance

its attractiveness, and increase its market competitiveness (Beerli and Martin, 2004a; Martin and Bosque, 2008; Gartner, 1993). In this connection, since image affects the tourist's perception, it is important to understand what affects image formulation in the tourist's mind and what the image itself consists of.

In order to explore the nature of tourism destination image, two main streams of destination image must be reviewed as well as distinguished. Those are the traditional cognitive and the recent cognitive/affective component of tourism destination image from the individual point of view. While the cognitive evaluation refers to the beliefs or knowledge about the destination's attributes and characteristics held in the consumer mind, the affective evaluation refers to feelings or attachment toward it (Martin and Bosque, 2008; Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999).

In the tourism destination image literature, the cognitive component of destination image has been extensively analyzed as the only structure of destination image. For example, Studies by Chen and Kerstetter (1999) Hui and Wan (2003) Leisen (2001) Baloglu and McCleary (1999) and Kim (1998) have analyzed only the cognitive component of the brand image. In these studies, where the researchers have only focused on the cognitive component, the emotional aspects (affective) have not been captured and only the individual's perceptions of the destination attributes were included. Only recently some researchers have proposed the affective and cognitive components of destination image

(Konecnik and Gartner 2007; Martin and Bosque, 2008; Beerli and Martin, 2004b; Baloglu and McCleary, 1999; Walmsley and Young, 1998; Baloglu and Brinberg, 1997; Leisen, 2001).

For example, Baloglu and Brinberg (1997) proposed a model that provides a framework for studying the factors that influence image development. In their work they proposed a relationship between the three (cognitive, affective, and global) components. Therefore, Baloglu and McCleary (1999) defined destination image as "*an attitudinal construct consisting of an individual's mental representation of knowledge (beliefs), feelings, and global impression about an object or destination*" (p. 3). This was supported by Martin and Bosque (2008) who proposed a model for tourism destination formation process and confirmed that the formation of destination image from the potential tourist point of view has both perceptual/cognitive and affective evaluation. In the same vein, study conducted by Beerli and Martin (2004a) found that tourism destination image structure has both cognitive and affective evaluation and supported the same positive relationship between the cognitive and affective image. White (2004) was on the same line with Baloglu and McCleary (1999) and Baloglu and Brinberg (1997). In his study White (2004) has conceptualized the tourism destination image as combinations of cognitive (knowledge), affective (feeling), and behavioral (visiting) components.

Though this approach of combining both cognitive and affective components considers destination image as a multi-dimensional phenomenon that include both knowledge about the destination attributes as well as the individual felling toward it, nevertheless, it is highlighted in the literature that MC activities as information sources are a force which impacts only the formulation of the cognitive evaluations and not the affective component of image. For example, Um and Crompton's (1990) model of pleasure destination choice emphasized on that cognitive image of the destination is formed by information sources such as (promotional efforts) and social stimuli (WOM). Further, the role of information sources in formulating the cognitive image is also highlighted in Baloglu and McCleary's (1999) destination image formulation model and Woodside and Lysonsky's (1989) destination choice model. According to both models, MC activities as information sources are a force which influences the formation of cognitive evaluations but not the affective component of image. With this in mind, in this study the individual's perception toward the destination based on their knowledge (cognitive) is investigated in order to capture the image of the tourism destination as a result of the MC as information sources.

### **2.5.3 Brand Loyalty**

This study looks at the long-term effects of MC activities with respects to its effects on the destination brand equity dimensions. The concepts brand loyalty has been proposed by many authors as a dimension of the brand equity (Aaker 1991; Keller, 1993; Yoo and

Donthu, 2001). According to Aaker (1991) brand loyalty is a major component of brand equity which means the attachment that a customer has to a brand. On the other hand , one of the most recent comprehensive and accepted definition of brand loyalty offer by Oliver (1997) who defined brand loyalty as “*a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having potential to cause switching behavior*” (p. 392). Collectively, and as stated by Tepeci (1999), brand loyalty is a function of both behavior and attitudes. Understandingly, the definition emphasized on the behavioral and attitudinal perspectives of brand loyalty. While the attitudinal brand loyalty includes a degree of dispositional commitment in terms of some unique value associated with the brand, the behavioral brand loyalty is composed of repeated patronage of the brand (Lee and Back, 2008; Bloemer and Odekerken-Schroder, 2002; Pike, 2009). In general, and as can be seen in Oliver’s conceptualization of brand loyalty, customer loyalty has been measured by three different indicators, including intention to continue buying the same product, intention to buy more of the same product, and willingness to recommend the product to others. Traveling to destinations can be considered as products; therefore, repeat purchase or recommendations to friends and relatives as well as other people are the most usually referred to as tourist’s loyalty in the marketing literature (Yoon and Uysal, 2005). Taylor, Celuch, and Goodwin (2004) stated that there are three indicators for customer loyalty, including likelihood to recommend a product or service to other, likelihood to purchase a product or service again, and overall satisfaction. Similarly, Pike (2009) mentioned that brand loyalty is behavioral and altitudinal intentions and could be

indicated by looking at the repeat purchase pattern as well as the willingness to recommend the destination to others.

Oliver (1997) argued that loyalty measures are constrained only to the product repurchase. However, Tepeci (1999) stressed that repurchase is not sufficient evidence of brand loyalty. In the same vein, Taylor et al. (2004) mentioned that product repurchase is not appropriate measure of brand loyalty because it fails to capture the richness of loyalty construct. Some other studies have measured the brand loyalty by looking at the willingness to pay a higher price, or intention to positive WOM (Lee and Back, 2008; Cronin and Taylor, 1992). Jacoby and Kyner (1973) have argued that it is unwise to infer loyalty only from repetitive purchase patterns (behavioral loyalty). Based on that, they have integrated both approaches, namely, behavioral and attitudinal loyalty, into their definition of brand loyalty as the biased of (non-random) behavioral response expressed over time by some decision-making unit with respect to one more alternative brands out of a set of such brands, and as a function of psychological (decision-making evaluation) possess.

In terms of tourist's loyalty and tourist behavior research, two conceptual perspectives have been used to assess tourist loyalty, the tourists' behavioral aspect (Oppermann, 1998) and the attitude aspect (Pritchard and Howard, 1997). As for tourist's consumption behavior, repeat visitation has been used to assess tourists' destination loyalty (Oppermann, 1998).

For those who never return to the destination, they simply want to discover new places and seek different travel experiences in new destinations even though they maintain loyalty to the previously visited destination. Therefore, in tourism industry repeat visitation does not necessarily represent tourist's loyalty while a repeat visitation to a particular destination may not warrant tourists' loyalty to that destination (Chen and Gursoy, 2001). As a result marketers tend to use different measurement variables or constructs for assessing loyalty by adding the attitudinal loyalty aspects in order to ensure that they are implementing an effective marketing communication strategies by adding the variable of the willingness to recommend the product to other tourists.

Finally, all of the previously mentioned tourist loyalty indicators whether they are behavioral and/or attitudinal aspects are based on that the tourists must experience the service or the products in the first place. In other word, they are implemented on the current and/or the past tourists. In fact, a number of previous studies have linked the service quality and customer satisfaction with WOM (Taylor et al., 2004; Taylor and Baker, 1994; Olsen, 2002; Soderlund and Ohman, 2003). When the customers received a high quality service, this led to consumers satisfaction which produce a positive WOM. Therefore, positive WOM will be used only by satisfied customers. This supposition is in consistent with Oliver's (1999) conceptualization of the loyalty phases as a describing loyalty as existing on a continuum from the shallow to deeply commitment to the service provider. In other word, the process of positive WOM can be initialized through

satisfying experience. In addition, Dick and Basu's (1994) theory of consumer loyalty revealed that consumer loyalty is viewed as the strength of the relationship between the consumer's attitude and their repeated patronage. That is, it comprised of both attitudinal and behavior elements.

Referring to Shimp (2000) and Aaker (1991, 1993) who have emphasized that MC directly affects three of the brand equity elements (brand awareness, image, and perceived quality) and as this study attempts to measure the MC effectiveness on potential customers or those who never visit the destination before, the brand loyalty as brand equity dimension will not be investigated in this study. As discussed above, this study attempts to follow the consumer perception view of brand equity (CBBE) by looking at this study potential customers. Especially in tourism and hospitality industry, potential tourists decision making process is often based on his/her perceptions of the destination brand (Kim and Kim, 2005). Therefore the dimensions of brand awareness and brand image, and brand perceived quality were the core dimension of the CBBE in this study.

#### **2.5.4 Perceived Quality**

For Aaker (1991) brand equity consists of four components. These are awareness, perceived quality, associations, and brand loyalty. He further argued that perceived quality is one of the most important components of brand equity which lends value to a

brand in several ways such as reason-to-buy, differentiation, price premium, channel member interest, and brand extensions. When the potential tourists perceive the destination to be of a higher quality, this lead to an important advantaged over the competitors. One of the most cited definitions of the perceived quality is Zeithaml's (1988) who defined it as "*consumer's judgment about a product's overall excellence or superiority*" (p. 3). Similarly, Schultz and Schultz (2003) defined it as the sum of the overall expectations for the brand from the customer's point of view.

Throughout the literature, the positive influence of MC (controlled and uncontrolled) on brand perceived quality was justified by different studies (Lavidge and Steiner, 1961; MacKenzie et al. 1986; Milgrom and Roberts, 1986; Brown and Stayman, 1992; Moorthy and Hawkins, 2005; Moorthy and Zhao, 2000; Keller, 1993). These studies have shown a positive relationship between MCs and brand perceived quality. The MC efforts by the firm afford a flexible means of shaping consumer perceptions of the product or service as well as creating user and usage imagery attributes (Keller, 1993). Therefore it was argued by Kapferer (2004) that Marketing Communication is the weapon for brand.

Aaker and Jacobson (1994) provided empirical evidence that revealed the significance of the MC influence on brand perceived quality. In another study by Cobb-Walgren et al. (1995), MC of experience goods has been found to enhance perceived quality. Milgrom and Roberts (1986) findings show that advertising is an important extrinsic cue signaling product quality. In addition, Archibald, Haulman, and Moody (1983) found that MC spending levels are good indicators of not only high quality but also good buys. Based on

that, MC is positively related to perceived quality, which leads to higher brand equity. Moorthy and Hawkins (2005) have stated three ways which MC can affect product perceived quality from the customer point of view. The first one is by providing information about the products attributes. The second is by increasing customer familiarity with the brand. Lastly, it shapes the consumer attitude toward the advertising. Therefore, potential customers could receive a brand quality through MC even though they have never experienced the brand before as a result from MC activities (information sources) (Lutz, MacKenzie and Belch, 1983).

To conclude, through delivering value and communicating quality, it is possible for destination marketing activities to influence the consumer perceived quality even before they experience the services. Furthermore, MC about tourism destination has the ability to accommodate potential customers' needs and wants by developing and launching new products, and therefore reinforcing the relationships with potential customers by communicating the quality of these products. Consequently, it is more likely that destination marketers can take advantage of MC in creating brand equity.

## **2.6 CBBE Dimensions Influence on Intention to Visit (ItV)**

Throughout the literature, purchase intention has been identified as an important goal for MC activities (Rossiter and Bellman, 2005). In this study, ItV is defined as a respondents' anticipation of taking a vacation to Malaysia in the near future. A positive

but indirect influence of MC activities on the tourist's ItV any particular destination via destination awareness, perceived quality and image has been identified in the previous discussed literature. One example is the study by O'cass and Grace (2004) which revealed that both WOM and advertising do have a significant effect through the brand awareness and image on consumer purchase behavior intention.

A great deal of researches has examined the factors that influence people's tourism destination choices and ItV (Tepeci, 1999; Macdonald and Sharp, 2003; Woodside, 1996; Kim et al. 2005; Hoyer and Brown 1990; and Rossiter and Bellman, 2005). These studies found that awareness of the destination as well as perceived destination image and quality have been widely recognized as having a decisive role to play in the destination choice selection process.

Several key studies have shown the importance of brand awareness in impacting the behavioral as well as attitudinal perceptions of customers (Yoo and Donthu, 2001; Konecnik and Gartner, 2007; Lassar et al. 1995). They stress that awareness of the brand have important effects on consumer decision making by influencing which brands enter the consideration set, and it also influences which brands are selected from the consideration set (Tepeci, 1999; Hoyer and Brown 1990; Keller 1993; Macdonald and Sharp, 2003. 2000; and Rossiter and Bellman, 2005). In general, Macdonald and Sharp (2003, 2000) and Rossiter and Bellman (2005) stated that without brand awareness occurring, no other communication effects such as brand image and intention to buy can occur. For example, a study by Woodside (1996) found that brand awareness is

associated positively with preference, intention, and visitation. In addition, strong linkages among top-of-mind awareness, advertising awareness, requesting travel information, and the likelihood of visiting a destination were confirmed in a study conducted by Kim et al. (2005). Brand awareness has also been found by Stokes (1985) to affect brand perceptual loyalty, perceived quality, and the purchase intention. Finally, a linear link from awareness of the destination (brand awareness) to attitude toward the destination (brand attitude) which finally leads to destination visitation has been found by Butterfield, Deal, and Kubursi (1998).

Nevertheless, brand awareness alone is not enough in influencing potential consumer's behavioral intention especially under high level of decision making such as traveling to any specific destination (Kotler et al. 2006). As such destination must have a positive image and quality from the consumer's point of view in order to influence their visitation intention. It was pointed out by Beerli and Martin (2004a) that because potential tourists have no previous visit to a destination and usually have limited knowledge about the destination, the important of destination image especially for prospective tourist is that the destination with strong, positive, and recognizable images has more probability of being chosen by the tourists.

In the context of the tourism industry, a great deal of previous studies in tourism destination image have shown that perceived image is important in influencing tourist's

behavior in the selection of vacation destinations (ItV) and affects an individual's subjective perception (Baloglu and McCleary, 1999; Bosque et al. 2009; Konecnik and Gartner, 2007; Baloglu and McCleary, 1999; Witt and Moutinho, 1995; Tepeci, 1999; Phelps, 1986;; Konecnik, 2004; Leisen, 2001; Huiand Wan, 2003; Fakye and Crompton, 1991). For example, Bosque et al. (2009) found in their study that the destination image can be considered as the main factor that affect both potential as well as past tourists' expectation of a destination which will increase the opportunity for that destination to be chosen. In the same vein, a study by Konecnik and Gartner (2007) revealed that destination image plays a vital role in the potential tourists' evaluation and ItV the destination. The image has been found to be important for the destination, that it distinguishes a product from the competitors' products (Tepeci, 1999).

When talking about the destination image's influence on ItV, we talk also about the role of perceived quality influences. That is because perceived quality as one dimensions of the CBBE used to be a mixture or included with the brand image (Konecnik and Gartner, 2007). The reason behind this is that brand image includes conceptions of quality, value and attitude as well as brand associations (Aaker and Biel, 1993). However, perceived quality as a one dimension of CBBE is seen in this study as a different dimension from destination image. For Aaker (1991) perceived quality is one of the most important components of brand equity which lends value to a brand in several ways including reason-to-buy and intention to purchase.

In sum, the above argument show that because traveling is a high level of involvement decision, and bearing in mind the fierce competition among tourism market place, tourism destination need to have a strong CBBE dimensions (high level of awareness, favorable image, and high perceived quality) from the potential tourists perspectives which will positively influence visit intention.

## **2.7 Overview of the Malaysian Tourism Industry**

The following section will give the reader some information background about Malaysia as a tourism destination including the nature of the Malaysian tourism industry, the objectives of the Malaysian tourism marketing strategies and the Gulf Countries (GC) segment market.

### **2.7.1 Information Background**

The tourism industry today is a major source of income generation in many countries. It plays a very important role in the economic growth as well as its non-economic benefits. Malaysia is one of many countries who rely on tourism in contributing to gross domestic product growth (GDP), investment and employment, foreign exchange earner as well as strengthening the services account of the balance of payments (Jalis, Zahari, Izzat, and Othman, 2009; Mohamed and Hussin, 2003). According to the Malaysian economic report 2007/2008, in 2007 the tourism industry in Malaysia has contributed significantly

to the economy over the last 30 years especially in terms of foreigner exchange and job creation. In addition, according to the Ministry of Finance (2007), tourism industry has contributed to 7.1% of the Malaysian GDP in 2007.

Musa (2000), highlighted that tourism was virtually unknown in malaysia until the late 1960s, he further stated that since then it has developed very rapidly into main industry and makes an important contribution to the country's economy. During that time, Malaysia continues competing with other neighboring Asian countries with the hope of putting its destination in the international tourism map. However, Malaysia shares similarities with other Southeast Asian nations in terms of heritage, natural and cultural resources, tradition and hospitality. In the 70s, Malaysia has promoted itself as "A Tropical Paradise". Nevertheless, the tourists were more interested in other destination such as Hawaii as it is better established. As such, Malaysia realizes the fact that they need to run away from the neighbors rather than focusing on similarities. From the marketing perspective, it should have a competitive advantage over its major competitors. With this in mind, the country was promoted as "a clean destination" with the hope of attracting an emerging number of tourists that visited the nearby 3Ss sea-sun and sex destinations such as Phuket and Bali. The attempts were to differentiate the country as a clean country especially during the spread of sex related diseases (Mohamed and Hussin, 2003).

In 1987, tourist industry in Malaysia ranked fifth in terms of source of foreign exchange (Goldsmith and Zahari, 1994). However, the real success was not there until the 90s when the tourism industry in Malaysia had become the third largest source of income for foreign exchange with the launching of “Visit Malaysia Year “ (Poon and Low, 2005), when the destination started to sell the vast natural resources which opened new products like nature tourism, adventure and agro-tourism. Consequently, the tourism brochures bank on pictures of natural settings like lakes and jungles for their front pages. In addition, Malaysia during the mid nineties was promoted as a shopping paradise and value for money destination as Tourism Malaysia (the country’s promotion arm) realize its ability to generate real income for the country (Mohamed and Hussin, 2003).

Even though the number of tourist arrivals to Malaysia declined by 13% in 1997 and 10.6% in 1998 as the Malaysian tourism industry was affected by the occurrences of haze and localized outbreaks of Nipah and Coxsackie viruses as well as the Asian financial crisis, its quick rebound contributed to the strong economic recovery of the nation and achieved in 2000 a record of 10.2 million tourist arrivals which surpassed the target by 3.7 million tourists (Tourism Malaysia promotional plan, 2005). SARS and US-Iraq war in 2003 also had its effects on Asian countries in general and on the Malaysian tourism industry in particular (Mohamed and Hussin, 2003), which registered RM21.3 billion in 2003 with 10.6 million visitors. This number has increased and contributed to RM29.7 billion in 2004 tourism revenue, with 15.7 million visitors. This rise can be attributed to

the development of new tourism products as well as the aggressive efforts of the Malaysia government to improve its promotional and marketing efforts.

According to a TM representative (personal communication, October 14, 2008), for the past few years the tourism industry in Malaysia has performed extremely well and has generated substantive foreign exchange and it is currently the second largest foreign exchange earner to the national economy. In this light, and as mentioned in the Tourism Malaysia annual report (2006) Malaysian government is working very hard to improve its tourism industry and to achieve its vision which is to make the tourism industry as a primary source of national revenue and a prime contributor to the socio-economic development of the nation (TM, 2006a). Sadi and Bartels (1997) argue that the Malaysian tourism industry has the opportunity to become the first contributor to the GDP and surpasses the manufacture sector if this sector continues performing extremely well. According to Dato' Mohd Zamri Mohd Kassim, the Malaysian Ambassador to Sultanate of Oman:

*“US\$15 billions, the Malaysian Tourism income 2007, the second national income after industry sector (US\$ 60 billion in 2007), meanwhile the future tourism strategy aims to expand its tourism activities more globally to face the new challenges of international tourism industry and at the same time maintain the basic rules of Malaysian tourism concepts” (TM, 2008b).*

Recently, as the most favorable communication channel to promote the destination internationally, advertising carried out through TV satellite still promotes Malaysia as a country of nature and culture under the slogan “Malaysia truly Asia”, which implies that

Malaysia is a destination for everything with friendly local residents (TM representative, 2008). Further specification of promoting Malaysia is by prompting Malaysia's My Second Home programme, health tourists and sport tourists.

In terms of Malaysia tourism revenues and tourist arrivals, and as shown in Table 2.5 below, tourism revenue increased from RM17.40 billion in 2000 to RM24.20 billion in 2001 and then increased further to RM25.80 billion in 2002 with 13.3 million visitors. As mentioned before, despite being affected by SARS and US-Iraq war in 2003, the Malaysian tourism industry bounced back and registered RM29.7 billion in 2004 with 15.7 million visitors and RM32.00 billion in 2005 with 16.5 million visitors.

Table 2.5:  
*Tourist Arrivals and Receipts to Malaysia (2000-2009)*

Year	Arrivals	Receipts (RM)
2000	10,22 Million	17,335.4 Billion
2001	12,77 Million	24,221.5 Billion
2002	13,30 Million	25,781.1 Billion
2003	10.58 Million	21,291.1 Billion
2004	15.70 Million	29,651.4 Billion
2005	16.43 Million	31,954.1 Billion
2006	17.54 Million	36,271.7 Billion
2007	20.9 Million	46,561.2 Billion
2008	22.05 Million	49,070.0 Billion
2009	23.65 Million	53,394.0 Billion

Source: TM website (2010)

RM: Ringgit Malaysia

In 2006 Malaysia received RM36.3 billion (USD10.4 billion) in tourism receipts with (17.6 million visitors). In year 2007, Malaysia received RM46.1 billion in tourism receipts with 21 million visitors, whereas in 2008 tourist arrivals to Malaysia reached

22.0 million tourists with RM46.0 million in tourism receipts. Finally, the year 2009 showed an increase of tourist's arrivals which was about 24 million with about 54 billion RM in receipt (TM website, 2010).

### **2.7.2 Segment Markets of Malaysian Tourism Industry**

Regarding its marketing and promotional efforts, according to TM promotional plan 2005-2007 (TM, 2004) Malaysian tourism markets can be divided into ten geographical regions, those regions are;

1. ASEAN I (Island): Singapore, Indonesia, Brunei, and Philippines,
2. ASEAN II (Mainland): Thailand, Vietnam, and Cambodia,
3. South Asia: India, Pakistan, Srilanka, Bangladesh, and Nepal,
4. East Asia: China, Taiwan, and Hong Kong,
5. North Asia: South Korea, and Japan,
6. North America: USA, and Canada,
7. Oceania: Australia, and New Zealand,
8. West Asia and North Africa: Saudi Arabia, UAE, Kuwait, Qatar, Bahrain, Oman, Jordan, Syria, Egypt, Lebanon, Yemen, Iran, Turkey, Morocco, Tunisia, Algeria, and Libya,
9. Northern Europe: UK, Ireland, Nordic, Russia, CIS, Baltic, Norway, Denmark, Finland, Russia, and Ireland,
10. Continental Europe: Germany, Turkey, Switzerland, Netherlands, France, Italy, Belgium, Spain, Portugal, Greece, Czech Republic, and Poland (TM, 2004).

As mentioned by the Malaysian economic report 2007/2008 in 2007, on account of their proximity to Malaysia, ASEAN countries, especially Singapore, Indonesia, and Thailand, will remain the largest source of tourist arrivals to Malaysia. The top tourist generating markets from January to June 2007 were Singapore (5.3 million), Indonesia (910,388) and Thailand (817,550), Meanwhile, markets of growing importance include India and Middle East countries (Ministry of Finance, 2007).

**Table 2.6:**  
*Top Ten Tourist's Receipts to Malaysia (2008/2009)*

COUNTRY OF RESIDENCE	2006 (RM MILL)	2007 (RM MILL)	GROWTH (%)
SINGAPORE	(1) 18,599.9	21,024.6	13.0
INDONESIA	(2) 2,282.1	3,240.5	46.4
BRUNEI	(4) 2,058.2	2,712.1	31.8
THAILAND	(3) 2,129.8	1,895.8	-11.0
CHINA	(5) 1,054.2	1,676.9	59.1
AUSTRALIA	(6) 1,013.1	1,275.6	25.9
INDIA	(9) 724.7	1,131.9	56.2
UK	(7) 886.5	1,021.7	15.3
JAPAN	(8) 749.6	945.7	26.2
SAUDI ARABIA	(10) 535.7	623.9	16.5

Source: Malaysian profile of the tourists by selected markets (TM, 2010)  
UK: United Kingdom

Due to the steady rise in the number of tourists' arrival to Malaysia especially by tourists from countries like Singapore, Thailand, Indonesia, China and India, tourism industry in Malaysia become as a primary contributor to GDP (TM, 2007). According to the tourism

Malaysia annual report (TM, 2006a), in 2006 the revenue from tourist arrival was about RM36 million. ASEAN market alone yielded a total of RM26 million, an increase of 11.8% compare with the last year, where the non-ASEAN countries contributed about RM11 million of revenue in the same year.

The top 10 generating markets were Singapore, Indonesia, Thailand, Brunei, China, India, Japan, Philippines, Australia and United Kingdom. As shown above in Table 2.6, in 2007 the number of ASEAN tourists has recorded an increase of 12%7 from 13,856,726 to 15,620,290 contributing a total of RM 29,889,9 million in receipts, increase by 16,180,1 million compare to the last year.

### **2.7.3 GC Segment Market and Outbound Tourists**

According to the International Tourism Consulting Group and World Travel Monitor (IPK) (2007), Arab tourist's arrivals in the year 2005 were about 12 million outbound. It is estimated by WTO (2000) that there will be a total of 35 million outbound travelers from the Middle East in 2020 which represents 5.8 % of annual growth rate. Supporting the fact that Arab tourists are the most spenders, it estimated that the outbound tourism in the year 2010 will be USD44.8 million compare to USD27.6 million in the year 2001(Green Leaf World, 2007).

The gulf countries are 6 in total. These are United Arab Emirates, Oman, Bahrain, Qatar, Saudi Arabia, and Kuwait. All are rich in oil and oil reserves. Iraq, while also rich in oil and oil reserves, has never been a Gulf State. Located in the Middle East, the Gulf States produce about one-fifth of the total world oil production. They have more than half of the world's oil reserves. Tourists from the GC (Saudi Arabia, UAE, Kuwait, Oman, Bahrain and Qatar) are the most important among Arab tourist as they alone generate 68 per cent of total outbound travel from the entire Middle East region and contributed 2.5 per cent or USD11.9 billion from the world tourism receipts in the year 2000 (IPK International, 2000). This due to the fact that The Middle East region is also a very viable market for tourism as it is home to a growing population of young people with a high per capita income, particularly the Saudi Arabia and UAE (Ariffin and Hasim, 2009).

With more than nine million arrivals forecasted in 2020, Saudi Arabia is expected to be the Middle East's largest contributor to the outbound arrivals, followed by UAE with two million. Although the UAE has only 12 per cent of the population of the Gulf nations, it generates 18 per cent of total outbound tourism from the Gulf (Ariffin and Hasim, 2009). According to Tourism Economics/Tourism Decision Metrics (2010), outbound travel from United Arab Emirates has increased from 906,000 in 2000, to 3.5 million in 2009. In 2009, United Arab Emirates travelers' top destinations (excluding the Middle East) were the UK with 280,000 tourists, Thailand, 90,000 tourists, Egypt, 60,000 tourists Malaysia 50,000 tourists and India 40,000 tourists. This further strengthens the

importance of the GC tourists to any destination in general and to the Malaysia tourism industry in particular.

Despite having a seasonal traveling pattern, West Asia market (including Arab tourists from GC) is without a doubt, one of the most important tourism target markets for Malaysia. In 2004, West Asia market has a high growth potential and has demonstrated to be a high yield market in terms of average expenditure per tourist and length of stay (TM promotional plan 2005-2007, 2004).

Table 2.7:  
*Top Ten Averages Capital Expenditure with ALOS (2008/2009)*

COUNTRY OF RESENTENT	2008		2009		GROWTH IN APC (%)	VARIANCE IN ALOS
	APC (RM)	ALOS	APC (RM)	ALOS		
<b>KSA</b>	(1) 7,915.6	10.0	7,968.6	10.1	0.7	0.1
<b>UAE</b>	(2) 6,100.8	9.3	6,283.3	9.3	3.0	0.0
<b>AUSTRALIA</b>	(3) 3,655.8	8.0	3,981.7	8.8	8.9	0.8
<b>UK</b>	(4) 3,517.4	9.3	3,699.0	9.5	5.2	0.2
<b>RUSSIA</b>	N.A	N.A	3,388.8	8.1	N.C	N.C
<b>SOUTH AFRICA</b>	(6) 3,257.1	7.5	3,331.3	8.8	2.3	1.3
<b>NEW ZEALAND</b>	(10) 2,824.7	8.1	3,084.4	9.1	9.2	1.0
<b>DENMARK</b>	(23) 2,399.8	9.5	2,991.8	10.4	24.7	0.9
<b>FINLAND</b>	(14) 2,683.6	9.0	2,940.6	9.4	9.6	0.4
<b>SWEDEN</b>	(19) 2,560.6	8.6	2,903.1	9.7	13.4	1.1

Source: Malaysian profile of the tourists by selected markets (TM, 2010)

ALOS: Average Length of Stay

APC: Average Per Capital Expenditure

UAE: United Arab Emirates

KSA: Kingdom of Saudi Arabia.

As shown above in Table 2.7, in 2007, the Saudi Arabian tourists were the most spenders with average per capita expenditure of (RM 7,968.6) maintaining its top ranked in 2006. UAE also has maintained its second ranked of (RM 6,283.3) compare to (RM 6,100.8) in 2006. The statistics shown in the Table 2.7 below further strengthened the importance of West Asian market. Such contributions have made the Middle East one of the most important market segments for the Malaysian tourism industry.

As stated by Che-Mat et al. (2009) and Ibrahim et al. (2009), the Arab tourists spend the highest amount of expenses of RM 5,000.00 per trip among all tourists coming to Malaysia.

In the West Asia market, Saudi Arabia and UAE comes first in the number of tourist's arrival to Malaysia, while Kuwait, Qatar, Bahrain, and Oman come as secondary markets. The numbers of tourist's arrivals from West Asia market have grown extremely since Malaysia stepped into this market in 1999 (TM promotional plan 2005-2007, 2004). Arab tourists who used to travel to Europe and the United States as a commonplace for their vacation, facing a chillier reception in those countries, and often being unable to obtain visas specially after 11/September/ 2001. Thus, their plans are shifting eastward (Ibrahim et al. 2009; Che-Mat et al. 2009).

Malaysia as well as other Southeast Asian nations took advantage on the shift in preference of the West Asian market which had less interest in traveling to Europe and

US caused by the general hostility towards Arabs in those countries (Mohamed and Hussin, 2003; TM promotional plan 2005-2007, 2004), and started improving their marketing strategies as well as tourism products to promote their countries as family-friendly destinations. Some countries play up their Muslim identities beside other promotional efforts that led finally to the increase in Arab tourists to those countries year after year (Ibrahim et al. 2009).

Beside the Malaysians promotion and marketing efforts, the development of new tourism products, and facilities offered, Arab tourists enjoy the sense of safety and security and the relative peace of Malaysia's cities which make Malaysia as favorite destinations of tourists from the Middle East (Ibrahim et al. 2009). In addition, Malaysia was able to bank on its Islamic credentials to attract more tourists from the Middle East countries. In the recent years Malaysia has focused more on the Middle East market segment due to previous mentioned reasons in addition to the fact that it is expected around 50 % of Arabs going for vacation usually every summer time in their country.

#### **2.7.4 Nature of the Malaysian Tourism Industry**

It is widely recognized that tourism industry is a consumer driven industry, which make it extremely susceptible to crises and calamities both natural and man-made (Malaysia Government Publication, 2007). In general, over the time, tourism industries in Asian countries have been greatly affected by a number of factors. These included the financial

crisis in 1998, the 9/11 tragedy in 2004, government travel advisories against travel in certain countries in Asia, the US/Europe economic slowdown, the Bali bombing, airline bankruptcies and capacity reduction and the SARS epidemic (TM, 2006b). On the other hand, there is no doubt that tourism in Malaysia is facing a fierce competition from Tourism players like Singapore and Thailand (Malaysia Eight Plan 2001-2005, 2001). Davies (2003) pointed out that Singapore, Hong Kong and Thailand remain the "stars" of the Asian tourism destination brands.

Asian destinations were able to market themselves on attributes of exotic cultures and value for money. For the last decade, Asian destinations have seen a fierce competitive threat, both from other Asia Pacific competitive destinations, and with the growing affordability of air travel, from destinations ex-Asia. New destination that came up such as India, South Korea, New Zealand, Egypt, and the Philippines have been launched in the past few years, competing with mainstays Australia, Hawaii, Singapore, Thailand and Malaysia (Davies, 2003).

However, many variables could give Malaysia the strength to compete in the global tourism market and give Malaysia the potential to become one of the popular tourism destinations in Asia. This includes comparatively low hotel and fuel prices, low ticket taxes and airport charges, and a favorable tax regime, According to Blanke and Chiesa (2008) Malaysia is the third most price-competitive country in the world in the travel and tourism industry out of a total of 124 countries surveyed. Furthermore, Beside the Malaysian government is prioritizing Travel and Tourism, Malaysia ranked 12<sup>th</sup> on its

policy environment which is measured as a highly conducive to the development of the tourism sector as well as its excellent evaluation for its destination-marketing campaigns which ranked 7<sup>th</sup> in the same survey.

### **2.7.5 Objectives of the Malaysian Tourism Marketing Strategies**

Looking for opportunities that will generate additional income earnings as well as ensure long-term sustainable development is the Malaysian government main concern. Thus, the quest to explore external funding sources has never been more intense especially in times of economic uncertainties (Malaysian Institute of Economic Research, 2003). As confirmed by the Malaysia ninth plan for the period (2006-2010) TM will continue its efforts in order to achieve the full potential of the tourism industry in order to enhance its contribution to the services sector in particular, and the economy in general (TM, 2006c). Positioning Malaysia as top of mind destination as well as reinforce its position in this competitive market place is TM main mission. In general, Malaysia government objectives are to make the tourism industry as the first contributor to the Malaysian GDP. This main objective according to the Malaysia Nine Plan (2006-2010) will be accomplished through the Malaysian strategies for the next three years (2008-2010) by increasing the number of tourist's arrivals from the short-haul market, increasing inbound travelers from the fast-growing medium-haul market, and reviving the long-haul, traditional market (TM, 2006c),

In addition, according to TM annual report (2006) in line with the role of Tourism Malaysia as a promotional organization, the following objectives were upheld: Increase foreign tourist arrivals, Extend the avarage length of stay of visitors to increase tourism revenue, and Stimulate the benefites/share obtainable from the meetings, incentives, conventions, and exhibitions (MICE) market (TM, 2006a). As mentioned by TM representative (personal communication, October 14, 2008):

*“The government of Malaysia has taken continuous efforts to promote Malaysia as a Top-of-the-mind destination...the communication strategies that implemented on the GC market should influence potential visitors to move from awareness to increased preference to actual intention and visitation by positing Malaysia as a top of mind (TOM) destination and creating a positive image”.*

In a nutshell, the focus of Malaysian marketing communication initiatives is aimed at increase the number of tourist's arrivals and revenues in order to make the tourism industry as the first contributor to the GDP by:

- Make Malaysia as a top-of-mind tourism destination
- The enhancing the position of Malaysia image as a tourism destination, and
- Increase the behavioral ItV Malaysia.

### **Chapter summary**

The intention of this chapter has been to provide a general discussion on the need to measure MCs effectiveness. How to assess MCs activities from both of sales-based and communication effects approaches have also been under critical discussions. After

reviewing the literature, sales-based approach in measuring MC's effectiveness have been found the most used method by marketers even though there is no evident from the literature that it is the appropriate way. In terms of the communication effects approach, both short-term as well as long-term communication effects have been discussed in this chapter. The short-term communications effects have been found to differ from the long-term communication effects in terms of what to measure, how to measure, when to measure. Therefore, a profound discussion has been presented to differentiate both of them. The short-term communication effects is concerned with measuring the change that an MC campaign caused among the target audience by comparing the level of the selected attribute of target audience before the advertising campaign and after a maximum of one year of advertising exposure.

On the other hand, the long-term communication effects, which are the main concern of this study, are presented by looking at the brand equity dimensions. Brand equity could be created and enhanced by positively influencing its dimensions (awareness, image, perceived quality, and loyalty). Therefore, MCs activities can be considered effective in the long-term when they positively affect the dimensions of the brand equity. Based on that, a theoretical framework has been developed, taking into consideration MCs (controlled and uncontrolled) and their effects on the dimensions of the destination brand equity from the perspective of the target audience.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

The previous chapter reviewed the literature related to MC activities, its measurement techniques, brand image as well as tourism destination CBBE and its dimensions. In this chapter, the operationalization of variables and measurements will be discussed first, followed by presentation of the research framework and the hypotheses developed to determine the relationships between the research variables. These relationships to be tested are first; the relationship between controlled and uncontrolled MCs and tourism destination CBBE dimensions. Second; the influence of tourism destination CBBE dimensions on potential tourists ItV. Based on that, an integrated conceptual framework that describes the relationships between these variables is presented in this chapter. The next step is to design research methodologies that constitute the best way of gathering data that could fulfill the aim of this study. This chapter presents this aspect by identifying the most appropriate research method, and describing the study population and sample, as well as the questionnaire design. Finally, the pilot study and the method used in data analysis are discussed.

### **3.2 Study Approach to Measure MC Effectiveness**

MCs are the main independent variables in this study. The literature review in the previous chapter indicated a lack of consensus on established criteria for measuring MC effectiveness due to the fact that there is ambiguity as to what MC effectiveness is and how it can be measured. However, there are two main measurement techniques viewed by different practitioners and academics. These are the Sales-Based Effects which looks at the MC effectiveness from the financial standpoint, and the Communication Effects techniques which focuses on the influence of these MC on the consumers perceptions of the brand (Kotler et al. 2006; Duncan, 2005; Briggs, 1997; Witt and Moutinho, 1995; Anderson, Barry, and Johnson, 1975).

As discussed in the previous chapter, for several reasons, the financial-based technique has been found to be the most used by marketers (Macdonald and Sharp, 2003), either by looking at a set of financial ratio or volume measures. The more common indicators are return in the investment and revenue and sales growth (Macdonald and Sharp, 2003). In the case of tourism industry, tourist's arrivals and revenues (a sale based effect measurement) will be often being the indicator of MC effectiveness (Kotler et al. 2006; Witt and Moutinho, 1995; Duncan, 2005). The main advantage of employing a financial-based effectiveness is its objectivity. However, the use of financial-based measures has been criticized because they focus only on the economic dimensions of the effectiveness, while neglecting other important goal of the organization (Wright-Isak et al. 1997). The

financial based measures also concentrate on the short term and narrowly defined economic gains (Wright-Isak et al. 1997).

It is argued that perhaps tourism industry should rely not only on sale based effect measurement as indicator of MC effectiveness. Though most of MC aims ultimately at creating or increasing sales and revenue, using direct response measurement or sales-based effect measurement as the key determinant in assessing MC effectiveness, however, has limitations especially in the context of tourism marketing application. This is because as argued by Middleton (1994), destination promotion is a longitudinal effort in which results cannot be instantaneous. Further, the effects of advertising are not instantaneous and not all promotional initiatives are aimed at an immediate respond, but may be designed to achieve a longer-term, slow-burn effect (Keller, 1993). In addition, the elements that drive CBBE such as brand awareness, brand knowledge, brand image, and loyalty are intangibles, which make measuring those elements more complicated than just looking at the sales or profits (Kotler and Keller, 2006; Duncan, 2005; Tellis, 2004; Peter and Donnelly, 2001; Colley, 1961; Witt and Moutinho, 1995; Middleton, 1994). Another reason is that most marketing and promotional activities work to change customer's behavior and attitudes by informing, persuading, create positive image, and changing conviction. Thus, consumers' behavioral response may take place only after sometime (Duncan, 2005; Rajh, 2005).

In contrast, subjective measures are used to capture a wider concept of MC effectiveness. These measures are sometimes used as surrogates where it is difficult in getting primary data. Some authors argued that measuring the MC effectiveness should be done not by soft metrics or short term financial-based effectiveness but rather by measuring the effectiveness of MC with respects to their long-term communication effects to the firm in the form of CBBE (Rossiter and Bellman, 2005; Wight-Isak et al. 1997; Shimp, 2000; Slotegeraaf and Pauwels, 2008). For example Keller (1993) stated that:

*“Perhaps a firm's most valuable asset for improving marketing productivity is the knowledge that has been created about the brand in consumers' minds from the firm's investment in previous marketing programs”* (p. 2).

Based on Keller's statement, the effectiveness of MC strategies rely basically on what knowledge the potential customers have in mind about the brand. That is what Keller refers to as CBBE and defined it as *“the differential effect of brand knowledge on consumer response to the marketing of the brand”* (Keller, 1993, p. 1). As such, directly comparing the objective financial data obtained from the firms could be misleading.

Communication effects measures have been also subject to criticism due to their lack of financial objectivity. Despite the criticism, the use of communication effects assessment especially in the context of tourism destination marketing is gaining popularity as an alternative to the financial based measures (Wright-Isak et al. 1997). It was urged by Keller (1993) that MC contributes to a brand by creating awareness in the consumer

memory as well as positive brand image. He further discussed how to demonstrate the effectiveness of MC campaign. He has mentioned two steps that must occur. The first one is that consumer must initially encode the relevant brand information and store it correctly in memory. The second step is that the consumers must later retrieve the relevant brand information memory when making a products or service decision. Therefore, he concludes that successful MC effects will occur only with successful encoding and successful retrieval.

In addition, Wright-Isak et al. (1997) pointed out that in order to demonstrate MC effectiveness, MC must meet the goal that they set for and, therefore, the final goal of the advertising must be known in the first place. In other words, when the advertising objective is not to generate direct sales, it is therefore important to assess what is the advertising set for in the first place (Wright-Isak et al. 1997). Therefore, an effective MC program in general is the one that meets its objectives, and this is how measuring the effectiveness of any MC campaign must be evaluated (Duncan, 2005). Whether MC is effective or not depends on the company's objectives. This suggests the proper method must be used in evaluating the MC effectiveness.

This study will focus on the persuasiveness or communication effects of MC used by TM to attract more potential customers from the GC market rather than the sales effects which are used by TM, taking into account that measuring the outcomes of MC campaign

against the objectives is the final step in developing an effective MC program (Stewart, 2008; Kotler et al. 2006; Wells et al. 2000; Middleton, 1994). In addition, it should be considered that there are other objectives beside increasing sales and tourist's arrivals (such as create a strong image and making Malaysia as a top-of-mind destination); and finally, a very high level of awareness are required to create strong destination image (Kotler et. al., 2006; Powers, 1997), it is argued that measuring the effectiveness of MC campaign using financial-based measures is not adequate. Instead, using the communication effects as an indicator for MC effectiveness is more appropriate. This is particularly true when it is desirable to estimate long-term communication effect consequences from current advertising campaign (Lavidge and Steiner, 1961). Hence, communication effect was operationalized in this study as the influence that MC activities might have, is having, or has had, on consumer's attitude, perceptions, and behaviour intention.

In measuring the communication effects of MC, the literature highlighted two main approaches. These are by looking at the short-term communication effects such as the increase of the sales within short period of time, and the long-term communication effect by looking at the MC effects on the CBBE dimensions. While most marketers focus more on the short-term effects, it is argued that the most suitable measurement technique especially in the context of tourism industry is to consider the long-term effects. This study looks at the effectiveness of MC from the communication perspectives and considers the long term effect which in this case refers to the CBBE dimensions.

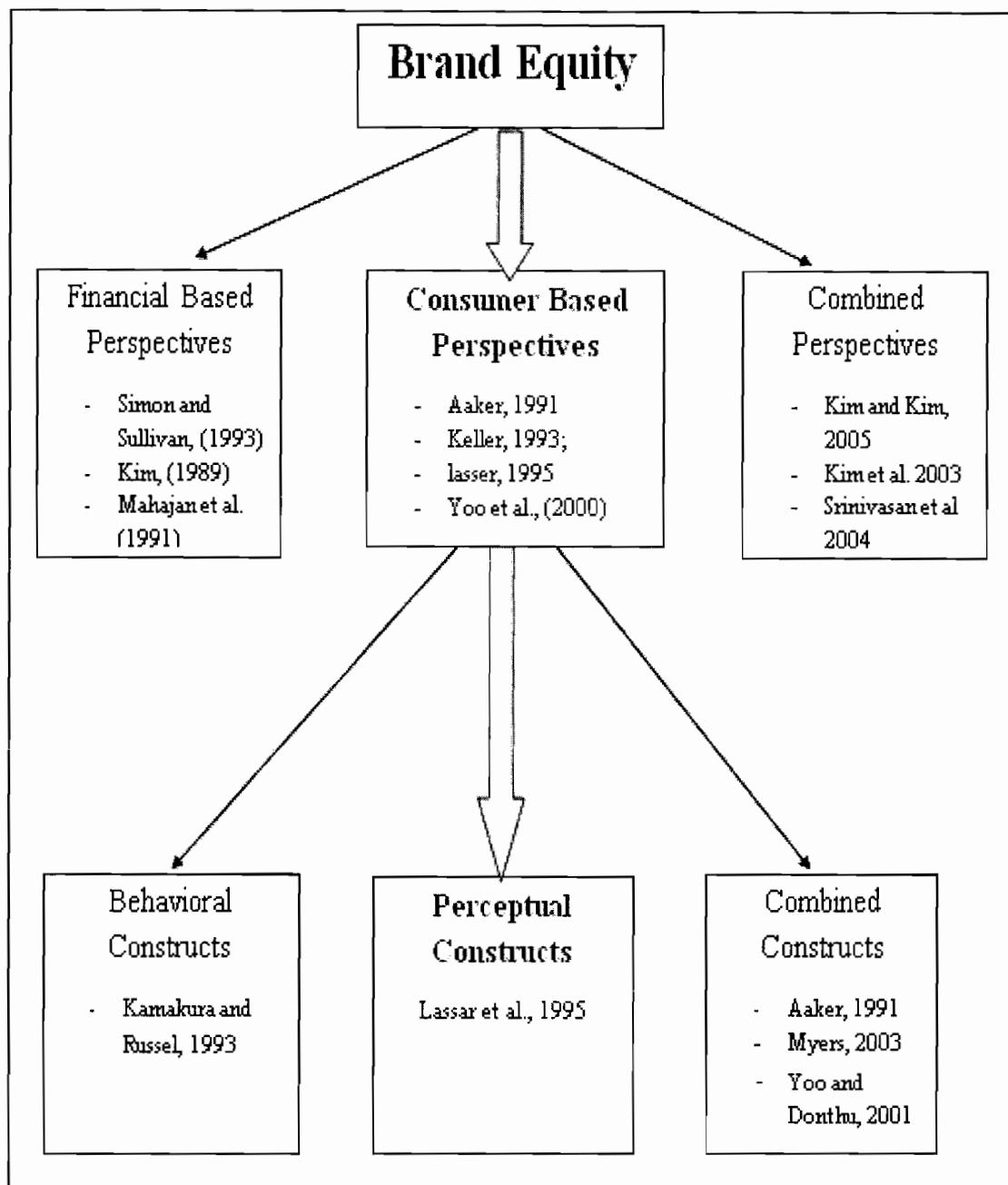


Figure 3.1:

*Theoretical guides for the study approach on brand equity.*

→ : Related constructs

→ : Construct used in this study

The literature review in the previous chapter highlighted different measurement techniques for measuring CBBE. To ensure that the perceptions of the respondents are coming only from MC's activities and not from past or current experience with brand, this study looks at the potential customers i.e. those who have never been to Malaysia before. Based on that, the concept CBBE must be viewed in this study as perceptual and not behavioral concepts (Lassar et al. 1995). Measuring the CBBE based on the behavioral perspective led to other measures such as overall preferences, perceived value, and satisfaction. On the other hand, measuring the CBBE from the perceptual perspective offers measures such as brand awareness, brand image, and perceived quality.

As can be seen above in figure 3.1, this study follows the consumer perceptions of CBBE from the perspective of potential customers. Potential tourists' decision making process is often based on their perceptions of the destination brand (Kim and Kim, 2005). Therefore, the dimensions of awareness, image, and brand perceived quality will be the core dimension of the CBBE in this study. As mentioned by Park and Srinivasan (1994) measuring CBBE provides understanding of the source of the CBBE which in turn provides a suggestion for enhancing it.

### **3.3 Operationalization of Variables and Measurements**

The framework of this study consists of three parts. The first part is the marketing communication channels which were operationalized as information sources that

potential customers have experience overtime. The second part is the destination CBBE dimensions which were operationalized in general as the consumer perceptions about the destination. Finally the third part is the ItV which was operationalized in term of consumer behavior ItV Malaysia in the future. Table 3.1 below shows in details the operational definitions of the variables used in this study. However, these variables are discussed in the next section.

Table 3.1:

*Research Variables and Operational Definitions*

Construct	Dimension	Operational Definition
Destination Awareness		The ability of the potential tourists to recognize that Malaysia is a member of tourism destinations formed through information provided by information sources before visiting the destination.
	Destination recognition	The potential tourists ability to correctly discriminate the destination as having been seen or heard about it before through information provided by information sources before visiting the destination.
	Top-of-Mind Awareness	The ability of the potential tourists to name or chose the destination first when they asked to rank different tourism destinations in terms of their intention to visit one of them in the near future as a primary chose.
Destination Image		The visual and/or mental impression (beliefs or knowledge) of destination's attributes held in the potential tourist's mind. Here, the destination image is the cognitive evaluation by tourists on the attractiveness of the destination attributes and images formed through information provided by information sources before visiting the destination.
Destination Perceived Quality		The sum of the overall expectations quality of the brand from the customer's point of view formed through information provided by information sources before visiting the destination.
Marketing Communication (MC)		Controlled and uncontrolled information sources by destination marketers that potential customers have experienced overtime
	Controlled MC	Planned instruments that destination marketers can have control over it namely advertising and promotions

	Uncontrolled MC	Unplanned tools work as information sources that marketer could have some affects on it but usually cannot control namely WOM and non-paid publicity
ItV		The respondents' anticipation of a future trip to Malaysia for tourism purposes
Communication Effects		The influence that MC activities might have, is having, or has had, on consumer's attitude, perceptions, and behavior intention.

### 3.3.1. Controlled and Uncontrolled MCs as Sources of Information

This study looks at the marketing communications as controlled and uncontrolled sources of information from the potential consumer perspective following Berry's (2000) service branding theory. These information sources are what create the destination CBBE dimensions (awareness, perceived image and quality) from the potential tourist's perspective (Keller, 1993). The Controlled MC was operationalized as planned instruments that destination marketers can have control over it namely advertising and promotions. At the other front, uncontrolled MC was operationalized as unplanned tools work as information sources that marketers could have some effects on it but usually cannot control namely WOM and non-paid publicity. It is important to note here that this operationalization of MC does not contradict with Gunn's (1972) tourism destination formulation theory that suggests that tourism destination image formulate from the consumer perspective before visiting the destination from two sources of information, namely organic (uncontrolled) and induced (controlled) sources.

It is also important to mention that this study looks at the potential customer i.e. those who never been to Malaysia before, who at least have some idea about Malaysia. Therefore, those potential customers will consist of GC individuals who have seen advertising about Malaysia, and/or been informed about Malaysia by their friends and relatives. In this case, this study ensures that measuring destination equity variables are related to each communication source.

While MCs (whether controlled and uncontrolled) communicate information to consumers, it is believed that it is the degree to which the information is important and meaningful to the receivers (potential consumers) that is important. As such, the more favorable the consumers feeling and attitudes are toward the communication channel, the more likely is that the communications will be effective in transferring relevant meaning and positive perceived image and quality and ultimately behavioral intention about the brand (Grace and O'Cass, 2005; Miller and Berry, 1998; and O'Cass and Grace, 2004).

In order to measure the respondent's perception of the Malaysia's uncontrolled MC as information source, 5 items were adopted and modified from Bansal and Voyer (2000) and Grace and O'Cass (2005). The latest have shown that the scales are reliably with alpha coefficient of .91. To measure the respondent's perceptions about the controlled MC namely advertising and promotions, 6 items were adopted from Grace and O'Cass (2005) and Frias, Rodri-guez, and Castan-eda (2008) and modified according to the

investigated destination. The scales produced an alpha coefficient of .92 in the study by Grace and O'Cass (2005) and .85 in another study by O'Cass and Grace (2004).

In addition, as the respondents who have at least some idea about Malaysia were asked to continue answering the questionnaire, and in order to measure how MCs have been effective on this target market in forming their impression about Malaysia, respondents were asked to rate on 5points Likert scales four information sources category as to how important it was in forming their impressions about Malaysia, ranging from ``1 = not at all important" to ``5 = very important" following Baloglu and McCleary (1999). These four information source categories are professional advisers (tour operators/travel agents and airlines), WOM (friends and relatives recommendations), advertisement (internet, printed or broadcast media) and publicity (books/movie/ news).

Gunn (1972) stressed that the above information sources are what potential tourists use to formulate a tourism destination image before visiting the destination (organic and induced information sources).

### **3.3.2 Destination Awareness**

The first objective of this study is to understand what is GC potential tourists' level of awareness regarding Malaysia as a tourism destination. This requires the understanding

of the Brand Awareness Pyramid which suggests that customer must first recognize the brand name and then recall it, and finally have Top-Of-Mind (TOM) awareness about the brand name as the top of the awareness pyramid. Brand awareness could be measured by looking at the brand recall and/or brand recognition (Keller, 1993; Aaker, 1991; Yoo and Donthu, 2001; and Keller et al. 2008; Bianchi and Pike, 2009). Some researchers have looked at brand recognition and excluded brand recall (Yoo and Donthu, 2001). The destination awareness was operationalized in this study by looking at two dimensions namely “TOM awareness” and “Recognition” as the ability of the potential tourists to recognize that Malaysia is a tourism destination and/or having Malaysia as a top of mind awareness (TOM) awareness as a result of the MC activities. Destination recognition is the tourists ability to correctly discriminate a destination as having been seen or heard before, while the TOM awareness refers to the ability of potential tourists to name or chose the destination first when they are asked to rank tourism destinations in terms of their tendency to visit them in the near future as a primary choice.

Measuring destination recognition and TOM awareness required special care when collecting data from respondents. Therefore, the TOM awareness was measured first by asking the respondents to rank 6 given countries in East Asia on 6 point Likert scales (6= being the lowest and 1= is the highest) in terms of their tendency to choose them as primary choice when they plan for vacation. Beside Malaysia, the tourism destinations that were given to the respondents were Singapore, Thailand, Indonesia, China, and

Vietnam. These destinations are the Malaysian tourism industry competitors according to Mohamed and Hussin (2003) and Blanke and Chiesa (2008).

In order to measure destination recognition, the respondents were asked to choose the appropriate answer that describes their level of agreement on five statements adopted from Bianchi and Pike (2009) and Yoo and Donthu (2001). The scale show .81 alphas by Bianchi and Pike (2009) and .91 by Yoo and Donthu (2001).

### **3.3.3 Destination Perceived Image**

The first objective of this study also aimed at understanding what image attributes of Malaysia as a tourism destination are perceived by the GC target market. Past studies show that destination image is cognitive as well as affective constructs (Konecnik and Gartner 2007; Martin and Bosque, 2008; Beerli and Martin, 2004b; Baloglu and McCleary, 1999; Walmsley and Young, 1998; Baloglu and Brinberg, 1997; Leisen, 2001). However, several authors show that MC activities as information sources have the ability to create and influence brand image by influencing the cognitive construct of brand image and not the affective construct. For example, Um and Crompton's (1990) model of pleasure destination choice emphasized that cognitive image of the destination is formed by information sources such as promotional efforts and social stimuli (WOM). Further, the role of information sources in formulating the cognitive image is also

highlighted in Baloglu and McCleary's (1999) destination image formulation and Woodside and Lysonski's (1989) destination choice models. According to both models, MC activities as information sources are a force which influences the formation of cognitive evaluations but not the affective component of image.

With this in mind, in order to investigate individual's perception toward a destination so as to capture the image as a result of the MC as information sources, the cognitive construct of tourism destination image should be measured. In this context, destination image could be defined as a total perception of a product that is formed by processing information from various sources over time. These definitions mostly emphasized perceptual or cognitive component of image. Therefore, perceived destination image was operationalized in this study by looking at only cognitive destination image attributes as feelings or attachment toward the tourism destination held in the consumer mind (Martin and Bosque, 2008; Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999).

Any tourism destination has its attributes. These characteristics could be classified as a common (can be found in many destinations in the region) and specific attributes (definite attributes and/or what destination marketers focus on). In measuring tourism destination image, both common and specific attributes should be identified. To measure the common attributes in the present study, six factors are identified from the literature as common factors for measuring the destination images. These are: leisure and tourist attractions (13 items), Local Hospitality (4 items), nightlife (3 items), political stability (3

items), heritage and historical buildings/cultural environment (5 items), and natural environment and atmosphere (9 items). The common image measurement instruments that were used in this study are adapted from previous work by Martin and Bosque (2008) Pike (2002) Echtner and Ritchie (2003, 1993) Konecnik and Gartner (2007) Baloglu and McCleary (1999) Stepchenkova and Morrison (2007) Hui and Wan (2003) and Choi (1999) and Hankinson (2005). These scales have a reliability coefficient alpha range between .70 and .91 in these past studies.

For the purpose of identifying the specific destination image attributes, factors were adapted from previous literature about Malaysia image as a tourism destination (Ibrahim et al. 2009; Jalis et al. 2009; Mohamed and Hussin, 2003) and from previous studies about similar countries namely Choi et al. (1999) and Hui and Wan (2003). For example, Jalis et al. (2009) have conducted a study on the overall western tourist's perception of the Malaysian gastronomic products. In their study, they have found that the majority of western tourists perceived that Malaysia offered great choices of tasty and freshly prepared food, snacks and beverages. The Western tourists also perceived that Malaysia owned a unique and exquisite identity of food culture. In the same vein, Ibrahim et al. (2009) have completed another study on the travelling pattern and preferences of the Arab tourists in Malaysian hotels. In their study they have demonstrated that Arab tourists engaged mostly in activities such as sightseeing and visiting interesting places plus other activities such as shopping, visiting theme parks and beaches.

Another Malaysian image attributes have been mentioned by Mohamed and Hussin (2003) who pointed out that Malaysia image as a tourism destination is associated with modern buildings, exotic foods, heritage and historical buildings, an Islamic country and a shopping haven. In addition, as mentioned by TM website (2008) that “ *Key segments promoted in West Asia market includes leisure holidays such as beaches and islands, shopping...The special interest promotions are; education tourism, medical and health tourism, honeymoon*”.

Based on the previous discussions, the specific destination image factors that were identified in this study are: Shopping attractions (6 items) and the Islamic elements (3 items). This scale has a reliability coefficient alpha of .77 and .82 respectively in these past studies. Though food culture was identified in this study as a factor for specific Malaysia image attributes, however, it was added to the perceived quality construct following the work of Konecnik and Gartner (2007).

Based on the above discussion, specific as well as the common image items were used in the present study taking into consideration the tourism destination image literature in general and previous studies findings about Malaysia as tourism destination as well as the previously mentioned promotional efforts that TM take in order to promote Malaysia to the West Asian countries especial the GC in particular. Finally, both common as well as the specific tourism destination image attributes were incorporated into a standardized instrument. Table 3.2 below is shows in details the final standardized measurement that

incorporate both common and specific destination image attributes and the sources of these factors.

Table 3.2:

*Standardized Measurement Image Factors (Common and Specific Attributes)*

Common Image Attributes	Sources from the literature	Specific Image Attributes	Source from the literature
Leisure and tourist attractions	Martin and Bosque (2008) Echtner and Ritchie (2003, 1993) Konecnik and Gartner (2007) Hankinson (2005).	Modern buildings and Shopping haven	Mohamed and Hussin (2003) Ibrahim et al. (2009) Martin and Bosque (2008) Echtner and Ritchie (2003 1993).
Local Hospitality	Baloglu and McCleary (1999)	Islamic elements	
Nightlife	Stepchenkova and Morrison (2007) Hui and Wan (2003) and Choi (1999).		
Political stability			
Culture and Natural environment			

### 3.3.4 Destination Perceived Quality

As the first objective of this study focuses on understanding what perceived quality attributes of Malaysia as tourism destination held by the GC target market, understanding of the perceived tourism destination quality and its construct as well as differentiating it from the tourism destination image is required. Due to the fact that brand image includes the concepts of quality, value and attitude as well as brand associations, the perceived quality as one dimensions of the CBBE used to be mixture or included with the brand image (Aaker and Biel, 1993). It was argued by Konecnik and Gartner (2007), who were the first to apply the concept CBBE for the tourism destination that the quality dimension

for the tourism destination used to be included in the destination image measures. This was supported by Boo et al. (2009) who later proposed a model of customer-based CBBE and its application to multiple destinations. However, in this study, the perceived quality seen as a different construct from brand image as this study attempt to measure the effects of MC on the each dimensions of the CBBE.

One of the most cited definitions of the perceived quality is Zeithaml's (1988:3) definition who defined it as "*consumer's judgment about a product's overall excellence or superiority*". Another definition of perceived quality adapted in this study is Schultz and Schultz (2003) definition who defined it as the sum of the overall expectations for the brand from the customer's point of view (p.254). Based on those both definitions, perceived quality is consumers' subjective evaluations which depend on their perceptions and expectations and not the objective quality of the product. Hence, perceived quality was operationalized in the present study as the sum of the overall expectations for the brand from the customer's point of view (Schultz and Schultz, 2003).

This view of perceived quality is the most suitable for this study as this study looks at the CBBE dimensions (perceived quality one of them) from the perspective of the potential tourists. Therefore, the perceived quality items are designed in this study to assess potential tourists subjective judgment about the destination overall excellence following Zeithaml (1988) and Schultz and Schultz's (2003) conceptualizations of perceived quality.

As stated by Konecnik and Gartner (2007) and Boo et al. (2009) that the most difficult issue in integrating quality into destination evaluation is how to operationalise the concept and therefore it is hard to identify variables for the perceived quality for the destination as the perceived quality dimensions used to be mixed with the destination image. Both studies have used three factors that conceptualized the quality dimension. These are linking quality with pricing, perception of quality of a destination, and quality of experience. The first two quality factors which are linking quality with pricing and perception of quality of a destination have been used in many previous studies that investigating tourism destination development (Echtner and Ritchie 2003, 1993; Baloglu and Mangaloglu, 2001; Choi, Chan, and Wu, 1999; Hui and Wan, 2003). Based on that, this study adapts these two factors in order to measure the tourism destination quality construct. The reason for eliminating the third factor which is the actual quality of experience was that this study examined those who never visited Malaysia before. Therefore, they will be no actual experience with the destination.

The perceived quality factors that were used in this study are four factors adapted from Konecnik and Gartner (2007), who were the first to have applied the concept of CBSE for the tourism destination. These are: safety and cleanliness (4 items), food parades (6 items), price and value (5 items), and the communication and language (3 items). Konecnik and Gartner (2007) obtained reliability of .85 for safety and cleanliness, and .86 for communication and language, food parades, and price and value.

The finale 18 instruments were employed to measure the perceived quality of the destination by potential tourists. 10 items adapted from Konecnik and Gartner (2007), and 8 items were developed by the researcher from reviewing the Literature on Malaysia as a tourism destination namely (Mohamed and Hussin, 2003; Ibrahim et al. 2009) and from other previous studies on measuring countries image which have similarity namely Choi et al. (1999) on measuring Hon Kong' image as tourism destination, and Hui and Wan (2003) on measuring Singapore's image as tourism destination. It is interesting to note that both studies were based on Echtner and Ritchie's (1993) work. Respondents were asked to rate their level of agreement on each items on five points Likert scale.

Table 3.3:

*Perceived Quality Common and Specific Measurement Factors*

Perceived Quality Factors	Sources
Safety and cleanliness	Choi et al. (1999); Hui and Wan (2003); Echtner and Ritchie (1993); Konecnik and Gartner (2007); Mohamed and Hussin (2003); Ibrahim et al. (2009)
Food paradise	
Price and value	
Communication and Language	

Table 3.3 above shows the final common and specific measurement factors that were used in this study in order to measure the perceived quality of Malaysia as a tourism destination.

### **3.3.5 Intention to Visit (ItV)**

In addition to destination awareness, image and quality, the first research question in this study concerns with the understanding what influence do destination equity dimensions create by MC activities have on the ItV Malaysia among the GC target market. This requires understanding of the behavior ItV a particular destination. ItV Malaysia was operationalized in this study based on the theory of reasoned action and the theory of planned behaviour. Both theories reveal that behavioural intention is the degree of conscious effort that a person exerts in order to perform behaviour (Ajzen, 1991). The literature review indicates that CBBE dimensions including destination image is a crucial part of a tourist's behaviour intention (Baloglu and McCleary, 1999; Stepchenkova and Morrison, 2006; and Sonmez and Sirakaya, 2002). These dimensions play a critical role as they act as a distinguishing feature among competing destinations (Pikkemaat, 2004; Sonmez and Sirakaya, 2002), through positive destination image, high level of awareness and positive perceived quality. Based on that, the ItV Malaysia refers to the respondents' anticipation of a future trip to Malaysia for tourism purposes as a result of positive perception derived from the destination CBBE dimensions.

The GC potential tourists' ItV Malaysia was measured using six statements on 5 points Likert scales adopted and modified from Grace and O'Cass (2005) and Lam and Hsu (2005). These items were "I am likely to visit Malaysia in the future", "I want to visit Malaysia in the future", "I have every intention of visiting Malaysia in the future", "I plan to bring my family for vacation in Malaysia", "I would like to enjoy a vacation with

my friends in Malaysia" and "I think I would choose Malaysia as my honeymoon destination". Grace and O'Cass (2005) have shown that the reliability of this measurement is .96.

### **3.4 Hypotheses Development**

#### **3.4.1 Marketing Communication and CBBE dimensions**

MC activities refer to the overall communication of an organization to its consumers. In the context of tourism destination marketing, the focus should be on both controlled and uncontrolled MC activities and not only on advertising (O'Cass and Grace 2004). Controlled MC refers to the marketing activities undertaken by destination marketers namely advertising and promotions. On the other hand, uncontrolled MCs are activities that destination marketers have no controlled over it namely Word-of-Mouth and non-paid publicity. Both controlled and uncontrolled MC activities are important in service brand success (Berry, 2000; O'Cass and Grace, 2004), as they dominating roles in establishing awareness and positive image of the destination brand. The argument is that, in some cases where potential consumers never had a direct experience with the destination, MCs are the only source of information that potential consumers rely on in the path of making their decision in general and creating a perception of the destination in particular. However, those with past experience with the brand use their prior knowledge as information sources. On the other hand, CBBE is defined in this study as the value added to the brand by its name from the consumer perspective. It is the differential effect

of brand knowledge on consumer response to the marketing of the brand (Keller, 1993: 2). The definition emphasizes on the role of MC activities on creating and enhancing CBBE dimensions and MC is considered effective if it creates and enhances CBBE dimensions.

Past studies that tested the effects of the information perceived by the consumer from different marketing actions on the formation of CBBE and its dimensions demonstrated that MC activities is antecedent of CBBE and its dimensions as it represents the effect of accumulated marketing investments into the brand (Yoo et al. 2000). These studies confirmed that through long term investment in MCs, the CBBE dimensions could be created and developed, and by doing so, the company will have strong CBBE. Based on that, being able to understand how these MCs influencing the CBBE will give marketing managers a great insight into how to create effective MCs strategies. Hence, the relation between the MC and CBBE dimensions must be determined in order to create strong CBBE (Keller, 2003).

As mentioned before, with the absence of actual visitation to the tourism destination, CBBE is formed in the potential tourists' mind from controlled and uncontrolled information sources that consumer experience over time. The common theme to findings in the literature suggests so. This is supported by Berry's (2000) theory of service branding and Gunn (1972) tourism destination image formulation theory that suggest that there are three information sources that form the CBBE. These are: controlled MC,

uncontrolled MC, and past experience. In addition, information seeking theory suggests that consumers will rely on internal as well as external information sources in order to make their decisions. In the tourism industry context, internal sources include personal experiences, either with the specific destination or with a similar one, and the knowledge accumulated through an ongoing search (Schul and Crompton 1983; Vogt and Fesenmaier, 1998). When the internal search provides sufficient information for making a trip decision, external search is may be unnecessary (Beatty and Smith 1987). However, if the internal search proves insufficient, tourists are likely to also use external sources. Evidence suggests that travelers are likely to utilize the following broad, external information sources when planning their trips: family and friends, destination specific literature and advertising (Snepenger and Snepenger, 1993). The role of MC activities as information sources here is to influence the CBBE from the potential customer mind which ultimately will increase the possibility for the brand to be chosen.

The common theme of the literature suggests that with the absence of actual experience with the service brand, potential consumers struggle to attach meaning to intangible brand elements. In this regard, MCs create awareness of the brand in the first place, and play a critical role as consumers use it to determine the service quality and form their image of the service brand. While MCs (whether controlled or uncontrolled) can be used to create awareness, perceived image and quality about the brand by communicating information to potential consumers, it is well established in the Literature that it is the degree to which the information is meaningful to consumers that is important (O'Cass

and Grace, 2004; Grace and O'Cass, 2005; and Miller and Berry, 1998). In other words, the more favorable the consumers' feeling and attitudes are toward the communication channels, the more likely it is that the communications will be effective in transferring relevant meaning about the brand. Hence, it is their attitude and feeling toward the communication channel that will impact their response to the brand. MCs are communicating information about the brand specific attributes and characteristics. If the communication is seen as favorable by consumers and is persuasive enough to improve these attributes, this should positively impact the perceived image and quality of the brand. Based on these arguments, the hypotheses are as follows:

**H1<sub>A</sub>**: Controlled MC positively influence destination CBBE dimensions.

**H2<sub>A</sub>**: Uncontrolled MC positively influence destination CBBE dimensions.

These hypotheses are expanded into sub hypotheses to be tested in regard to the CBBE dimensions (awareness, image, and quality). The first hypothesis identifies the relationship between controlled MC and CBBE dimensions. Therefore, the sub hypotheses for this hypothesis are about the influence of controlled MC on destination awareness, perceived image and quality dimensions. The second hypothesis identifies the relationship between uncontrolled MC and CBBE dimensions. Therefore, the sub hypotheses for this hypothesis are about the influence of uncontrolled on destination awareness, perceived image and quality. The following section discusses these sub hypotheses.

### **3.4.1.1 Marketing Communication and Destination Awareness**

Previous studies showed that brand awareness is considered as a key element in the generation of CBBE in general which could be reached through a company's MCs efforts towards CBBE (Villarejo-Ramos and Sanchez-Franco, 2005). The role of controlled MC such as advertising and uncontrolled MC such as WOM in creating brand awareness is demonstrated by several authors (Tepeci, 1999; Macdonald and Sharp, 2003; Briggs, 1997; Grover and Srinivasan, 1992; Grover and Srinivasan, 1992; Dubow, 1994).

The argument is that awareness comes under the information role of MCs or the strategic objectives which means that the customers must recognize the brand as a member of the brand category (Morrison, 2002; Briggs, 1997). When the consumers are repeatedly exposed to the brand through MC, their familiarity with the brand will increase (Keller et al. 2008). Based on the previous discussion, the proposed hypotheses are as follows:

H1<sub>A-a</sub>: Controlled MC is positively influence destination awareness.

H2<sub>A-a</sub>: Uncontrolled MC is positively influence destination awareness.

### **3.4.1.2 Marketing Communication and Destination Image**

Previous studies show the importance of understanding the factors that influencing tourism destination image formulation from the tourist's perspective (Fakeye and

Crompton 1991; Gartner, 1993; Phelps 1986; Stern and Krakover 1993). However, the literature emphasized also on the significance of destination image that formed before the trip as it plays a critical role in influencing ItV the destination (Gunn, 1972; Goodall, 1990). The argument is that image has the potential to influence the behavior intention; therefore, it is important to understand what influence the formulation of the destination image. Such approach is critical for destination marketers as it enables them to identify which image should be promoted to which segment market (Goodall, 1990).

The literature review also indicates that the nature of tourism destination image has two main streams. These are the traditional cognitive component and the recent cognitive/affective component of tourism destination image from the individual point of view. While the cognitive evaluation refers to the beliefs or knowledge about the destination's attributes and characteristics held in the consumers' mind, the affective evaluation refers to feelings or attachment toward it (Martin and Bosque, 2008; Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999). Nevertheless, previous studies show that MC efforts have the ability to influence the cognitive component of destination image and not the affective component. For example, Fakeye and Crompton (1991), who adapted Gunn's (1972) tourism destination image theory, highlighted those MCs as information sources and external stimuli that influence the formation of the cognitive component of image but not the affective counterpart. In this sense, the development of the perceptual/cognitive component is presented as a function of information sources to which tourists are exposed. This was supported by Baloglu and McCleary's (1999)

destination image formulation model and Woodside and Lysonski's (1989) destination choice model. Similarly, in Um and Crompton's (1990) and Um's (1993) model of pleasure destination choice, the perceptual/cognitive evaluation of attributes (beliefs) are formed by external factors which include various information sources such as symbolic stimuli (promotional efforts of a destination through media) and social stimuli (friends and relatives' recommendations or word of-mouth). Based on these arguments, the proposed hypotheses are as follows:

H1<sub>A-b</sub>: Controlled MC is positively influence destination perceived image.

H2<sub>A-b</sub>: Uncontrolled MC is positively influence destination perceived image.

### **3.4.1.3 Marketing Communication and Perceived Quality of Destination**

Perceived quality as one dimension of the CBBE used to be included with the brand image (Konecnik and Gartner, 2007). The reason behind this is that brand image includes conceptions of quality, value and attitude as well as brand associations (Aaker and Biel, 1993). However, perceived quality as a dimension of CBBE is seen in this study as a different dimension from destination image.

Throughout the Literature, the positive influence of MC (controlled and uncontrolled) on brand perceived quality was justified by different studies (Lavidge and Steiner, 1961;

Mackenzie et al. 1986; Milgrom and Roberts, 1986; Brown and Stayman, 1992; Moorthy and Hawkins, 2005; Moorthy and Zhao, 2000; Keller, 1993). These studies have shown a positive relationship between MCs and brand perceived quality. The MC efforts by the firm afford a flexible means of shaping consumer perceptions of the product or service as well as helpful in creating user and usage imagery attributes (Keller, 1993). Based on the previous discussion, the proposed hypotheses are as follows:

H1<sub>A-c</sub>: Controlled MC is positively influence destination perceived quality.

H2<sub>A-c</sub>: Uncontrolled MC is positively influence perceived destination quality.

### **3.4.2 Tourism Destination CBBE Dimensions and ItV**

Previous studies have shown that CBBE dimensions (awareness, image, and perceived quality) are important factors in influencing consumer's ItV a destination (Lam and Hsu, 2005; Grace and O'Cass, 2005; O'cass and Grace, 2004; Tepeci, 1999; Macdonald and Sharp, 2003; Woodside, 1996; Kim et al. 2005; Hoyer and Brown 1990; Stokes, 1985; Beerli and Martin, 2004a; Baloglu and McCleary, 1999; Bosque et al. 2009; Konecnik and Gartner, 2007; Baloglu and McCleary, 1999; Witt and Moutinho, 1995; Phelps, 1986; Konecnik, 2004; Leisen, 2001; Hui and Wan, 2003; Fakeye and Crompton, 1991). Consequently, this study expected that CBBE dimensions could help and lead to ItV Malaysia among GC potential customers.

The argument is that any situation of uncertainty forces a consumer to think about his or her consideration set and evaluate or activate the CBBE dimensions (awareness, perceived image, and perceived quality) that he or she holds for each brand in the set (Raggio and Leone (2007). As confirmed by a TM representative:

*“the communication strategies that we implemented on the GC market should influence potential visitors to move from awareness to increased preference to actual intention and visitation by positing Malaysia as a TOM destination and creating a positive image”* (TM representative, personal communication, October 14, 2008).

Based on the argument mentioned, the proposed hypothesis is as follows:

**H3<sub>A</sub>**: Tourism destination CBBE dimensions are positively influence the ItV.

The third hypothesis identifies the relationship between CBBE dimensions and ItV. Therefore, three sub hypotheses for this hypothesis are identified. These are the influence of destination awareness, perceived image and quality on the ItV.

Awareness of the destination as the primary dimension of the CBBE is posited to be responsible in making the destination successful (Kotler et al. 2006), by playing a critical role in consumer decision making and behavior intention (Macdonald and Sharp, 2003; Stokes 1985; Aaker, 1991). Brand awareness has a big correlation with the market share (Larson, 1989), and without it there would be no demand for the brand (Duncan, 2005; Sinha et al. 2008; and Macdonald and Sharp, 2003).

The argument is that it is impossible for any brand to be taken into customers' consideration set (the third stage in the consumer behavior model that includes the group of brands from which the consumer will chose) if the potential customers are not aware of the brand (Duncan, 2005; Romaniuk et al. 2004; and Hoyer and Brown, 1990). As such, the more the customer is aware of the brand, the greater the possibility for the brand to be chosen (Tepeci, 1999; and Macdonald and Sharp, 2003).

Several previous studies have shown the importance of brand awareness in impacting the behavioral as well as attitudinal perception of customers (Yoo and Donthu, 2001; Konecnik and Gartner, 2007; Lassar et al. 1995). For example, Kim et al. (2005) provide empirical evidence in their study that there are a strong linkage among brand awareness and likelihood of visiting a destination. This highlights the fact that those aspects are central to destination decision making. In addition, their study revealed that TOM destination awareness positively influenced destination choice. Based on the argument mentioned, the proposed hypothesis is as follows:

H3<sub>A</sub>-a: Tourism destination awareness is positively influence the ItV.

Several authors suggested that destination image as well as perceived quality are important in enabling potential customers to recognize a product, evaluate the quality, lower purchase risks, and obtain certain experience and satisfaction out of product

differentiation which finally will influence the purchase intention (Richardson, Dick, and Jain, 1994; Lin and Lin, 2007; Lin and Lin, 2007; Baloglu and McCleary, 1999; Bosque et al. 2009; Konecnik and Gartner, 2007; Baloglu and McCleary, 1999; Witt and Moutinho, 1995; Tepeci, 1999; Phelps, 1986; Konecnik, 2004; Leisen, 2001; Hui and Wan, 2003; Fakye and Crompton, 1991). Hence, it has been generally accepted in the literature that destination image and quality have influence on tourist behaviors (Fakye and Crompton, 1991).

The argument is that awareness of the brand would be effective in influencing the purchase intention under low level of involvement in decision making. However, considering potential tourists will be under high level of involvement when they travel to different country (Kotler et al. 2006), tourism destination need to have a strong and favorable perceived image and quality in the consumers mind to be successful in impacting the ItV (Konecnik and Gartner, 2007). Based on that, the proposed hypotheses are as follows:

H3<sub>A-b</sub>: Perceived tourism destination image is positively influence the ItV.

H3<sub>A-c</sub>: Perceived quality of the tourism destination is positively influence the ItV.

### **3.5 Research Framework**

Having discussed all the necessary background of the constructs used in this study, Figure 3.2 below shows the study's theoretical framework of the relationship between MC activities (as information sources) and CBBE dimensions as well as the relationship between the CBBE dimensions and ItV. The framework is essentially an extension of the work of Aaker (1991) and Keller (1993) as well as that of Konecnik and Gartner (2007) who were the first to apply the CBBE concepts for tourism destination. Basically, it was based on the theory of service branding (Berry, 2000) and destination image theory (Gunn, 1972). Based on the factors specified in the preceding sections, MCs are linked to 13 factors of CBBE dimensions, and these 13 factors are linked with ItV.

The literature review indicated that CBBE is a strategic aspect of marketing management and it could be created, maintained, enhanced, and intensified by strengthening its dimensions (Yoo et al. 2000; Villarejo-Ramos and Sanchez-Franco, 2005; Keller, 1993; Simon and Sullivan, 1993; Farquhar, 1989). Since CBBE represents the accumulative effects of brand investment, it has been recognized that any marketing action has its effects on it (Villarejo-Ramos and Sanchez-Franco, 2005). Traditionally, MCs are used to increase CBBE to influence consumers' buying behaviors (Yoo et al. 2000). Therefore, antecedents has been added of CBBE, which is, MCs as information sources, proposing that they have significant effects on the dimensions of CBBE (awareness, perceived quality and image) and the only source of information in case of potential tourist who never been in a destination before. It is also proposed that beside the controlled MC,

uncontrolled MC plays a critical role in building potential CBBE which leads finally to simplifying and supporting the potential customer decision making by positively influencing the potential tourist ItV. To conclude, this present study investigates the relationships between MC as information sources and destination awareness, perceived destination image, perceived quality and destination choice intention for GC potential tourists who have never been to Malaysia before.

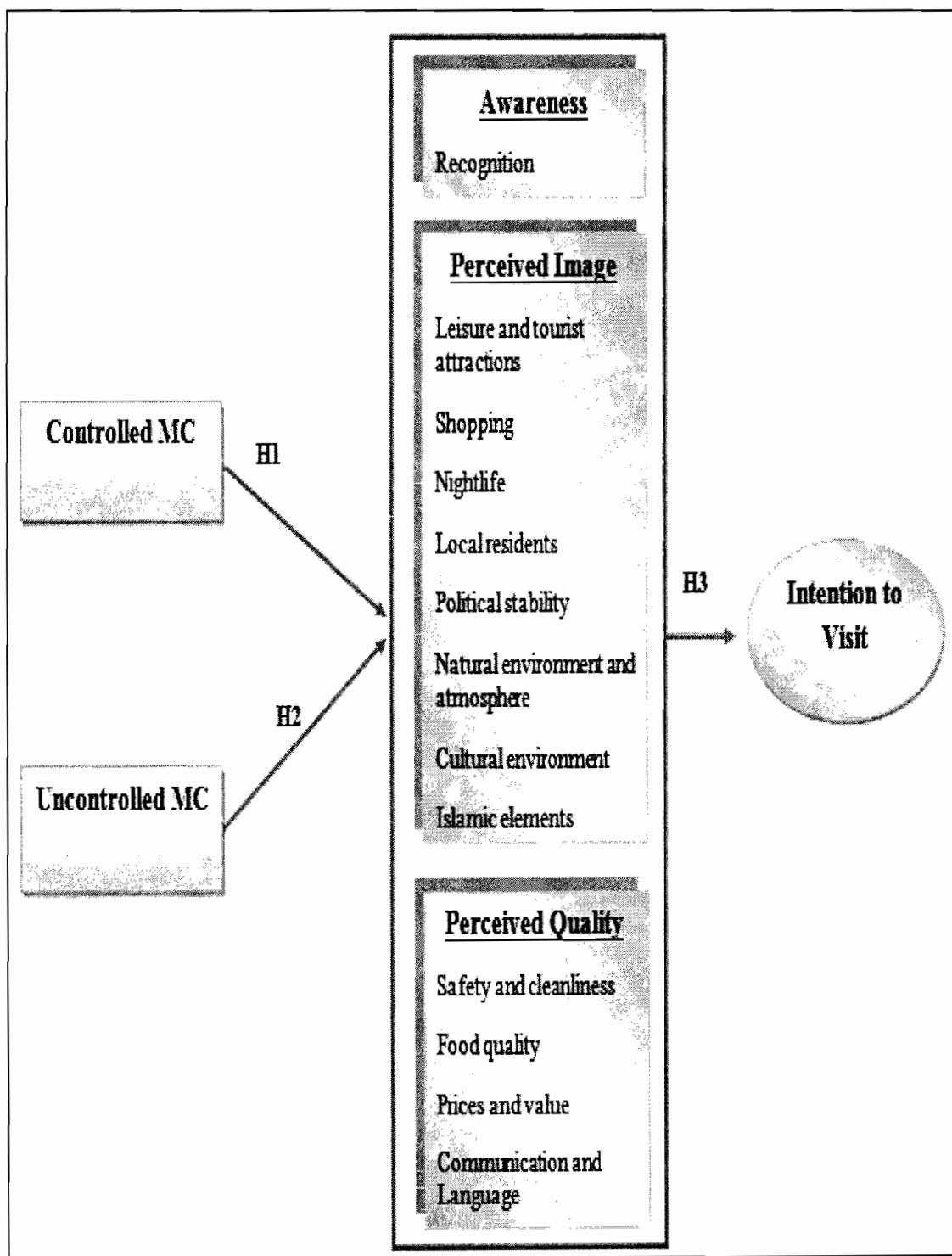


Figure 3.2:

*The theoretical model used in this study*

### **3.6 Research Design**

Research design refers to a framework that guides a researcher for data collection and data gathering in order to answer the research questions. In this study, the literature review carried out extensively to identify the problems and gaps in previous studies so that this study is able to position itself in areas that would be beneficial to the research community. The theoretical framework that was proposed in chapter 3 is basically based on the theoretical contributions of major previous works in the area of MC and destination image measurement as well as the CBBE, such as that of Aaker (1991), Keller (1993), Berry (2000), Gunn (1972) and Konecnik and Gartner (2007).

#### **3.6.1 Choice of Research Design**

Throughout the Literature various research methods have been proposed, each with its advantages and disadvantages. This lead some authors to point out that there is no one best research methodology (Zikmund, 2003 and Oppenheim, 1999). In fact, the approach that must be adapted depends largely on the research objectives and research questions that the research seeks to answer. Therefore the research method that will be adapted is a compromise between options and choices (Zikmund, 2003). The choices to be adopted are also frequently influenced by the availability of resources and the skills possessed by the researchers themselves.

The objectives of this study were to evaluate MC's activities used by TM by identifying the potential tourist's level of awareness, perceived quality and perceived image about Malaysia as tourism destination among the GC market. The study also sought to understand the influence of those factors on the ItV Malaysia. The major questions of interest are to examine what is the level of awareness about Malaysia, what image the GC potential tourists has in their minds, their perception on the quality of the destination, and finally how all these dimensions impact the destination ItV, all of these factors as a source of MC whether controlled or uncontrolled and not by past or current experience with destination. One of the best and most suitable research method for answering questions about 'what', 'how', 'to what extent', 'how many' questions is by using survey method (Oppenheim, 1999). David and Sutton (2004) have confirmed that survey can be used successfully to investigate the relationships between variables in the process of hypothesis testing. Other advantage of survey strategy is the large amount of data which can be gathered from large population.

Additionally, Echtner and Ritchie (2003, 1993) reviewed the available Literature on the tourism destination image measurement techniques and found that the literature revealed two basic approaches. These are structured (quantitative) and unstructured (qualitative). At the structured front, they found 15 previous structured studies on measuring tourism destination image. On the other hand, fewer researchers have used the unstructured technique. Echtner and Ritchie (2003, 1993) have mentioned that researchers tend to use the structured technique by referring to the secondary information such as Literature due

to the time and cost incurred when they use the unstructured method. As a result, they concluded that researchers held a strong preference to the structured method.

Furthermore, Pike (2002) also reviewed 142 previous studies from 1973 to 2000 that examines destination image. In his work, he found the majority of previous studies have used the structured technique (survey) to measure the destination image (114 out of 142). He also found a total of 55 papers include consumers at their place of residents which is a very useful techniques as it enables the researcher to capture those with previous visit, those who would potentially visit, as well as non-visitors. Based on the above discussions, this study adopts the structured technique to fulfill its objectives.

The study was carried out in two stages including instrument development and cross-sectional survey. In the first stage, a thorough review of relevant literature was conducted to extract variables for each research concept. The variables were modified to suit the research site and target population. Expert panel opinions were consulted to develop a valid instrument for data collection. The modified questionnaire was translated back to back into Arabic language. Before going on to the data-collection, a pilot test was conducted among the survey population to test the reliability and validity of the instrument. The second stage conducted a cross-sectional survey on GC potential tourists at their countries by using the finalized questionnaire designed at the first stage.

In sum, this study decided to adopt survey method because it is the best way of collecting personal and social facts, beliefs, and attitudes (Kerlinger, 1973). In addition, it is the most popular instrument that is used to assess the destination image (Baloglu et al. 1999) as it allows the researcher to collect data from many respondents, to measure many variables and to test multiple hypotheses (Neuman, 2005). It is also commonly used and less expensive. Therefore this method was employed in this study.

### **3.6.2 Nature and Purpose of Research**

Generally, research can be classified into three main categories according to the nature and purpose of the research. First is the exploratory research which is the type of research being conducted when there is insufficient knowledge about certain issues to investigate new concepts or phenomena (Sekaran, 2006). In exploratory research, qualitative methods are more often being used than quantitative methods (Hair, Money, Page and Samouel, 2007). The researcher usually uses one of four approaches to solicit information namely secondary data analysis, pilot studies, case studies and experience survey to obtain initial ideas about a situation (Zikmund, 2006).

The second type of research is the descriptive research which aims to describe major attributes that answer questions about current situations (Sekaran, 2006). The descriptive research can be classified based on the time horizon to collect the data namely cross-sectional or longitudinal. As the name indicates, the cross-sectional approach is to collect

data only once or at a certain point of time, while longitudinal approach is to describe the situation whereby data is being gathered over time (Hair et al. 2007). Data for descriptive research are collected by means of interview, observation, or questionnaire. The statistical analyses used for the descriptive research are computing the central tendency, variances and correlations (Leedy and Ormrod, 2001).

Finally, research can also be classified as causal research (hypotheses testing) which employed a testable scheme to examine the relationships between two or more variables (Saunders, Lewis and Thornhill, 2007; Sekaran, 2006). The main objective of such research design is to explain the variance on the dependent variable or to predict the outcome of this relationship between independent and dependent variables (Sekaran, 2006).

This study can be considered as descriptive and causal research (hypotheses testing) in nature because its main objective is to investigate relationships between variables. Using descriptive statistics to determine the main attributes of a research population can provide a better understanding on the nature of that population. In addition, descriptive statistics are used to identify the main attributes of the study variables to answer the research questions. Hypotheses testing are also used to investigate the relationships between the independent and dependent variables.

The aim of this study is to measure the impact of TM's MC activities (both controlled and uncontrolled) as independent variables on each dimension of Malaysia CBBE (awareness, perceived image and quality) as dependent variables from the perception of GC potential tourists. This is followed by an analysis on the influence of these tourism destination CBBE dimensions as independent variables on potential tourist's ItV Malaysia as a dependent variable. It is proposed in this study that if MCs have been effective in enhancing, increasing, and positively influencing each dimension of the brand equity (awareness, perceived quality, and perceived image), then the brand will have strong CBBE dimensions which will increase the possibility for the destination to be chosen. Hence, the purpose is to determine the relationship between the independent variables and dependent variables, and therefore this study is considered as descriptive and exploratory as it attempts to describe the Malaysia CBBE dimensions and the ItV held by GC potential tourists. In addition, as this study also attempts to ascertain the relationship between these variables, it is also a correlational study.

### **3.6.3 Unit of Analysis**

Unit of analysis refers to the type of unit a researcher uses when measuring variables (Neuman, 2005). This study aims to determine the level of destination CBBE dimensions held by GC potential tourists. The unit of analysis therefore was the Gulf Countries' potential tourists that are operationally defined as those who have at least some idea about Malaysia and never been in Malaysia before. Therefore, this study treats each

respondent as individual data source. The GC tourist markets were chosen because they were considered the most important market segment for the Malaysian tourism industry due to their tendency to stay longer and be big spenders during their visit to Malaysia.

### **3.7 Study Population and Sampling**

As explained under the scope of the study, this study is confined to GC potential tourists particularly KSA and UAE citizens who have never visit Malaysia before but have some idea about Malaysia as tourism destination. The sampling will take into consideration the reality that only those willing to participate can be taken as a respondents while discounting the illiterate and young. Thus the strategy of this study was to keep approaching potential respondents that fit the demographic profile identified by TM (2008) until the target sample required is fulfilled.(purposive sampling). Purposive sampling targets a particular group of people when the desired population for the study is very difficult to locate and recruit for a study. Purposive sampling is a sampling method in which elements are chosen based on purpose of the study.

Sample size is very important especially when applying structural data collection methods to measure brand equity dimensions. For this study, determining sample size was done by first understanding the Literature on measuring country's image as tourism destination as well as the Literature on research methodology. In general, the

determination of sampling size largely depends on the statistical estimating precision needed by researchers and the number of variables.

Kline (1998) shed the light on two criteria that must be met when using questionnaire method: first, the sample size must be large. That is, for the sample size to be considered large, it must contain more than 200 sample units. Second, the ratio between the number of units and model parameters must be at least (10:1). On the other hand, Roscoe (1975) has mentioned that the most appropriate sample size of most researches is larger than 30 and smaller than 500. In a similar vein, David and Sutton (2004) stated that researcher can reckon the sample size relying on his/her experience and with consideration to cost and time, however, it should not be less than 30.

Some authors have related the items number used in the questionnaire with the sample size. For example, Veal (2006); Burns and Bush (2000); Hinkin, Tracey, and Enz (1997); and Tinsley and Tinsley (1987) have stated that a positive relationship between the number of items and the sample size stand for ratio of at least (1:5). Based on that and as the items used in this study questionnaire are 64 items, 320 questionnaires are required in this study as a sample size as a result of multiplying 64 by 5. In the context of tourism industry, Veal (2006) mentioned that the sample size of 10,000 population equals 370 sample units, and 500,000 and above equals 384.

Hui and Wan (2003) have conducted a study on Singapore's image as a tourism destination. They have collected data from 131 usable questionnaire answered by tourists from 160 target sample. Similarly, Choi et al. (1999) conducted a study to measure Hong Kong's image as a tourism destination and collected data from 142 tourists out of 160 target sample. Ibrahim et al. (2009) have conducted a study on the travelling pattern and preferences of the Arab tourists in Malaysian hotels; in their study they have collected 130 useable questionnaires out of 321 were disseminated. Finally, Jalil et al. (2009) have conducted a study on the overall western tourist's perception of the Malaysian gastronomic products and their sample size was 311 responses.

The above discussion highlights the issue of response rate and the need to account for this when determining sample size. In addition, the population of KSA and UAE is 28 million and 7.5 million respectively. Based on this, and to choose a safe number of respondents, the sample size that was considered in this study is 400 respondents from both countries (KSA and UAE). As mentioned before, TM has stepped into the West Asia market in 1999 by having two overseas tourism Malaysia offices in UAE (in Dubai) and KSA (in Jeddah). Therefore, it is considered appropriate to choose Dubai in UAE and Jeddah in KSA as the study data collection sites for this study.

### **3.8 Data Collection Methods**

Data can be obtained from primary or secondary sources. While primary data refers to information obtained firsthand by the researcher on the variables of interest for the specific purpose of the study, secondary data refers to information gathered from existing sources (Balsley and Vernon, 1988).

#### **3.8.1 Primary Research Method for Data Collection**

Primary data collection methods are devised and controlled by the researcher, to get individual responses and focus groups whose views are required either in a structured or unstructured manner (Veal, 2006). This is the best way to collect evidence that cannot be observed. This data can be collected through questionnaires or observation. Also the questionnaires could be in varying formats such as, open-ended format, multiple choice response formats and dichotomous response format (Saunders, Lewis, and Thornhil, 2005).

In this study, the main instruments that were used in gathering quantitative data from the respondents were 5 points Likert scale statements. The questionnaire is designed to collect data on the GC potential tourists' level of awareness about Malaysia as a tourism destination, different perceived image and quality aspects and attributes, and ItV Malaysia from the perceptions of the GC potential tourist. Since this study attempted to measure the perceptions of the respondents, the Likert scale have been wildly used by

researchers especially in measuring perceptions and attitude of the tourists (Lankford, 1994). The Likert scales used in this study is five point scales ranging from 1= “strongly disagree” to 5 = “strongly agree”. The reason for the use of five point Likert scales in favor to four or 8 scales was to avoid the possibility of high number of respondents biased toward choosing ‘undecided’ as a response to what they consider as sensitive questions. In addition, the five point scales give the respondents the option “3= no opinion” which is very important as the respondents in this study are those who have never visit Malaysia before.

### **3.8.2 Secondary Research Methods for Data Collection**

Secondary data refers to the data that is already collected and not devised or controlled by the researcher, such as company record, government statistics or previous studies. This type of data is developed for the purpose other than helping to solve the research question at hand (Balsley and Vernon, 1988) and must be evaluated on the basis of relevance to the research question. In this study, newspaper and magazine article, personal communication, government publications, conference proceeding, reports statistics and World Wide Web (Internet), journal articles and books in both marketing literature in general and tourism destination marketing in particular were used together as secondary data.

### **3.9 Data Collection Procedures**

As the main purpose of this study is to collect data about respondent's (GC market) perceptions on MC activities and its influence on tourism destination brand equity dimensions, it must measure MC effectiveness influences as information sources that create destination brand equity and the impacts of these dimensions on the ItV Malaysia. This requires collecting data from the respondents at the country of origin and not those already in Malaysia. Based on that, a time efficient data collection methodology is required. Mall intercept is a method frequently used by marketers to collect data efficiently. It involves having an interviewer at a shopping mall intercepts a sample of those passing by to ask if they would be willing to participate in a brief research study. This study adopted this method by choosing large shopping mall centers that exhibits high traffic flow and shopper demographic diversity as its data collection sites. Taking into consideration the probability of having a bias result (as mall shoppers can be a demographically biased group), data collection were planned for different shopping malls at different times and in areas that represent the high, middle, and low income populations in both countries. Data collection involved the researcher first approaching potential respondents to elicit participation in the research, followed by allowing the respondents to complete the survey.

Data collection via mall-intercept was selected due to several advantages. These includes, 1) it gives the researcher the ability to access potential respondents over a short period of time; 2) it is compatible with the selected survey approach (i.e. enabling the researcher to

arouse interest in the research thereby giving the researcher the ability to screen potential respondents; 3) it enables respondents to seek clarification if needed; and 4) it is relatively economical and can be easily adapted to investigate both ongoing and emergent questions. The mall intercept method ability to quickly generate a wealth of both qualitative and quantitative data about various aspects of project implementation makes it a commonly used method in marketing research (Maronick 1995; Ross et al. 1992; Rice and Hancock, 2005; and Bush and Hair, 1985).

For the data collection purpose, the main goal is to go after people who fit the demographic profile identified by TM (refer to the Table 3.4 below). To avoid bias results, the researcher has made some observation prior to conducting data collection to determine the most suitable place and time to approach the respondents. The observation revealed that: in UAE, respondents should be approached in three different areas which reflect three levels of income namely, mall for high income people (*Dubai Mall*), middle income (*ibn Battuta Mall*), and for low income (*Al-Reem Mall*). In KSA, respondents should be approached in *Jeddah's Mall of Arabia* (famous among high income people) *Altahlia Shopping center* (for middle income people), and *Refrat* shopping mall (for low income people). In addition, the time from 6:00 pm until 9:00 pm was identified as the most suitable as more people will be shopping in both countries due to office time and the cooler evening weather.

Table 3.4:  
*KSA and UAE Tourists' Indicators, Year 2008*

DEMOGRAPHIC PROFILE	2007	2008
<b>Married</b>	93.2	88.8
<b>Age Group</b>		
25-34	64.5%	52.8%
35-44	14.7%	20.4%
20-24	13.8%	17.7%

Source: (TM, 2008)

To abide with time and resource constraints, the researcher has decided that the most resource and time effective way of collecting his data was by using enumerators with working knowledge of the target data collection sites. Thus, after doing his pilot study and improving his research design, the researcher recruited seven Jordanians who were also students in Dubai and Saudi Arabia (four in Dubai and three in KSA) at the time of the fieldwork to be enumerators for his study. Two of them were female who collected data in KSA. The training of these field assistants was conducted with care to ensure that they understand the research objectives, the questions, the probable answering approach, how to approach the respondent, and the method of distributing the questionnaire so they understand how, when, where, and who to approach so as to avoid improper or unethical conduct.

### **3.10 Design the Questionnaire**

When designing the questionnaire of this study, care was taken to ensure that the questionnaire meets the study objectives. The questionnaire encompassed a series of questions presented in the Appendix (A). The questionnaire was developed through the following process:

- a) Reviewing the relevant researches, related literature, and journal articles in order to identifying pertinent variables to the study,
- b) Crafting the questionnaire based on the identified variables,
- c) Getting an expert opinion by submitting the draft to the supervisor then discussing and revising it according to supervisor suggestions,
- d) Pretesting the questionnaire to ensure that the questionnaire is explicable to the respondents,
- e) Undertaking a pilot study,
- f) Refining the questionnaire based on the pilot study results, and
- g) Translating the questionnaire back to back into Arabic language.

To accomplish its objectives, the questionnaire was structured carefully considering some aspects of awareness as well as past visitation. As structured data collection technique was the main instrument for the study, selection of respondents during survey was tightly controlled by asking two screening questions. The first is “have you heard of Malaysia as tourism destination”. The second scanning question is “have you ever visit Malaysia before”. This to ensure that this study measure the communication effects of MC used by

TM to attract tourists from this region and not measuring the destination brand equity dimensions from the current or past tourists.

The questionnaire in this study consists of four sections. **The first section** consists of the respondent's demographic variables that include (age, marital status, monthly income, sex, country of origin, and highest education). **The second section** includes the two previously mentioned scanning questions as well as five statements on five point scale used to identify the level of awareness of Malaysia among participants.

In the **third section** of the questionnaire, data were collected about the respondent's perceptions of Malaysia perceived image, perceived quality, the respondent's source of information about Malaysia as a tourism destination and the respondent's perception about MCs activities. More specifically, this section consisted of four parts (A, B, C, and D). The first Part (A) is 43 statements in 5 points Likert scales which aim to measure the perceived image of Malaysia as tourism destination from the respondent point of view. For the Part B, 18 items were used to measure the perceived quality of the destination on five point Likert scales. The importance of the sources of information obtained about Malaysia as tourism destination was measured in Part C. These information source categories were professional advisors (tour operators, travel agents, and airlines), WOM (friends and relatives), advertisement (printed or broadcast media), and books/movie/news. Respondents were also asked to rate on 5-points Likert scales each information category as to what extent it was important in forming their impressions about Malaysia, ranging from ``1 = not at all important" to ``4 = very important". To give the respondent

the choice, an additional category was add which “0 = no opinion”. Finally, section four contains 11 statements on five point Likert scales used to measure the respondent's perception of MCs activities as information sources.

### **3.10.1 Validity and Reliability of the Measurement Instrument**

To ensure the items were suitable for use in this study, validity and reliability of the items were conducted first. The validity of instrument could be grouped into two main categories, namely content validity and construct validity. Content validity refers to the suitability of the questions on the concept. It is the conformity of the instrument whether it measures what it is supposed to measure. This could be achieved through adopting items which were used in previous research (Saunders et al. 2007). In addition, Hair et al. (2007) suggested seeking opinion from individuals such as academics who are experts in their respective area as well as individuals from the population to assess the content validity. To do so, the definitions of the main variables were carefully reviewed from related literature as suggested by Saunders et al. (2007). In addition, researcher seeks for feedback from experts, academicians, and students in order to pretest the items. Based on their comments, items amendments were carried out to ensure the familiarity, wordings and the clearness of the questionnaire items.

On the other hand, construct validity is concerned with the theoretical and hypothetical development of the relationships between the variables (Pallant, 2007). According to Hair et al. (2007), construct validity can be verified using two approaches namely convergent validity which is to examine whether the construct of the study relate positively with other measures of this construct. The other approach is discriminant validity which is to examine whether correlations exist between the study constructs and other different constructs.

Most of the items used in this study were adopted from the literature where previous studies have confirmed their convergent and discriminant validity. However, it is important to reexamine the validity of the instruments due to the fact that these items were used in different settings. To do so, exploratory factor analysis was conducted on all items used in this study.

Reliability of measurement is the second criterion for assessing the measurement scale which is related to consistency (Hair et al. 2007). It is related to the findings of the research. If the same result is obtained when one repeats the research, the measurements are considered reliable (Crowther and Lancaster, 2009). This study used Cronbach's alpha to indicate the reliability of the instrument as it is the most widely used statistics to determine the reliability of the measurement especially on instruments that use Likert

scale (Crowther and Lancaster, 2009; Hair et al. 2007; Leedy and Ormrod, 2001; Pallant, 2007; Saunders et al. 2007; Sekaran, 2006).

The value of Cronbach's coefficient alpha ranges from 0 to 1. In general, a value closer to 1 indicates that the instrument is more reliable and shares a high internal consistency. The acceptance of this value depends on the nature and objectives of the research. According to Hair et al. (2007) a commonly accepted Cronbach's coefficient value is around 0.7. For the purpose of this study, the Cronbach's coefficient alpha value of 0.7 will be used as suggested by Hair et al. (2007). Strength of relations for Cronbach's coefficient alpha value is summarized in Table 3.5.

Table 3.5:

*Alpha Coefficient Ranges and Strength*

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
≥ 0.9	Excellent

Source: Hair et al. (2007)

The next section will discuss the pilot study as well as the Cronbach's coefficient alpha value for all measures used in this study before launching the questionnaire to the respondents.

### **3.10.2 Pilot Study**

The pilot study is a pre-testing of the research instruments. Conducting pilot study prior to the data collection has many significant advantages that contribute to the study success as it gives the researchers the opportunity to look back on some areas that the researcher has been unclear about (Bryman, 2004).

In this study and before launching the questionnaire to the respondents, the questionnaire was translated back to back into Arabic language. In this study, the pilot study was carried out from 24 to 30 September 2009 by applying it to 39 Arab tourists (more than 5% of the population sample size) at the arrivals hall in KLCC international airport.

The objectives of the pilot study were to ensure that the information required are clearly understood by the participant, to ensure whether the length of the questionnaire is finished within a set time span so that the respondents will not exhaust the questionnaire nor lessen their motivation, and to refine the questionnaire so that they will have no difficulties in answering the questions. In general the pilot study was conducted to examine the validity and reliability of the questionnaire. To guarantee that the respondents have completed the questionnaire, the researcher sat while they were completing it.

As shown below in Table 3.6, the reliability estimates ranged from .71 to. 94 which are according to Sekaran (2006) considered sufficient for the research purpose. Based on that, there were no items deleted from the analysis as all computed coefficients fell within acceptable ranges. Based on that, the scales are regarded as relatively reliable. The approximate time taken by the respondents to complete the entire questionnaire was 20 minutes.

Table 3.6:

*Reliability Coefficient for Multiple Items in the Pilot Study (N=39)*

Variable	Alpha (a)
Awareness	.81
Leisure and tourist attractions	.79
Shopping	.94
Nightlife	.90
Local Hospitality	.92
Political stability	.80
Natural environment and atmosphere	.87
Cultural environment	.71
Islamic elements	.75
Safety and cleanliness	.87
Food quality	.77
Prices and value	.86
Communication and Language	.94
Perception of the advertising	.90
Perception of WOM	.72
Intention to visit Malaysia	.83

A part from the questionnaire reliability, the results of the pilot testing were used for the adjustment of the questionnaire design, wording, and measurement scales in order to ensure the provision of valid information. For example, the results of the pilot study suggested the deletion and addition of several items in some parts of the questionnaire. The pilot study in section three of the questionnaire, part A (destination image attributes) under the leisure and tourists attractions factor, suggested that the researcher deleted the item of “Malaysia is a suitable destination for different types of vacations” because it is too general. Instead, four items were added in the questionnaire which are “Malaysia is a suitable destination for honeymooners”, “Malaysia is a suitable destination for business men (MICE)”, “Malaysia is a suitable destination for education”, and “Malaysia is a suitable destination for health tourism”. These four added items are based on the key segments promoted by TM to the West Asia markets.

In addition, the item “Malaysia is a good place to shop” was further expanded into two items. These are “Prices of the products in Malaysia are reasonable” and “Quality of the products in Malaysia is very good”. That is because respondents thought that this item is too general. Furthermore, two items under environmental attraction (8 and 9) were deleted as they are similar to other factors in the questionnaire namely item number 3 under perceived quality “Malaysia has unpolluted environment”. The adjustment of the questionnaire design and the rewording was basically based on the respondents comment and questions. Based on the above discussion, some amendments were made to the final version of the questionnaire which consists of 6 pages long (refer to appendix A).

### **3.11 Data Analysis**

Various methods of data analysis (statistical tools) were employed from SPSS software, version 18, to generate answers for the questions raised in this study as well as hypotheses testing. First, data screening and cleaning was done to check on any abnormalities. Then, a descriptive analysis was performed to describe the characteristics of respondents, test of differences and ANOVA tests to compare the extent of CBBE dimensions held by respondents between different demographic profiles. In addition, factors and reliability analyses to test the goodness of the measures were performed on the data. Finally, correlational analyses to describe the relationship between variables and multiple regression analyses to test the impact of CBBE dimensions among GC tourists on their ItV Malaysia as well as the influence of the MCs on CBBE dimensions. It is important to mention that in the present study we considered respondents from Jeddah and Dubai as homogenous sample and therefore, data were analyzed in an aggregate form. This is due to the fact that citizens of UAE and KSC share similar cultural, social, economical, and geographical characteristics. Thus, samples taken from these two countries can be considered homogenous.

#### **3.11.1 Factors Analyses**

Factor analysis is a data reduction technique used to reduce a large number of variables to a smaller set of underlying factors that summarize the essential information contained in the variables. This could be done by defining common underlying dimensions which is

also known as factors (Hair et al. 2007). Hair et al. (2007) described factor analysis as a method used to reduce a large number of variables by combining the related variables together in a factor. It is a rule of thumb that factor loadings greater than 0.30 (absolute value) are considered significant. Loadings 0.40 are considered more important, and if the loadings are 0.5 or greater, they are considered very significant (Hair et al. 2007). For the purpose of this study, the cut-off point for significant factor loading that was chosen is 0.50 as recommended by Nunnally (1978) for exploratory research. The reason is that these items are considered weak and not strong enough to be appreciated for factors analysis proposes. Items that have been found to exhibit correlations less than 0.50 were removed from further analysis. Factor loadings were then used to assign a name to each factor. Specifically, items with higher loadings were considered more important (statistically speaking) and hence have a greater influence on the naming of factors.

Factor analysis was carried out following the main steps suggested by Pallant (2007) which consist of: (1) consideration of the appropriateness of the data for the factor analysis by fulfilling the required assumptions such as adequate sample size, existence of adequate correlations between the variables in the same factor, achieving linearity condition and checking for outliers, (2) factor extraction using suitable techniques to verify the smallest number of factors. In this study the principle component analysis (PCA) was adopted since this technique was widely used by researchers (Pallant, 2007). In PCA, the main variables were grouped into smaller linear variables and analyzed all the shared variance by using a mathematical model (Tabachnick and Fidell 2007).

Stevens (1996) preferred PCA as it does not include any problems like other related analysis. Furthermore, Tabachnick and Fidell (2007) considered this approach as the best choice in the case of looking for an experimental review of the variables. For these reasons, PCA was adopted for this study and (3) factor rotation and explanation is the last step in conducting factor analysis. In specific cases, there is a need to repeat the rotation i.e. when there appears to have high loadings in more than one factor. In this study, factor analysis was undertaken to determine the dimensions of the two major concepts namely CBBE dimensions and MCs activities.

### **3.11.2 Descriptive Statistics**

To present raw data transformed into a form that will make them easy to understand and interpret, as well as to have a foundations for subsequent analysis, descriptive statistics (mean, values, and standard deviations) for all variables of interest in this study were obtained first prior to the analysis process. Pallant (2007) revealed that descriptive statistic aimed to depict the different attributes of the data, verify any violation of the principal assumptions for the statistical methods to be used in the study and to address particular research questions.

In this study, the descriptive statistics were undertaken using central tendency and variation statistics such as means and standard deviations. Frequencies, percentages and relevant charts were also computed for nominal scale data.

### **3.11.3 Test of Differences**

Chi-square test was conducted to determine if two categorical variables are related. Before the test was conducted, it was examined that no assumption for chi-square test has been violated that is, minimum expected cell frequency in any cell should be five or more for two by two tables (Hair et al. 2007; Pallant, 2001). In case where the two by two tables violates this assumption, Fisher's exact probability test was considered as suggested by Pallant (2001).

T-test was used to see if there is any statistically significant differences in the means score for two groups of variables (that is gender and nationality) in terms of CBBE dimensions and ItV. The assumption of homogeneity of variance was first examined through Levene's test for equality of variance. In the case where the assumption of equality variances were violated, the t-value reported for equal variance not assumed was used.

Analysis of variance (ANOVA) was performed in order to further detect whether respondents with various demographic characteristics had different perceptions of the awareness, ItV, perceived image and quality attributes. Basically, the tests were conducted on the factors that were obtained from factor analysis in terms of respondents' age, nationality, and marital status that contain more than two groups. As ANOVA test assumed equal variance, the Levene's test for homogeneity of variance was first

examined to ensure that the assumption of homogeneity of variance has not been violated.

#### **3.11.4 Reliability Analysis**

As discussed before under the validity and reliability section, the reliability analysis was conducted to test the internal consistency of the measures before launching the questionnaire to the respondents using Cronbach's Alpha as it is the most frequently used reliability measure by researchers to test the internal consistency instrument such as Likert scales and rating as used in this study. Further, reliability test was undertaken to assess the goodness of the measurement by determining the internal consistency of the measurement items after the items have been grouped into factors. According to Hair et al. (2007) a value of 0.7 is an acceptable alpha value for research in general. Based on that, this value was considered as an acceptable for alpha value in this study and items that have alpha coefficient below 0.7 were deleted from further analysis.

#### **3.11.5 Correlation Analysis**

Correlation analysis was conducted in order to describe the relationship between variables (Hair et al. 2007). In this study, Pearson's correlation was used to identify whether there are relationships between the variables as well as to describe the strength

and the direction of the relationship between two variables. The correlation coefficients will range from  $-1.00$  to  $+1.00$ . The farther away the correlation is from zero, the stronger the relationship. More specifically, Zikmund (2003) highlighted that the strength of  $R$ -value is measured as follows: a value between  $0.01$  and  $0.10$  considers a very weak correlation, and from  $0.10$  to  $0.29$  is considered weak. Medium correlation is depicted when the value is between  $0.30$  and  $0.59$ , while strong correlation is signifies when the  $R$ -value is from  $0.60$  to  $1.00$ . However, when the result of the correlation analysis is  $0$ , this indicates no relationship between the variables.

In this study, the relationships between MCs activities (Advertising and WOM) with each dimension of CBBE (Awareness, perceived Image and Quality) using correlational analysis were conducted. In addition, the relationships between each dimension of CBBE with ItV Malaysia were examined using this analysis. The result of this analysis will come out with positive or negative correlation. Positive correlation indicates that as one factors increases, so does the other. In case of negative correlation, when one factors increases, the other decreases.

### **3.11.6 Regression Analysis**

In order to test the hypotheses developed in this study, and as a more sophisticated extension of correlation, regression analyses were used to explore the predictive ability of a set of independent variables on dependents variable (Pallant, 2001). Besides that, the amount of variance of ItV explained by destination image and quality as well as the

variance of CBBE dimensions explained by the MCs was also examined through this analysis. Specifically, the multiple regressions was employed to predict the associations between the independent variables which were MCs namely (advertisings and WOM) and each variable of CBBE dimensions (awareness, perceived image and quality) as dependent variables. Regression analyses were also conducted to test the hypotheses (H3) which relate the destination awareness, perceived image and quality as independents variable with ItV as dependent variable.

## **Conclusion**

A quantitative approach (self administrated survey) was used in this study in order to collect the needed data. Five points Likert scales were used to examine the potential customer's perceived image, the perceived quality, awareness, respondent's perceptions regarding the controlled and uncontrolled MCs used by TM, and ItV Malaysia.

The population of the study comprised KSA and UAE potential tourists as they are the most spenders during their visit to Malaysia as well as the highest number of tourist's arrivals from that region. The questionnaire consists of four sections: section one is the respondents' socio-demographic characteristics. These demographic variables are age, nationality, sex, income, marital status and highest education. Section two is developed to measure the TOM awareness beside two scanning questions and several statements on 5point Likert scale to determine the level of awareness among GC potential tourists. In the next section, data collected were about the respondent's perceptions of Malaysia

perceived image, perceived quality as tourism destination, and the source of information obtained about Malaysia. On the fourth section, five statements on five point Likert scale were used to measure the ItV the destination among the respondents. In order to build the final questionnaire, measurements variables and pilot study were conducted. Data analysis techniques used to analyze data was discussed.

## **CHAPTER 4**

### **DATA ANALYSIS AND FINDINGS**

#### **4.1 Introduction**

This chapter presents the results of data analysis. Statistical Package for the Social Sciences (SPSS) 18.0 was used to analyze the data. In general, this chapter gives the findings of the study in accordance to the objectives listed in chapter one. It started with descriptive of data collection and response rate, followed by the profile of the respondents. Analysis on goodness of measures to test the validity and reliability of the variables is discussed next. Finally, the results of the hypotheses testing and results related to the relationship tests between variables are presented.

#### **4.2 Overview of the Data Collected and Response Rate**

For this study, data collection was conducted from 19 February till 26 March 2010 on Saudi Arabian and Emirati potential tourists using mall intercept survey method. In general, each mall has its own characteristics that draw clientele from a specific geographic area and socioeconomic status. In order to avoid non representative sample, questionnaires were distributed in three different shopping malls in each city. Each shopping mall was identified previously by the researcher as to be representing different

income status of the populations, particularly, shopping mall for low, middle, and high income people.

For the purpose of data collection in the present study, respondents were approached based on their nationality. Basically, KSA and UAE are rich countries with millions of foreign workers. For instance, in KSA alone, there are about 6 million foreign workers. Those are not included in our target respondents. The main goal of data collection in the present study was to go after those who fit the demographic profile provided by TM, particularly, those who are from KSA and UAE who could be identified by their costumes and their outlooks.

A total of 995 respondents were approached in both cities of Dubai in UAE and Jeddah in KSA within the data collection period. Out of this number, 491 agreed to participate. 51 questionnaires were discarded due to incompleteness, and 8 respondents answered the second scanning question as they have no idea about Malaysia. 23 respondents have already visited Malaysia before. Hence, a total number of 409 responses were usable and used for subsequent analysis, giving the study response rate of 44.2 %.

### **4.3 Data Screening and Cleaning**

In order to make sure that data have been correctly entered and that the distribution of variables to be analyzed are normal, data screening and cleaning procedures for errors or outliers were conducted. According to Zikmund (2003), an outlier is related to the data which has value that lies outside the normal range of data. To achieve this objective, all items in this study were carefully screened in order to find any errors in data entry by running descriptive statistics. The results showed that all items were within the expected range of 1 to 5 for the scales items. The outcome of the descriptive test which included mean, minimum and maximum values in addition to box plot showed that only four questionnaires have extreme values in most of the responses. Hence, the four questionnaires were excluded from the final analysis. The final usable questionnaires were 405 which represent about 41 % of the total number of questionnaires distributed. Any individual item with a Mahalanobis Distance ( $D^2$ ) scores greater than Chi-square value ( $X^2 = 107.26$ ) would be considered as multivariate outliers (Hair et al. 2006).

Due to the fact that assumption of normality is a prerequisite for many inferential statistical techniques, researcher must consider the issue of normality distribution of the data before further analysis can be conducted. However, Hair, Black, Babin, and Anderson (2006) suggested that with a sample size of 200 or more, there is no worry about the normality distribution of the variables. Based on that and since the sample of this study was 405 units, there was no serious concern about the normality distribution of

the data for this study to be used for further analysis. Nevertheless, test of normality distribution of the data was still conducted in this study using Skewness and Kurtosis. Skewness is a measure of symmetry, or more precisely, the lack of symmetry and a distribution, or data set, is symmetric if it looks the same to the left and right of the center point. On the other hand, Kurtosis is a measure of whether the data are peaked or flat relative to a normal distribution. That is, data sets with high kurtosis tend to have a distinct peak near the mean, decline rather rapidly, and have heavy tails. Data sets with low kurtosis tend to have a flat top near the mean rather than a sharp peak (Hair et al. 2006).

Hair et al. (2006) described positive kurtosis indicates to the peak of distribution while negative value indicates to flatness of distribution. On the other hand, skewness indicates the distribution swing of the scale to both sides - a positive skew if it is skewed to the left-side, and a negative skew if it is skewed to the right-side. The results of Kurtosis and Skewness for destination awareness statements are presented in Table 4.1, while the rest of results are shown in Appendix B.

Table 4.1:

*Results of Skewness and Kurtosis for destination awareness*

Awareness statements	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
I can recognize Malaysia among other destinations	405	-.746	.121	-.071	.242
I am aware of Malaysia as tourism destination	405	-.745	.121	-.174	.242
Some attributes of Malaysia come to my mind quickly	405	-.578	.121	-.033	.242
I know Malaysia as tourism destination	405	-.747	.121	.174	.242
I don't have difficulty in imagining Malaysia in my mind	405	-.849	.121	.103	.242

As the results indicated, there were no values exceeding the acceptable range of skewness suggested by Hair et al. (2006) which is between -2.58 and +2.58 at the 0.01 significance level or between -1.96 and +1.96 at 0.05 of the significance level. As for kurtosis, the normal range is between -3 and +3. Based on the kurtosis and skewness results, there was no serious concern about the normality distribution of the data for this study to be used for further analysis.

#### **4.4 Profile of the Respondents**

The first part of the questionnaire generated information on selected socio-demographic characteristics of the respondents. This section describes the background information of the respondents who had participated in this study. Specifically, it provides the demographic information about respondent's age, gender, education level, marital status,

monthly income, and country of origin. Table 4.2 below presents the respondents characteristics profile.

Table 4.2:

*Profile of the respondents (N= 445)*

Demographic		Frequency	%
<b>Gender</b>	Male	290	71.6
	Female	115	28.4
	<i>Total</i>	405	100%
<b>Age</b>	18-24	80	19.8
	25-34	189	46.7
	35-44	88	21.7
	45 and above	48	11.9
	<i>Total</i>	405	100%
<b>Status</b>	Single	150	37.0
	Divorced/Widowed	15	3.7
	Married without children	18	4.4
	Married with children	177	43.7
	Newly Married	45	11.1
	<i>Total</i>	405	100.0
<b>Income</b>	Less than 1000 USD	33	8.1
	1000-3000 USD	257	63.5
	3000 USD and above	115	28.4
	<i>Total</i>	405	100.0
<b>Education</b>	High School	54	13.3
	Diploma	84	20.7
	Undergraduate	204	50.4
	Postgraduate	63	15.6

	<i>Total</i>	405	100.0
<b>Nationality</b>	KSA	233	57.5
	UAE	172	42.5
	<i>Total</i>	405	100%

On the classification of the respondents, Table 4.2 shows that the majority of the respondents were male as they represented 71.6 % of the sample. The rest were female who represented 28.4 % of the sample. Due to the culture and traditions in GC area, there was a difficulty in distributing the questionnaire to females. Females will not talk to male unless she is accompanied by one of her relatives and after asking for his and her permission. This due to the fact that it is in line with Islamic teaching that encourages individuals especially women and children to travel with *Muhrim* or blood relations. This explains the small % of female respondents in this study.

In terms of respondent's ages, Table 4.2 above indicated that the majority of the respondents were relatively young between the age of 25 to 34 years as they represented 46.7%. This is followed by the age group of 35-44 years which represented 21.7 % of the respondents and the age group of 18-24 as they represent 19.8 % of the respondents. While respondents in the age group of 45 and above represented only by 11.9 % of the total respondents. The Table 4.2 also shows that 57.5 % were from KSA and 42.5% were from UAE.

The age groups of the respondents that were identified in this study are quite similar and seemed to be in the line with that identified by TM of the GC tourists coming to Malaysia. Besides, statistics showed that GC area is a home to a growing young population. As such, the participant in this study could be considered as representative of the population.

Of the respondents, the majority had a university degree as they represented 66.0 % of the respondents with 50.4 % undergraduate and 15.6 % postgraduate (higher education). Approximately 21 % of the respondents had diploma while only 13.3 % were under secondary education (high school). This may be due to the fact that the population was mainly from 24-35 years age group.

In terms of marital status, 37.0 % of the respondents were single, while only 3.7 % divorced / widowed. Majority of the respondents was married as they represent 59.2 %. However, 11.1 % of them were newly married and 4.4 % were married without children. The majority of the married respondents are married with children as they represent 43.7 % of the total sample. The marital status of the respondents identified in this study are quite similar and seemed to be in the line with that identified by TM of the GC tourists coming to Malaysia.

The distribution of respondent's monthly incomes across the sample is also illustrated in the above Table. Of the respondents, 28.4 % earned an income above the 3000 USD, while the majority earned an income of between 1000-3000 USD which represents 63.5 % of the respondents. Only 8.1 % of the respondents earned less than 1000 USD.

To conclude, the above results indicate that the sample of this study does not deviate significantly from the general population of GC tourists and therefore the sample is deemed representative of the population of the interests.

## **4.5 Goodness of Measures**

### **4.5.1 Construct Validity**

As mentioned in the previous chapter, most of the items used to measure the variables have been borrowed from the Literature which has confirmed them of discriminant and convergent validity (Bianchi and Pike, 2009). Most of the Literature on measuring CBBE focuses on studies carried out in western countries, particularly, Slovenia and Las Vegas, Atlantic City where the environment and culture are entirely different from Malaysia. In addition, the studied populations were also different i.e. focusing more on Croatian and American tourists. Because these previous studies may differ from this study in terms of the context of the investigation (Malaysia) as well as the respondents (GC tourists), it was necessary to reexamine the validity of these measures. To do so, exploratory factor

analysis was conducted on all items used in this study to ensure that these items measure what they are supposed to measure and are suitable for the purpose of this study. Factor analysis was described by Zikmund (2003) as a kind of data reduction approach employed to discriminate the fundamental dimensions from the original variables.

#### **4.5.2 Factor Analysis Assumptions**

For the purpose of this study, factor analysis was conducted to combine the large number of statements into a smaller set of factors to represent the destination CBBE dimensions of Malaysia as well as the MCs activities namely Advertising and WOM. However, several requirements should be satisfied before factor analysis can be applied. First, Hair et al (2006) highlighted that as a general rule, the minimum is to have at least ten times as many observation as there are variables to be analyzed. This study has 16 variables, and therefore, the minimum sample size needed was 160 observations. This study consists of 405 respondents and the ratio between the variables used in factor analysis and sample size is 1:13. Hence, the first assumption for using factor analysis is being met.

The second test to determine the appropriateness of factor analysis is the type of data used for factor analysis. Hair et al. (2006) highlighted that the data for factor analysis should be a metric measurement. In this study, all the variables for factor analysis had adopted metric scale; hence, factor analysis can be carried out.

The final assumption is the factorability of the correlation matrix. The researcher must ensure that the data matrix has sufficient correlations to justify the applications for factor analysis (Hair, Anderson, Tatham, and Black, 1998). There are two common tests employed to test the correlations among the variables namely Bartlett Test of Sphericity (BTS) and Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) which generates an index that range from 0 to 1 (Hair et al. 2006).

For the purpose of factor analysis in this study, the KMO MSA and the BTS were used to determine whether factor analysis can be carried out. A small KMO value indicates that factor analysis may not be a good option. Therefore, a KMO value of more than 0.5 is required in order to be suitable for factor analysis. On the other hand, Kaiesr (1974) classified MSA values as meritorious if it is above 0.80, middling if it is in the 0.70s, mediocre if it is in the 0.60s, miserable if in the 0.50 and unacceptable if it is under 0.50. In this study, the MSA value for each variable was first examined and those values falling in the unacceptable level were excluded. Once the individual variables achieved an acceptable range, the overall MSA was evaluated before conducted any further factor analysis.

After the suitability of variables factor analysis was ensured, the factor analysis was conducted according to the following main steps: First, determining the factor loading in order to obtain the initial factors. In this step, the following requirements should be

fulfilled: Factor loading should be 0.5 or more, there is no cross loading between the variables and each component should have more than one variable. In order to extract the number of factors or dimensions, three major principles are used namely latent root criterion, screen test and percentage of variance explained criterion. Second, Varimax rotation was used to guarantee that all the correlated variables are presented in the same factor. Finally, new factors are labeled based on their components to give meanings to the factors.

#### **4.5.3 Results of Exploratory Factor Analysis**

For factor analysis purposes, the items in the questionnaire were grouped into two components. The first component was the MCs (controlled and uncontrolled) items. The second component is CBBE dimension items which include destination awareness, perceived image and quality. Then, separate factor analyses were performed on the two groups. The reason behind that is to ensure that the ratio of variables to sample size is maintained at 1:10 (Hair et al. 1998). In addition, to ensure the stability of the factor loading of various constructs, the same procedure was performed in previous studies (Phau et al. 2010).

#### **4.5.3.1 Factor Analysis for CBBE Dimensions**

According to Hair et al. (2006), the first stage of factor analysis is to determine the number of extracted factors through initial un-rotated factor matrix, and the scree plot factors. Secondly, to rotate the number of factors from the initial factor matrix that leads to a reduction of the number of variables and, and thirdly, to decide whether there is a need to delete any variables due to cross-loading.

In this section, factor analysis was performed on CBBE dimensions which are awareness, perceived image and quality factors that describe the potential customer's perception of Malaysia as tourism destination. These variables were subjected to the following criteria; factor loading should be greater than 0.5 and there should be no cross-loading of variables (Hair et al. 2006).

The factor analysis conducted on these dimensions showed the Kaiser-Meyer-Olkin value of .86. This is exceeding the value of .50 recommended by Hair et al. (1998) which indicates that the data were "meritorious" and hence appropriate for factor analysis. The Barlett's test of sphericity was highly significant ( $p=.00$ ), supporting the factorability of the correlation matrix. The result of extracted components for CBBE dimensions showed 14 factors with eigenvalue exceeding one. These 14 factors were adopted using the latent root criterion which explained about 73.0 % of the variance (refer to appendix D). The

eigenvalues for each factor in the scree plot further support the extraction results. The curve flattens out from factor 14 which indicates that there are 14 factors.

The next step to determine the number of factors is based on factor loading using Varimax rotation criterion to reduce the variables in each factor and make them more meaningful. The result of this test showed that the final factor structures and the component variables comprised of fourteen factors. However, there was a cross-loading of two variable 'LSR9 and LSR 11', which had values above 0.5 in two different factors. This variable was excluded and factor analysis was repeated based on the remaining sixty three variables.

KMO MSA and BTS values indicated that the CBBE dimension variables were appropriate for factor analysis. Using latent root, fourteen factors were extracted which explain about .74 % of the variance. The eigenvalues for each factor in the scree plot provided further support for the fourteen factors extracted. The curve flattens out from the factor number 14. The results of the final factor structure and the component variables showed that fourteen different factors with the variables in each factor were identified. Specifically, fifty nine out of the sixty three variables were retained among the fourteen factors.

In order to provide meanings to each factor, these factors were labeled based on the meanings of the variables in each factor. Factor one had seven variables related to leisure and natural environment attractions, so this factor was labeled as “Leisure and Environmental Attractions”. Factor two consists of six variables all related to shopping attractions; therefore, this factor was labeled as ‘Shopping Attractions’. Factor three had five variables related to prices and value for money in Malaysia. Hence this factor was labeled as “Value for Money”. Factor four consists of seven variables related to safety in terms of environment and safe destination to visit. This factor was labeled as ‘Safe Destination’. Factor five had four variables related to food in Malaysia, so this factor was labeled as ‘Food Culture’. Factor six consists of six items related to destination awareness. As a result from the factor analysis all six items were returned. Therefore this factor was named “Awareness”. Factor seven had three variables all related to leisure and tourist attractions in terms of suitable destinations for multi purposes. Therefore, this factor was labeled as ‘Multi Purposes Destination’. Three items related to culture attraction were grouped in factor eight. Hence, this factor was labeled as ‘Culture Attractions’. Three items that related to night life attractions were grouped in factor nine. Hence, this factor was labeled as ‘Night life Attractions’. Factor ten had four variables and all of them were related to local people in Malaysia. Hence, it was labeled as ‘Local Hospitality’. Factor 11 had three variables and all of them were related to language and the ease of communicating in Malaysia. Hence, it was labeled as ‘Ease of Communication’. Factor 12 had the same three items related to Islamic elements. Therefore, it was labeled as ‘Islamic Elements’. Three variables were gathered in factor 13 which all related to information and services. As such, this factor was labeled as

“Information and Services availability”. Finally, three items related to the atmosphere and weather in Malaysia. Therefore, this factor was labeled as “Pleasant Atmosphere”.

To test for the reliability of these factors, reliability test using Cronbach's alpha was conducted to determine the consistency of the constructs after taking into consideration the deleted items. Table 4.3 below shows the values of Cronbach's alpha for the final fourteen factors. The results showed the values of Cronbach's alpha were above the minimum accepted value of 0.70 suggested by Hair et al. (2006). These results provide confidence that the factors were highly reliable and can be used for further analysis.

Table 4.3:

*Cronbach's alpha for CBBE factors*

N.	Factor	No. of Variables	Alpha-Value
1	Shopping	6	.91
2	Leisure and environmental attractions	7	.73
3	Local Hospitality	4	.89
4	Pleasant atmosphere	3	.75
5	Multi purposes destination	3	.85
6	Awareness	5	.76
7	Culture attractions	3	.81
8	Islamic elements	3	.84
9	Nigh life	3	.90
10	Tourist's info. and services	3	.78
11	Food culture	4	.89

12	Value for money	5	.88
13	Safe Destination	7	.89
14	Communication	3	.86

#### 4.5.3.2 Result of MCs Factor Analysis

In this section, factor analysis was performed on MCs variables that described the potential customer's perceptions of these marketing activities. Similarly, these variables were subjected to following criteria, namely factor loading should be greater than 0.5 and there should be no cross-loading of variables (Hair et al. 2006). The factor analysis conducted on controlled and uncontrolled MCs showed the Kaiser-Meyer-Olkin value of .81 exceeding the value of .50 recommended by Hair et al. (1998) making it "meritorious" and hence appropriate for factor analysis. The Barlett's test of sphericity was highly significant ( $p=.00$ ), supporting the factorability of the correlation matrix.

Principal components analysis revealed the presence of two components with eigenvalue exceeding one. These two factors captured 63.4 % of the total variance in the items. The results for extracted components for MCs variables were as expected. Two factors were adopted using the latent root criterion. The eigenvalues for each factor in the scree plot further support the extraction results. The curve flattens out from the second factor which indicates there are two factors. Based on the final factor structure and the component variables, two different factors with the variables in each factor were identified. In

addition, all the rotated variables were returned as there was no cross loading of variables of more than 0.5 observed.

In order to provide meanings to each factor, these factors were labeled based on the meanings of the variables in each factor. Factor 1 consists of five variables related to advertising and promotions; therefore, this factor was labeled as 'Advertising and promotions'. Factor 2 had five variables related to WOM and publicity perception, so this factor was labeled as 'WOM'.

Table 4.4:

*Comparing Original Dimensions to Final Dimension after Factor Analysis*

Original dimension	Dimensions derived after factor analysis	N. Items	Alpha (a)
Word-of-Mouth	Word-of-Mouth	5	.86
Advertising and promotions	Advertising and promotions	6	.87
Intention to visit (ItV)	Intention to visit (ItV)	6	.84
Awareness	Awareness	5	.76
Leisure and Tourist Attractions	Leisure and environmental attractions	7	.73
	Multi purposes destination	3	.85
	Information and services availability	3	.78
Shopping	Shopping attractions	6	.91
Nightlife	Nightlife attractions	3	.90
Local Hospitality	Local Hospitality	4	.89
Natural Environment / Atmosphere	Pleasant atmosphere	3	.75

Cultural environment	Cultural attractions	3	.81
Islamic elements	Islamic elements	3	.84
Safety and cleanliness /Political stability	Safe Destination	7	.89
Food quality	Food culture	4	.89
Prices and value	Value for Money	5	.88
Communication and Language	Ease of Communication	3	.86

To test for reliability of these factors, reliability test using Cronbach's alpha was conducted to determine the consistency of the constructs. The results showed Cronbach's alpha values were above (0.7) which were above the minimum accepted value of 0.7 suggested by Hair et al. (2006). Specifically, the Cronbach's alpha values for Advertising and WOM were .87 and .86 respectively. This provides confidence to use these factors for further analysis. Table 4.4 above shows a comparison between all original dimensions and final dimensions after factor analysis.

## 4.6 Descriptive Analysis

### 4.6.1 Major Variables

In order to answer the first research question that is “what is the level of each CBSE dimension (awareness, perceived image and quality) of Malaysia as tourism destination as well as the ItV among the GC potential tourists?” the following section provides the final lists of variables that were subjected to the descriptive statistics in order to identify

their characteristics. Specifically, mean value and standard deviation values were computed. In general, the higher the mean value, the stronger level of agreement with the statements and the smaller the standard deviation the more concentrated the data around the mean (Jennings, 2001). For ease of interpretation, the range of five point Likert-scales was categorized into equal sized categories of low, moderate, and high. Hence, scores of less than 2.33 (4/3 + lowest value 1) is considered as low; scores of 3.67 (highest value (5) – 4/3) is considered as high and those in between considered moderate.

#### 4.6.1.1 Descriptive Analysis for Awareness of Malaysia as Tourism Destination

Frequency distribution and measurements in the form of means and standards deviations for the awareness (recognition) of Malaysia statements are reflected in the Table below. In general, the respondents as a group exhibit high level of awareness (recognition) regarding Malaysia as tourism destination with a mean score of 3.77.

Table 4.5:

*Descriptive Statistics for awareness of Malaysia statements*

N.	Awareness statements	N	Mean	Std. Deviation
1	I can recognize Malaysia among other competing destinations	405	3.72	1.081
2	I am aware of Malaysia as tourism destination	405	3.73	1.087
3	Some attributes of Malaysia come to my mind quickly	405	3.76	.967
4	I don't have difficulty in imagining Malaysia in my mind	405	3.80	1.069
5	I know Malaysia as tourism destination	405	3.82	.994
<b>Overall Destination Awareness</b>		<b>405</b>	<b>3.77</b>	<b>.745</b>
Valid N (listwise)		405		

(Strongly disagree 1, Disagree 2, Neutral 3, Agree 4, Strongly agree 5)

This study was also concerned with identifying the Top-of-Mind awareness of destinations among the major Asia Pacific tourism destinations from the perspective of GC potential tourists. These countries are Malaysia, Singapore, Thailand, Indonesia, China, and Vietnam. For the purpose of this study, the first two countries which ranked the highest are considered as having Top-of-Mind awareness. As can be seen in Table 4.6 below, and based on the score means, these destination can be ranked in the following order with Malaysia (5.23) being ranked the highest. This is followed by Thailand (3.77), Singapore (3.58), China (3.30), Indonesia (3.11), and Vietnam ranked as the lowest with mean score of (2.00) in six points Likert scales. The result indicates that Malaysia ranked first as a Top-of-mind destination while Thailand comes as a second from the respondent's perspective.

Table 4.6:

*Results of Descriptive Statistics for Top of Mind awareness*

<b>Destinations</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Minimum</b>	<b>Maximum</b>
1- Malaysia	<b>5.23</b>	1.218	1	6
2- Thailand	<b>3.77</b>	1.364	1	6
3- Singapore	3.58	1.535	1	6
4- China	3.30	1.564	1	6
5- Indonesia	3.11	1.497	1	6
6- Vietnam	2.00	1.256	1	6

(Highest 6, Lowest 1)

#### 4.6.1.2 Descriptive Analysis for Perceived Image of Malaysia as Tourism Destination

Next the analysis focused on the perceived image of Malaysia as a tourism destination. In general, as can be seen in Table 4.7 below, the mean value for all perceived destination image variables were above the score of 2.33. In particular, the mean value for leisure and environmental attractions, Multi purposes destination, Information and services availability, Shopping, Local Hospitality, Nightlife, Pleasant atmosphere, Cultural attractions, and Islamic elements represent perceived destination image in the range of between 3.25 and 4.07.

Table 4.7:

*Descriptive Statistics for perceived destination image Variables*

N.	Statement	N	Mean	Std. Deviation
<b>Natural Environment Attractions</b>				
1	There are lots of natural scenic beauties in Malaysia	405	4.24	.792
2	There are a lot of nice theme parks in Malaysia	405	4.20	.818
3	Malaysia is an orderly country	405	3.76	.794
4	Malaysia has beautiful landscapes	405	4.20	.792
5	Malaysia has variety of fauna and flora	405	3.89	.884
6	Malaysia has a pleasant weather	405	3.76	.891
7	The beaches on Malaysia are very nice	405	3.89	.917
Overall Leisure and Natural Environment Attractions		405	<b>4.07</b>	.633
<b>Shopping Attractions</b>				
1	Malaysia is a cosmopolitan country	405	3.50	.753
2	There are a wide variety of products available in Malaysia	405	3.58	.785
3	The quality of products in Malaysia is very good	405	3.52	.779
4	There are many interesting events in Malaysia	405	3.54	.781
5	The price of products in Malaysia is reasonable	405	3.63	.824
6	There are many modern shopping malls in Malaysia	405	3.50	.816

Overall Shopping Attractions		405	3.54	.660
<b>Multi Purposes Destination</b>				
1	Malaysia is a suitable destination for family	405	4.04	.917
2	Malaysia is a suitable destination for business men (MICE)	405	4.05	.894
3	Malaysia is a suitable destination for health tourism	405	4.04	.899
Overall Multi Purposes Destination		405	<b>4.05</b>	.796
<b>Cultural Attractions</b>				
1	There are a lot of cultural attractions in Malaysia	405	3.49	.740
2	There are a lot of unique heritage building in Malaysia	405	3.46	.746
3	There are interesting cultural activities in Malaysia	405	3.45	.738
Overall Cultural Attractions		405	3.47	.635
<b>Nightlife Entertainments</b>				
1	There are wide variety of night entertainment	405	3.22	.833
2	Malaysia has many nice discos	405	3.17	.785
3	Malaysia has a good nightlife	405	3.36	.883
Overall Nightlife Entertainments		405	<b>3.25</b>	.766
<b>Local Hospitality</b>				
1	Local people are honest in Malaysia	405	3.45	.797
2	Local people are helpful in Malaysia	405	3.37	.768
3	Local people are friendly in Malaysia	405	3.66	.905
4	Local people are courteous in Malaysia	405	3.60	.753
Overall Local Hospitality		405	<b>3.52</b>	.702
<b>Islamic Culture</b>				
1	Majority of Malaysian are Muslims	405	3.96	.899
2	Mosques are everywhere in Malaysia	405	3.95	.890
3	It's easy to find a <i>Halal</i> food in Malaysia	405	3.96	.886
Overall Islamic Elements		405	<b>3.96</b>	.778
<b>Information and Services</b>				
1	There are many packaged tours available in Malaysia	405	3.82	.869
2	Information is available in Malaysia	405	3.65	.847
3	The tourist services are available in Malaysia	405	3.77	.750
Overall Information and Services Availability		405	<b>3.75</b>	.688
<b>Pleasant Atmosphere</b>				
1	Malaysia has restful atmosphere	405	3.79	.871
2	Malaysia has a pleasant weather	405	3.76	.891
3	Malaysia offered great choices of tasty food	405	3.45	.784
Overall Pleasant Atmosphere		405	<b>3.67</b>	.696
Valid N (listwise)		405		

(Strongly disagree 1, Disagree 2, Neutral 3, Agree 4, Strongly agree 5)

Clearly, the respondents exhibit high level and positive perceived image of Malaysia as tourism destination as five out of nine of its dimensions that are ‘Leisure and environmental attractions’ (4.07), ‘Multi purposes destination’ (4.05), ‘Islamic elements’ (3.96), ‘information and services availability’ (3.75), and ‘Pleasant atmosphere’ (3.67) fall in the high ranges of mean score. However, the other four dimensions fall into the mean range between 3.25 for the ‘nightlife attractions’ and 3.54 for the ‘Shopping attractions’ which are the moderate ranges.

#### **4.6.1.3 Descriptive Analysis for Perceived Quality of Malaysia as Tourism Destination**

Frequency distribution and measurements in the form of means and standards deviations for the four perceived quality variables of Malaysia are reflected in the Table below. Table 4.8 showed that respondents are moderate in all perceived quality variables which include ‘Safe Destination’, ‘food culture’, ‘value for money’, and ‘ease of communication’. The results showed the highest score of 3.64 was related to ‘safe to visit’ dimension as it was about the respondents perceptions of Malaysia as safe to be visited. The lowest score was 3.30 related to “communication and language barriers” dimension as it was about the respondent’s perceptions of no existence of communication barriers between tourists and locals in Malaysia.

Table 4.8:

*Results of Descriptive Statistics of Destination Perceived Quality*

<b>Safe Destination Statements</b>		N	Mean	Std. Deviation
1	Malaysia is a safe place to visit	405	3.65	.829
2	Malaysia has low level of crime	405	3.33	.759
3	Malaysia is clean country	405	3.72	.823
4	Malaysia is a politically stable country	405	3.61	.870
5	Malaysia is a progressive country	405	3.68	.767
6	Malaysia is an orderly country	405	3.76	.794
7	Malaysia is a peaceful place	405	3.90	.847
Overall Safe Destination		405	<b>3.64</b>	<b>.554</b>
<b>Food Culture statements</b>				
1	Food premises in Malaysian are clean	405	3.53	.736
2	Arabic Restaurants are available in Malaysia	405	3.24	.718
3	There are wide selection of restaurants in Malaysia	405	3.53	.749
4	Food is exotic in Malaysia	405	3.55	.718
Overall Food Culture		405	<b>3.54</b>	<b>.639</b>
<b>Value for Money Statements</b>				
1	Taxi fare in Malaysia is reasonable	405	3.43	.737
2	Malaysia is a Value for Money	405	3.42	.698
3	Malaysia has a high quality of infrastructure	405	3.47	.729
4	Reasonable prices of food and accommodation in Malaysia	405	3.38	.843
5	Malaysia has a well-developed transport system	405	3.36	.840
Overall Value for Money		405	<b>3.41</b>	<b>.642</b>
<b>Ease of Communication Statements</b>				
1	Many people speak Arabic and/or English language	405	3.29	.797
2	There are few problems with communication	405	3.31	.790
3	It's easy to communicate with the local residents in Malaysia	405	3.30	.819
Overall Ease of Communication		405	<b>3.30</b>	<b>.712</b>
Valid N (listwise)		405		

(Strongly disagree 1, Disagree 2, Neutral 3, Agree 4, Strongly agree 5)

#### 4.6.1.4 Descriptive Analysis for Respondent's ItV Malaysia

Frequency distribution and measurements in the form of means and standard deviations for the ItV Malaysia statements are reflected in the Table below. Table 4.9 indicates that the respondents are generally positive in their ItV Malaysia in the future (total mean score of 3.80). Only one of its statement's that is "I think I would choose Malaysia as my honeymoon destination" falls in the moderate range. One possible reason for the moderate score of this item is that the majority of the present study respondents are already married and they are done with their honeymoon. Generally, this shows that GC potential tourists exhibit high level of tendency to visit Malaysia in the future.

Table 4.9:

*Descriptive Statistics for ItV Malaysia statements*

N.	Intention to Visit statements	N	Mean	Std. Deviation
1	I think I would choose Malaysia as my honeymoon destination	405	3.33	1.351
2	I plan to bring my family to Malaysia	405	<b>3.73</b>	.872
3	I would like to enjoy a vacation with my friends in Malaysia	405	<b>3.76</b>	1.043
4	I have every intention of visiting Malaysia in the future	405	<b>3.91</b>	.899
5	I am likely to visit Malaysia in the future	405	<b>3.99</b>	.916
6	I want to visit Malaysia in the future	405	<b>4.07</b>	.867
<b>Overall Intention to Visit</b>		<b>405</b>	<b>3.80</b>	<b>.749</b>
Valid N (listwise)		405		

(Strongly disagree 1, Disagree 2, Neutral 3, Agree 4, Strongly agree 5)

#### 4.6.1.5 Descriptive Analysis for Respondent's Perception on MCs about Malaysia

Frequency distribution and measurements in the form of means and standard deviations for the MCs activities (both controlled and uncontrolled) statements are reflected in Table 4.10 below. First, it shows that the respondents are high in their WOM perceptions (with a total mean score of 3.76). All statements range from 3.60 to 3.87 in mean scores. This indicates that GC potential tourists 1) positively perceived WOM; and 2) WOM positively influenced their evaluations and perceptions about Malaysia as a tourism destination.

Table 4.10:

*Descriptive Statistics for word-of-mouth statements*

N.	WOM Statements	N	Mean	Std. Deviation
1	WOM and publicity influenced my evaluation about Malaysia	405	3.60	.969
2	WOM and publicity provided some different ideas about Malaysia	405	3.72	.879
3	WOM and publicity revealed things I had not considered about Malaysia	405	3.79	.905
4	WOM and publicity helped me to formulate my ideas about Malaysia	405	3.83	.840
5	WOM and publicity significantly affected my views about Malaysia	405	3.87	.882
<b>Overall WOM</b>		<b>405</b>	<b>3.76</b>	<b>.718</b>
Valid N (listwise)		405		

(Strongly disagree 1, Disagree 2, Neutral 3, Agree 4, Strongly agree 5)

Second, in terms of Advertising, the respondents were moderate in their perception of TM advertising (with a total mean score of 3.52). As can be seen in Table 4.11 below, no statement has mean score of above 3.67. This indicates that both WOM and Advertising

have great influence on the respondent's perception of Malaysia as a tourism destination. However, WOM has a greater influence compared to advertising impacts.

Table 4.11:

*Descriptive Statistics for advertising statements*

N.	Advertisings Statements	N	Mean	Std. Deviation
1	I react favorably to TM advertising and promotions	405	3.43	.858
2	I feel positive towards TM advertising and promotions	405	3.58	.800
3	I like TM advertising and promotions	405	3.61	.818
4	Tourism Malaysia advertising and promotions does a good job	405	3.49	.869
5	I am happy with TM advertising and promotions	405	3.52	.798
6	Tourism Malaysia advertising and promotions are good	405	3.52	.911
<b>Overall Advertisings</b>		405	<b>3.52</b>	.657
Valid N (listwise)		405		

(Strongly disagree 1, Disagree 2, Neutral 3, Agree 4, Strongly agree 5)

#### **4.6.1.6 Descriptive Statistics for Sources of Information**

Based on the mean values, the importance of each source of information in perception creation from the GC potential tourists point of view can be ranked in the following order with; WOM (4.09) being ranked the highest. This is followed by Internet (3.93), TV advertising (3.76) Journal and Magazines (3.69), Travel agent, Tour operator and Airlines (3.43), Books, Movie, and News (3.05), and finally Billboard ranked as the lowest information sources with a mean score of 2.61.

Table 4.12: *Results of Descriptive Statistics for Sources of Information*

<b>Sources of Information</b>	Minimum	Maximum	Mean	Std. Deviation
WOM	1	5	4.09	.813
Internet	2	5	3.93	.713
TV Advertisings	1	5	3.76	1.030
Magazines	1	5	3.69	1.045
Airlines, tour operator and travel agents	1	5	2.69	.956
Books, Movie, and News	1	5	3.05	1.002
Billboard	1	5	2.61	1.039

(Not important at all 1, Not important 2, Neutral 3, Important 4, Very important 5)

This implies that WOM remains the most influential information source. This is followed by Internet, Magazines and TV advertisings as sources of information which were identified as important sources of information for potential tourists from the Gulf Countries, as mean scores for these information sources are above 3.67 which is the highest value. In other words, all perceived as significant information sources when choosing a vacation spot. On the other hand, 'Airlines, tour operator and travel agents', 'Books, Movie, and News and Billboard' as information sources were the least important as they were ranked relatively unimportant.

Although it was not stated as the objective of this study, it was also interesting to explore if the level of perceived CBBE dimensions and the ItV Malaysia is differ across profile of respondents. In order to identify whether there is any significant difference in respondents' responses, t-test and ANOVA tests were used. This is discussed in the

following section to understand further the awareness, perceived image and quality as well as ItV Malaysia among the GC potential tourists.

#### 4.6.2 T-Test Analysis Results

Independent T-test is used to evaluate the differences in the level of CBBE dimensions and ItV in terms of gender and nationality. A summary of the test of differences is tabulated in Table 4.13 below. In terms of gender, there were no statistical differences in the mean scores of ItV, awareness, perceived image and quality between male and female. However, there were significant differences in terms of ItV, perceived image and quality of the destination between KSA and UAE potential tourists.

Table 4.13:

*CBBE dimensions and ItV by gender and nationality (T-test)*

Independent variable	M	SD	F-value	p-value
<b>Intention to Visit</b>				
Male	3.78	.772	.26	.378
Female	3.85	.689		
KSA	3.70	.735	1.00	.003
UAE	3.93	.751		
<b>Awareness</b>				
Male	3.77	.785	5.9	.866
Female	3.76	.636		
KSA	3.72	.685	5.7	.170

UAE	3.83	.817		
<b>Perceived Image</b>				
Male	3.69	.445	1.4	.979
Female	3.69	.411		
KSA	3.63	.406	8.1	.001
UAE	3.78	.460		
<b>Perceived Quality</b>				
Male	3.48	.417	1.8	.591
Female	3.45	.472		
KSA	3.39	.354	32.1	.000
UAE	3.58	.502		

It is found that potential tourists from UAE exhibit higher ItV, higher score in perceived image, and quality than potential tourists from KSA. More specifically, the significant differences by perceived destination image and quality between potential tourists from KSA and UAE are found on six factors. In all of these factors, potential tourists from UAE tend to have higher and positive perceptions about Malaysia as a tourism destination than those from KSA. These factors are value for money (mean score for UAE potential tourists = 3.59;  $p < .05$ ), Information and tourist's service (3.97;  $p < .05$ ), Atmosphere (3.78;  $p < .05$ ), Communication (3.38;  $p < .05$ ), Suitable destination (4.19;  $p < .05$ ), and Safe Destination (3.72;  $p < .05$ ) (please refer to Appendix E).

#### **4.6.3 ANOVA Test Results**

The differences in the ItV and CBBE dimensions among the GC potential tourists were explored in terms of age and marital status using ANOVA test. Table 4.14 below summarizes the results of the tests. It is found that ItV Malaysia among the respondents did not vary by marital status ( $F= 1.1$ ;  $p= .41$ ), however, it did vary by age groups ( $F=3.5$ ;  $P= .02$ ). The post-hoc analysis shows that respondents with age between 45 and above (mean= 3.48) adopt significantly less ItV Malaysia than those with the age between 25 and 34 (mean= 3.86). This means that younger potential tourists from GC have greater desire to visit Malaysia compared to older ones.

In terms of destination awareness, the *sig* value for age is (.02) and marital status is (0.00). This indicates that there is a significant difference in destination awareness in terms of age and marital status. The post-hoc analysis shows that respondents with age between 45 and above (mean= 3.5) exhibit less awareness of Malaysia than those with the age between 25 and 34 (mean= 3.9). In addition, the post-hoc analysis shows that married with children respondents (mean=3.5) are less aware of Malaysia as tourism destination than those who are single (mean=3.8), married without children (mean=4.1), and divorced/widowed (mean=4.1). This also indicates that respondents who are married without children and divorced/widowed have high level of awareness about Malaysia as tourism destination.

With regard to the perceived image of Malaysia as a tourism destination, it is found that to be different by both age ( $F= 5.6$ ;  $p= .01$ ) and marital status ( $F= 4.0$ ;  $p= .01$ ). The post-hoc analysis shows that perceived image of Malaysia by respondents with age groups of 45 and above (mean= 3.5) exhibits low level than other groups. This also indicates that respondents with age group of 18-24 (mean= 3.77), 24-43 (mean= 3.69) and 35-45 (mean= 3.75) all perceived a positive image of Malaysia as tourism destination. In terms of perceived image of Malaysia by marital status, the *sig* value is (.01) which indicates that there is a significant difference in destination perceived image.

Table 4.14:

*CBBE dimensions and ItV by age and marital status (ANOVA test)*

INTENTION TO VISIT				
<b>Age</b>	<b>M</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
18-24	3.83	.881	3.5	.02
25-34	3.86	.647		
35-45	3.82	.567		
45 and above	3.48	1.06		
Marital status				
<b>Marital status</b>	<b>M</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Single	3.8	.787	1.1	.41
Newly married	3.7	.602		
Married without children	3.9	.339		
Married with children	3.7	.800		
Divorced/Widowed	3.7	.355		
AWARENESS				
<b>Age</b>	<b>M</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>

18-24	3.8	.698	3.8	.02
25-34	3.7	.831		
35-45	3.9	.585		
45 and above	3.5	.651		
<b>Marital status</b>	<b>M</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Single	3.8	.674	6.5	.000
Newly married	3.8	.920		
Married without children	4.1	.595		
Married with children	3.5	.733		
Divorced/Widowed	4.1	.595		

**PERCEIVED IMAGE**

<b>Age</b>	<b>M</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
18-24	3.77	.463	5.6	.01
25-34	3.69	.453		
35-45	3.75	.360		
45 and above	3.47	.373		
<b>Marital status</b>	<b>M</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Single	3.7	.403	4.0	.01
Newly married	3.5	.561		
Married without children	3.9	.401		
Married with children	3.6	.426		
Divorced/Widowed	3.7	.239		

**PERCEIVED QUALITY**

<b>Age</b>	<b>M</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
18-24	3.5	.438	3.9	.01
25-34	3.4	.441		
35-45	3.5	.424		
45 and above	3.2	.364		

Marital status	M	SD	F-value	p-value
Single	3.48	.454	5.8	.000
Newly married	3.41	.476		
Married without children	3.63	.536		
Married with children	3.42	.357		
Divorced/Widowed	3.92	.513		

Note: \*p< .05; \*\*P< .01; N= 405

The post-hoc analysis shows that newly married respondents perceived less image of Malaysia (mean=3.5) than those who are single (mean=3.7), married with children (mean= 3.67), married without children (mean=3.9), and divorced/widowed (mean=3.7). This shows that potential honeymooners from GC still do not think of Malaysia as a good tourism destination for them – something that TM should take note quite seriously.

With regard to the perceived quality of Malaysia as tourism destination, it is found that it is different by both age ( $F= 3.9$ ;  $p= .01$ ) and marital status ( $F= 5.8$ ;  $p= .00$ ). The post-hoc analysis of perceived quality of Malaysia by respondents with age groups of 45 and above (mean= 3.2) shows that they exhibit lower level than other groups. In terms of marital status, the post-hoc analysis of perceived quality of Malaysia by respondents who are divorced/widowed (Mean=3.92) perceived higher quality of Malaysia as tourism destination than other groups. In other words, older potential tourists from GC do not really perceive Malaysia to be a quality tourism destination. Intriguingly, divorced/widowed respondents have the opposite view.

#### **4.7 Correlation Analysis**

In order to obtain understanding of the relationship between variable used in this study, the computation of the Pearson correlation coefficients was performed. Table 4.15 below provides a summary of the results where the value of the correlations coefficients ( $r$ ) that indicates the strength of the relationship between variables is given. From the Table below, a majority of correlation values of the variables showed correlations coefficients with values below .59. These generally indicate weak and medium associations between variables.

Firstly, the correlations within CBBE dimensions are examined. As shown in Table 4.15, correlations amongst the destination awareness, perceived image and quality show that are significantly correlated. A strong association between destination perceived image and quality ( $r = .62$ ) has been found. However, the association between destination awareness and perceived image is medium ( $r = .40$ ) and the same goes for association between awareness and perceived quality ( $r = .32$ ).

In terms of CBBE dimensions and ItV, the correlations are generally positive. A weak correlation has been found between destination awareness and the ItV ( $r = .18$ ) and medium correlations between the perceived destination image and quality with ItV ( $r = .25$ ).

.39; .31) respectively. These findings give indication that destination awareness is not the major (or only) variable influencing the ItV. The above argued well for destination perceived image and quality.

With regards to advertising correlations with the CBBE dimensions, advertising has been found to have medium correlation with destination perceived image with  $r$  value (.30), and weak correlation with destination perceived quality ( $r=.26$ ). However, very weak correlation between advertising as information source and destination awareness has been found ( $r=.06$ ). In terms of WOM correlation with the CBBE dimensions, it has been found that WOM as a source of information medium correlated with the perceived destination image and quality with  $r$  values of .39 and .40 respectively. However, a weak correlation between WOM and destination awareness has been found ( $r= .23$ ). These findings indicate that both advertising and WOM as information sources influence the potential tourists CBBE dimensions. However, other forces have the potential to influence the formulation of the CBBE dimensions. Finally, advertising and WOM correlations with the ItV have been found to be significantly correlated. However, the associations are medium with  $r$  values of .39 and .48 respectively.

Table 4.15:

*Pearson Correlations of Study Variables*

	<b>Awareness</b>	<b>Perceived Image</b>	<b>Perceived Quality</b>	<b>Controlled MC</b>	<b>Uncontrolled MC (WOM)</b>	<b>Intention to Visit</b>
<b>Awareness</b>	1.0					
<b>Perceived Image</b>	.40**	1.0				
<b>Perceived Quality</b>	.32**	.62**	1.0			
<b>Controlled MC</b>	.06	.30**	.26**	1.0		
<b>Uncontrolled MC</b>	.23**	.39**	.40**	.29**	1.0	
<b>Intention to Visit</b>	.18**	.39**	.31**	.39**	.48**	1.0

Note: \*p < .05; \*\*p < .01

## 4.8 Hypotheses Testing

### 5.8.1 Restatement of Hypotheses

Following the above results from the factor analysis, some amendments have to be made to the statements of the hypotheses stated earlier. The hypotheses are restated as follows:

(i) **Hypothesis 1: Relationship between Controlled MC and CBBE dimensions (awareness, perceived image and quality).**

**H1<sub>A</sub>-a:** Controlled MC is positively influence destination awareness.

**H1<sub>A</sub>-b:** Controlled MC is positively influence destination perceived image.

H1<sub>A</sub>-b1: Controlled MC is positively influence destination perceived leisure and tourists attractions.

H1<sub>A</sub>-b2: Controlled MC is positively influence perceived multi purposes of the destination

H1<sub>A</sub>-b3: Controlled MC is positively influence information and services availability at the destination.

H1<sub>A</sub>-b4: Controlled MC is positively influence destination shopping attractions.

H1<sub>A</sub>-b5: Controlled MC is positively influence destination nightlife attractions.

H1<sub>A</sub>-b6: Controlled MC is positively influence local hospitality at the destination.

H1<sub>A</sub>-b7: Controlled MC is positively influence destination pleasant atmosphere

H1<sub>A</sub>-b8: Controlled MC is positively influence destination cultural attractions

H1<sub>A</sub>-b9: Controlled MC is positively influence destination Islamic elements.

**H1<sub>A</sub>-c:** Controlled MC is positively influence destination perceived quality.

H1<sub>A</sub>-c1: Controlled MC is positively influence the perception of safe destination.

H1<sub>A</sub>-c2: Controlled MC is positively influence destination food cultural attractions.

H1<sub>A</sub>-c3: Controlled MC is positively influence value for money destination.

H1<sub>A</sub>-c4: Controlled MC is positively influence easy to communicate at the destination.

**(ii) Hypothesis 2: Relationship between Uncontrolled MC and CBBE dimensions (awareness, perceived image and quality).**

**H2<sub>A</sub>-a:** Uncontrolled MC is positively influence destination awareness.

**H2<sub>A</sub>-b:** Uncontrolled MC is positively influence destination perceived image.

H2<sub>A</sub>-b1: Uncontrolled MC is positively influence destination perceived leisure and tourists attractions.

H2<sub>A</sub>-b2: Uncontrolled MC is positively influence perceived multi purposes of the destination

H2<sub>A</sub>-b3: Uncontrolled MC is positively influence information and services availability at the destination.

H2<sub>A</sub>-b4: Uncontrolled MC is positively influence destination shopping attractions.

H2<sub>A</sub>-b5: Uncontrolled MC is positively influence destination nightlife attractions

H2<sub>A</sub>-b6: Uncontrolled MC is positively influence local hospitality at the destination.

H2<sub>A</sub>-b7: Uncontrolled MC is positively influence destination pleasant atmosphere

H2<sub>A</sub>-b8: Uncontrolled MC is positively influence destination cultural attractions

H2<sub>A</sub>-b9: Uncontrolled MC is positively influence destination Islamic elements.

**H2<sub>A</sub>-c:** Uncontrolled MC is positively influence destination perceived quality.

**H2<sub>0</sub>-c:** Uncontrolled MC does not positively influence destination perceived quality.

H2<sub>A</sub>-c1: Uncontrolled MC is positively influence the perception of safe destination.

H2<sub>A</sub>-c2: Uncontrolled MC is positively influence destination food cultural attractions.

H2<sub>A</sub>-c3: Uncontrolled MC is positively influence value for money destination.

H2<sub>A</sub>-c4: Uncontrolled MC is positively influence easy to communicate at the destination.

**(iii) Hypothesis 3: Relationship between CBBE dimensions and ItV.**

**H3<sub>A</sub>-a:** Tourism destination awareness is positively influence the ItV.

**H3<sub>A</sub>-b:** Perceived tourism destination image is positively influence the ItV.

H3<sub>A</sub>-b1: Leisure and environmental attraction is positively influence the ItV.

H3<sub>A</sub>-b2: Multi purposes destination is positively influence the ItV.

H3<sub>A</sub>-b3: Information and services availability at the destination is positively influence the ItV.

H3<sub>A</sub>-b4: Shopping attraction at the destination is positively influence the ItV.

H3<sub>A</sub>-b5: Nightlife attraction at the destination is positively influence the ItV.

H3<sub>A</sub>-b6: Local hospitality at the destination is positively influence the ItV.

H3<sub>A</sub>-b7: Islamic element at the destination is positively influence the ItV.

H3<sub>A</sub>-b8: Cultural attraction at the destination is positively influence the ItV.

H3<sub>A</sub>-b9: Pleasant atmosphere at the destination is positively influence the ItV.

**H3<sub>A</sub>-c:** Perceived quality of the tourism destination is positively influence the ItV.

H3<sub>A</sub>-c1: Value for Money destination is positively influence the ItV.

H3<sub>A</sub>-c2: Ease of Communication at the destination is positively influence the ItV.

H3<sub>A</sub>-c2: Ease of Communication at the destination does not positively influence the ItV.

H3<sub>A</sub>-c3: Safe destination is positively influence the ItV.

H3<sub>A</sub>-c4: Food Culture attraction at the destination is positively influence the ItV.

#### **4.8.2 Hypothesis Testing (Regression Analysis)**

In order to answer the second and third research questions, that address the relationship between MCs activities and CBBE of Malaysia as tourism destination as well as the influence of these dimensions on the GC potential tourists ItV, regression analyses were conducted to examine the relationship between the dependent and independent variables.

However, few assumptions need to be fulfilled before conducting a regression analysis. These are normality, linearity, outliers, homoscedasticity and multicollinearity (Hair et al. 2006; Tabachnick and Fidell, 2007).

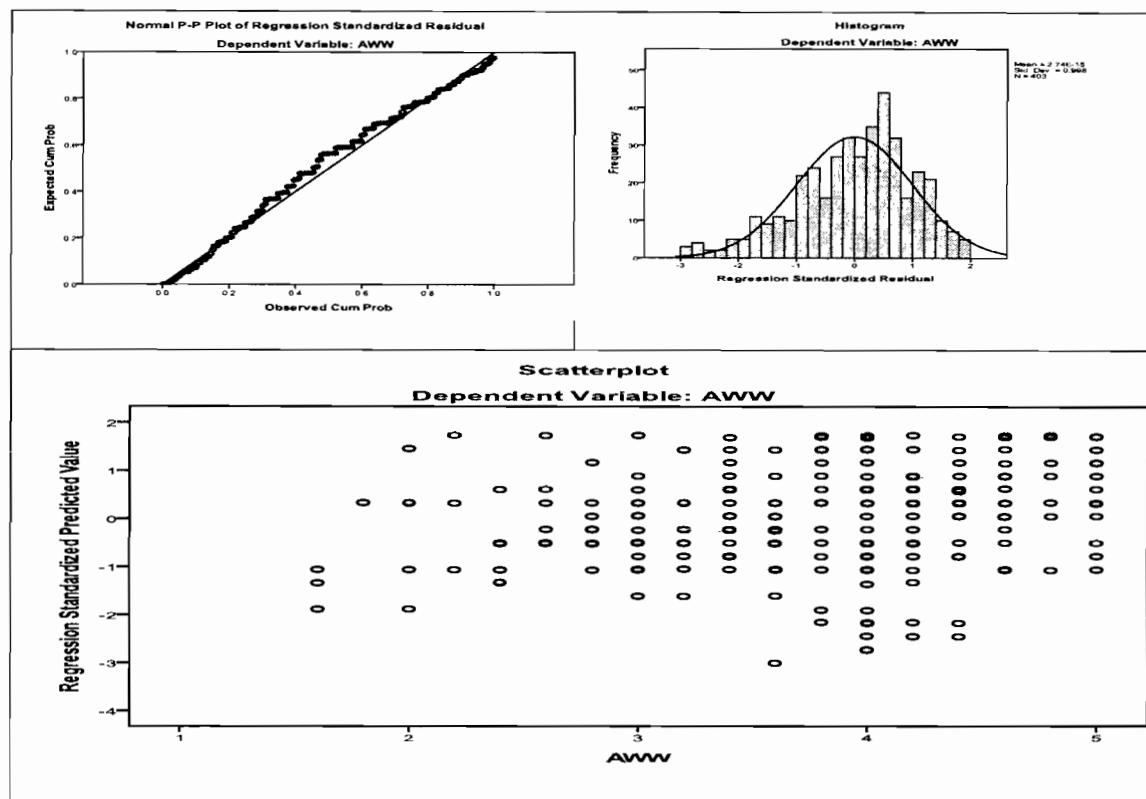


Figure 4.1:

*Example of Violations Assumptions Results*

Normality is concerned with the data distribution. This assumption can be tested using different tests such as histogram of residual plots and the normal probability plot of the regression. A histogram in general is a graphical demonstration that displays the regularity of the record values to observe the distribution shape (Hair et al. 2006). For the

purpose of this study, these two approaches were used to examine the assumption of normality.

An example for results of histogram of residual plots was shown in Figure 4.1 and the rest were presented in Appendix F. The results indicated that the assumption of normality was not violated. The figures showed that the distribution appeared normal and there was no cluster or skewness. These results supported the normal distribution of data as regression standardized residual lie around the instantly sloping line from bottom left to top right (Appendix F).

The second assumption for the regression is the linearity of the variables. Linearity is the degree of how the relationship between the variables can be portrayed in a straight line (Johnson and Wichern, 2007; Tabachnick and Fidell, 2007). To assess the assumption, linearity residual plots as suggested by Hair et al. (2006) was employed. The results of the histogram of residual plots as shown in the above Figure 4.1 and Appendix F revealed the assumption of linearity was met as the figures showed the distribution scatter around the center of the shape. The results of linearity assumption provide justification on the use of multiple regressions to explore the relationship between the dependent and independent variables.

Homoscedasticity appears when the variance over a variety predictor variable seems to be constant. In other words, the values of the variance of the dependent variable concentrate in only a limited range of the independent variable (Hair et al. 2006). Homoscedasticity assumption examined through the residual plot as it was satisfied if there was no pattern of increasing or decreasing residual. As shown in Figure 4.1 and Appendix F, the assumption of homoscedasticity was fulfilled and there was no concern about using multiple regression analysis.

Multicollinearity is a degree to which the other variables can explicate a variable in the analysis (Hair et al. 2006). According to Tabachnick and Fidell (2007), multicollinearity appears if there is a high degree of correlation between the variables. The difficulty to clarify the effect of any single variable due to their association and multicollinearity is the rationale behind this assumption. In order to examine the multicollinearity among the variables in this study, variance inflated factor (VIF) and tolerance tests were adopted. Tolerance is defined by Hair et al. (2006) as the amount of variability of the selected independent variable not explained by the other independent variables, while VIF is the opposite of tolerance value. For the purpose of this study the two tests were conducted to determine the multicollinearity assumption and the values of VIF and tolerance used showed no multicollinearity between the variables as their values less than 10 for the VIF and more than 0.10 for tolerance as suggested by Field (2005).

Since regression analysis is very sensitive to outliers (standardized residual values above 3.0 or less than -3.0); it was deleted by casewise diagnostic in the regression analysis in SPSS package version 18. Finally, the interruption of the regression analysis is based on the standardized coefficient beta and R square which provides evident whether to support the hypotheses stated earlier in the chapter.

#### **4.8.3 Regression Analysis Influence of CBBE Dimensions on the ItV**

In order to answer the second research question that is “do CBBE dimensions (awareness, perceived image and quality) of Malaysia as tourism destination among the GC potential tourists impacts their ItV?” regression analyses were undertaken between CBBE dimensions and the ItV in order to test the hypotheses 3a, 3b, and 3c. In this analysis, CBBE dimensions (awareness, perceived image and quality) were treated as the independent variables, whereas the ItV was treated as the dependent variable.

Firstly, through the regression analysis procedure, awareness of the destination as independent variable is regressed on the ItV as dependent variable. From the first run of the test, the outliers were examined. The casewise diagnostics indicates that observations number 195, 107, 117, 220, 240, 335 and 360 were outliers and therefore filtered out in the next regression run. The F value of 21.6 ( $p= .00$ ) indicates that the relationship between independent and dependent variables is significant. The R square obtained for the ItV rating means that about 6 % of the variance in the dependent variable (ItV) was

explained by the variation in the independent variable. It is also noted that awareness positively influence the ItV ( $\beta = .24$ ). Therefore, the hypothesis 3<sub>A</sub>(a) can be accepted.

Table 4.16:

*The influence of awareness, perceived image and quality factors of the destination on ItV*

Independent variable	B	SE B	B	Sig. <b>P&lt;05</b>	R square	F	Sig. F; <b>p&lt;0.01</b>
Destination awareness	.221	.048	.238	<b>.000</b>	.057	21.565	0.00**
Perceived Image					.258	13.464	0.00**
Shopping	.019	.051	.018	.716			
Nightlife	.164	.052	.160	<b>.002</b>			
Local People	.163	.060	.169	<b>.007</b>			
Cultural Attractions	.115	.058	.101	<b>.049</b>			
Info. and Services Availability	.003	.052	.003	.950			
Pleasant Atmosphere	.345	.058	.344	<b>.000</b>			
Islamic Elements	-.013	.052	-.014	.806			
Leisure and Environment	.110	.071	.094	.120			
Multiple Purposes	.144	.048	.160	<b>.003</b>			
Perceived Quality					.074	7.011	0.00 **
Value for Money	-.020	.063	-.019	.745			
Ease of Communication	.148	.060	.144	<b>.014</b>			
Safe to Visit	.229	.096	.179	<b>.018</b>			
Food Culture	.028	.074	.026	.704			

B: Unstandardized coefficient beta:

SEB: standard error of regression coefficient;

$\beta$ : Beta coefficient.

It is important to note that the tolerance and VIF values shown in the output indicates that no multicollinearity effect among the independent variables on dependent variables.

Secondly, ItV was regressed on all nine perceived destination image factors. From the first run of the test, the casewise diagnostics indicates that observation number 85 and 310 found to be outliers and hence deleted in the next regression run. The Table 4.16 above provides evident of the influence of perceived image factors on ItV. The F-statistic ( $F= 13.46$ ,  $p< .01$ ) indicates that the relationship between independent and dependent variables is significant. The R square obtained indicates that the perceived image factors account of 26 % of the variation in the ItV. Out of nine variables included in the regression equation, five variables emerged as significant predictors of ItV. These are nightlife attractions, Local Hospitality, pleasant atmosphere, cultural attractions and multi purposes destination. As being hypothesized, these variables are found to have positive influences on ItV. In contrast to the hypotheses, variable Islamic elements, Leisure and environment, Shopping, and Information and services availability are found to have no significant effects with ItV. Based on the result, hypotheses  $3_A(b2)$ ,  $3_A(b5)$ ,  $3_A(b6)$ ,  $3_A(b8)$  and  $3_A(b9)$  are accepted. Other hypotheses that are  $3_A(b1)$ ,  $3_A(b3)$ ,  $3_A(b4)$  and  $3_A(b7)$  were not accepted.

To investigate which perceived image factors have the most influence on ItV, the beta values were used. Based on the size of beta values, the predictors variables exercising the most influence on ItV was Pleasant atmosphere ( $\beta= .35$ ), followed by Local people ( $\beta=17$ ), Nightlife ( $\beta=16$ ), Multiple purposes ( $\beta=16$ ) and Cultural attractions ( $\beta=11$ ). It is

important to note that the tolerance and VIF values shown in the output indicates that no multicollinearity effect among the independent variables on dependent variables.

Moreover, when the overall perceived image was regressed against destination ItV, the model is significant with F-value of 56.927;  $p < .01$ . The 13% of the variance has been significantly explained by the composite predictor ( $\beta = .357$ ,  $p < 0.001$ ). The results seem to point that while perceived destination image as a whole has a significant effect on destination choice intention; five out of nine individual factors significantly influenced the dependent variable. As such,  $H_A3(b)$  accepted.

Thirdly, ItV was regressed on the four perceived destination quality factors. From the first run of the test, there were no casewise diagnostics indicated. The F-statistic ( $F = 7.011$ ,  $p < .01$ ) indicates that the relationship between independent and dependent variables is significant. The R square obtained indicates that the perceived quality factors account of about 8 % of the variation in the ItV. Out of four variables included in the regression equation, two variables emerged as significant predictors of ItV. These are Ease of communication and Safe destination. As being hypothesized, these variables are found to have positive influences on ItV. In contrast to the hypotheses, variable Food culture and Value for money are found to have no significant effects with ItV. Based on the result, hypotheses  $3A(c2)$  and  $3A(c3)$  are accepted, while hypotheses  $3A(c1)$  and  $3A(c4)$  were not accepted. It is important to note that the tolerance and VIF values shown in the output indicates that no multicollinearity effect among the independent variables on dependent variables. To investigate which perceived image factors that have the most

influence on ItV, the beta values were used. Based on the size if beta values, the predictors variables exercising the most influence on ItV was Safe destination ( $\beta = .18$ ), followed by Ease of Communication ( $\beta = .15$ ).

Further, overall perceived quality when regressed against destination ItV indicate that the model is significant with F-value of 36.333;  $p < .01$ . The 9% of the variance has been significantly explained by the composite predictor ( $\beta = .292$ ,  $p < 0.001$ ). This provides support to the main hypothesis  $H_A(3c)$  and based on the previous analysis, it could be concluded that this hypothesis is partially accepted. The results seem to point that while perceived destination quality as a whole has a significant effect on destination choice intention, only two of its individual factors significantly influence the dependent variable. As such,  $H_A(3c)$  is partially accepted.

Finally, when the three CBBE dimensions (awareness, overall image and overall quality) were regressed on the ItV, the first run of the analysis the casewise diagnostics shows that observations number 117, 128, 263, 242, 260, 366 and 395 are found to be outliers. These outliers were deleted in the next run of regression. The results indicate that the model is significant with F-value of 23.038 and an adjusted R square of 0.143. These results also show that overall perceived image has the most significantly contributes to destination ItV ( $\beta = 0.268$ ,  $p = 0.00$ ), followed by overall perceived quality and destination awareness. This result supports the previously discussed findings.

#### **4.8.4 Regression Analyses of the MCs Impacts of the CBBE Dimensions**

In order to answer the third research question that is “what are the influences of controlled and uncontrolled MCs on each CBBE dimensions of Malaysia as tourism destination among the GC potential tourists?” regression analysis was undertaken on the controlled and uncontrolled MCs and CBBE dimensions factors. In this analysis, controlled and uncontrolled MC is treated as independent variable, whereas awareness, perceived image and quality factors are treated as the dependent variables.

Firstly, MCs, was regressed on destination awareness. From the first run of the analysis, the casewise diagnostics shows that observations number 293 and 294 are found to be outliers. These outliers were deleted in the next run of regression. The results indicate that the model is significant with F-value of 12.522 and an adjusted R square of .059. These results show that Uncontrolled MCs alone significantly contribute to destination awareness ( $\beta = 0.242$ ,  $p<0.001$ ). Controlled MC on the other hand, appears to have no significant effect on destination awareness ( $\beta = .002$ ,  $p=0.969$ ). As the alternative hypothesis suggests, uncontrolled MCs are found to have positive influence on destination awareness. Therefore hypotheses  $H_A2(a)$  is accepted, whereas hypotheses  $H_A1(a)$  is not accepted as no significant effect has been found. Further, overall MCs as information sources when regressed against destination awareness indicate that the model is significant with F-value of 14.975. The 36% of the variance has been significantly explained by the composite predictor ( $\beta = .189$ ,  $p<0.001$ ).

Secondly, controlled and uncontrolled MCs were regressed on destination perceived image. In this analysis, the dependent variable (destination image) contains nine factors. These factors are Shopping, Nightlife, Local Hospitality, Cultural attractions, Leisure and environmental attraction, Information and services availability, Pleasant atmosphere, Multi-purposes destination and Islamic elements. The aim is to investigate the influence of MCs on each factor of the perceived image factors. As such, regression analysis needs to be performed between MCs and each of these nine factors. Additional regression test between MCs and overall perceived image should be conducted as well.

The casewise diagnostics on each analysis show that observation number 170 is found an outlier when Shopping attraction regressed on MCs, observations number 16, 99, 146, 223, 371, 390, 49, and 304 are found to be outliers when Nightlife attractions regressed on MCs, observations number 90, 212 and 379 when Cultural attractions regressed on MCs, observations number 85, 205, and 374 when Pleasant atmosphere regressed on MCs, observations number 121, 205, 329, and 349 when Islamic elements regressed on MCs, and observations number 179, 75, and 310 when Leisure and environmental attractions regressed on MCs. These observations were deleted in the next run of each specific regression. On the other hand, no outliers have been found for the Local Hospitality and Information and services availability factors when they regressed on MCs.

Table 4.17 below provides evident on the influence of MCs on each factor of the perceived destination image. The results from multiple regressions when each of these nine factors was regressed on the MCs (after deleting the observations that are found to be outliers in each regression) showed that Controlled MC alone significantly contributes to five out of nine factors. These are Nightlife attractions ( $\beta = .136$ ,  $p<0.01$ ), Cultural attractions ( $\beta = .197$ ,  $p<0.01$ ), Information and services availability ( $\beta = .152$ ,  $p<0.01$ ), Pleasant atmosphere ( $\beta = .278$ ,  $p<0.01$ ) and Leisure and environmental attractions ( $\beta = .142$ ,  $p<0.01$ ) where the F-statistics that indicates the relationship between independent and dependent variables are significant. By looking at the beta value, it could be interpreted that controlled MC have the most influence on pleasant atmosphere ( $\beta = .278$ ) followed by cultural attractions ( $\beta = .197$ ).

Controlled MC is found to have a positive influence on Nightlife attractions, Cultural attractions, Leisure and environmental attractions, Information and services availability and Pleasant atmosphere. On the other hand controlled MC is found to have no significant influence on four of the perceived image factors that are Shopping, Local Hospitality, Multi-purposes destination and Islamic elements. Based on that, hypotheses  $H_A1(b1)$ ,  $H_A1(b3)$ ,  $H_A1(b5)$ ,  $H_A1(b7)$  and  $H_A1(b8)$  are accepted, whereas  $H_A1(b2)$ ,  $H_A1(b4)$ ,  $H_A1(b6)$  and  $H_A1(b9)$  are not accepted.

With regard to Uncontrolled MC, the results from multiple regressions when each of these nine factors regressed on the MCs (after deleting the observations that found to be

outliers in each regression) showed that Uncontrolled MC alone significantly contributes to eight out of nine factors. These are Nightlife ( $\beta = .158$ ,  $p < 0.01$ ), Local Hospitality ( $\beta = .294$ ,  $p < 0.01$ ), Leisure and environmental attractions ( $\beta = .449$ ,  $p < 0.01$ ), Pleasant atmosphere ( $\beta = .261$ ,  $p < 0.01$ ), Islamic elements ( $\beta = .363$ ,  $p < 0.01$ ), Cultural attractions ( $\beta = .105$ ,  $p < 0.01$ ), Information and services availability ( $\beta = .133$ ,  $p < 0.01$ ) and Multi purposes destination ( $\beta = .167$ ,  $p < 0.01$ ) where the F-statistics that indicates the relationship between independent and dependent variables found to be significant. By looking at the beta value, we can say that Uncontrolled MC have the most influence on Leisure and environmental attractions and Islamic elements with ( $\beta = .449$  and  $.363$ ) respectively. This followed by Local Hospitality ( $\beta = .294$ ) and Pleasant atmosphere ( $\beta = .261$ ).

Uncontrolled MC is found to have a positive influence on Multi purposes destination, Local Hospitality, leisure and environmental attractions, pleasant atmosphere, Islamic elements, cultural attractions, information and services availability and nightlife entertainments. On the other hand Uncontrolled MC is found to have no significant influence only on one of the perceived image factors that is Shopping attractions. Based on that, hypotheses  $H_A2(b1)$ ,  $H_A2(b2)$ ,  $H_A2(b3)$ ,  $H_A2(b5)$ ,  $H_A2(b6)$ ,  $H_A2(b7)$ ,  $H_A2(b8)$  and  $H_A2(b9)$  are accepted, whereas hypothesis  $H_A2(b4)$  and is not accepted.

Table 4.17:

*The influence of MCs (controlled and uncontrolled) on each perceived image factors*

Shopping							
Independent Variable	B	SE B	$\beta$	Sig. P<.05	R square	F	Sig. F; p<0.01
Controlled MC	.074	.051	.075	.152	.012	2.348	0.97
Uncontrolled MC	.053	.047	.059	.261			
Nightlife							
Controlled MC	.146	.055	.136	.008	.055	11.450	0.00**
Uncontrolled MC	.153	.049	.158	.002			
Local Hospitality							
Controlled MC	.100	.053	.094	.060	.110	24.166	0.00**
Uncontrolled MC	.286	.048	.294	.000			
Cultural attractions							
Controlled MC	.182	.047	.197	.000	.062	12.748	0.00**
Uncontrolled MC	.088	.043	.105	.042			
Leisure and environmental attractions							
Controlled MC	.121	.040	.142	.003	.258	64.121	0.00**
Uncontrolled MC	.350	.037	.449	.000			
Information and services availability							
Controlled MC	.160	.054	.152	.003	.052	10.635	0.00**
Uncontrolled MC	.127	.049	.133	.011			
Pleasant atmosphere							
Controlled MC	.285	.049	.278	.000	.178	44.014	0.00**
Uncontrolled MC	.242	.045	.261	.000			
Islamic elements							
Controlled MC	.010	.054	.009	.852	.134	29.334	0.00**
Uncontrolled MC	.359	.049	.363	.000			
Multi purposes destination							
Controlled MC	.112	.060	.099	.064	.048	9.277	0.00**

Uncontrolled MC	.174	.055	.167	.002			
Overall perceived image							
Controlled MC	.107	.028	.184	.000	.253	61.642	0.00**
Uncontrolled MC	.221	.025	.417	.000			

B: Unstandardized coefficient beta:

SEB: standard error of regression coefficient;

$\beta$ : Beta coefficient.

When MCs were regressed on the overall perceived image, the results show that the model is significant with F-value of 61.642. The R square obtained indicates that the MCs account of 26 % of the variation in the overall destination image. Both controlled ( $\beta = .184$ ) and uncontrolled ( $\beta = .417$ ) MCs are found to be significant predictors of overall perceived image. However, by looking at the beta value, Uncontrolled MC is found to have greater influence on perceived overall image.

The results seem to point that while controlled MCs significantly influence the perceived destination image as a whole, only five out of nine individual perceived destination image factors are significantly influenced by the dependent variable. As such, H<sub>A1(b)</sub> is partially accepted. Furthermore, the results seem to point that uncontrolled MCs significantly influence the perceived destination image as a whole, and only one factor of the perceived destination image factors is found to be not influenced by the uncontrolled MCs. As such, H<sub>A2(b)</sub> is partially accepted.

Thirdly, controlled and uncontrolled MCs were regressed on destination perceived quality. In this analysis, the dependent variable (destination quality) contains four factors.

These factors are Value for money, ease of communication, Food culture and Safe destination. As such, regression analysis needs to be performed between MCs and each factor of these four factors.

The casewise diagnostics on each analysis show that observations number 106 and 347 are found to be outlier when Value for money regressed on MCs, observations number 8, 13, 24, 135, 137, 241, 265, and 278 when ease of communication regressed on MCs. These observations were deleted in the next run of each specific regression. On the other hand, no outliers have been found for the Food culture and Safe destination factors when they regressed on MCs.

Table 4.18 below provides evident on the influence of MCs on each factor of the perceived destination quality. The results from multiple regressions when each of these four factors regressed on the MCs (after deleting the observations that found to be outliers in each regression) showed that Controlled MC alone significantly contributes to three out of four factors. These are Value for money ( $\beta = .048, p < 0.01$ ), Safe destination ( $\beta = .113, p < 0.01$ ) and ease of communication ( $\beta = .145, p < 0.01$ ) where the F-statistics that indicates the relationship between independent and dependent variables are significant. Controlled MC is found to have a positive influence on Value for money and ease of communication. On the other hand Controlled MC is found to have no significant influence on Safe destination and Food culture. Based on that, hypotheses  $H_A1(c3)$  and  $H_A1(c4)$  are accepted, whereas hypotheses  $H_A1(c1)$  and  $H_A1(c2)$  are not accepted.

Table 4.18:

*The influence of MCs (controlled and uncontrolled) on each perceived quality factors*

Safe Destination							
Independent Variable	B	SE B	$\beta$	Sig. P<.05	R square	F	Sig. F; p<.01
Controlled MC	.089	.040	.113	.028	.122	25.646	0.00**
Uncontrolled MC	.215	.037	.300	.000			
Food cultural							
Controlled MC	.041	.049	.046	.400	.008	1.572	0.209
Uncontrolled MC	.056	.045	.067	.217			
Value for money							
Controlled MC	.173	.048	.184	.000	.084	17.689	0.00**
Uncontrolled MC	.153	.044	.178	.001			
Ease of Communication							
Controlled MC	.138	.048	.145	.004	.132	29.424	0.00**
Uncontrolled MC	.264	.044	.300	.000			
Overall perceived quality							
Controlled MC	.080	.031	.126	.012	.190	40.391	0.00**
Uncontrolled MC	.215	.029	.372	.000			

B: Unstandardized coefficient beta:

SEB: standard error of regression coefficient;

 $\beta$ : Beta coefficient.

In terms of Uncontrolled MC, the results from multiple regressions when each of these four factors regressed on the MCs (after deleting the observations that found to be outliers in each regression) showed that Uncontrolled MC alone significantly contributes to three out of four factors. These are Safe destination ( $\beta = .300, p<0.01$ ), Value for money ( $\beta = .178, p<0.01$ ) and Ease of communication ( $\beta = .300, p<0.01$ ) where the F-statistics that indicates the relationship between independent and dependent variables

found to be significant. As hypothesized, Uncontrolled MC is found to have a positive influence on Value for money, Safe destination and ease of communication. On the other hand Uncontrolled MC is found to have no significant influence only on Food culture ( $\beta = .046$ ,  $p=.400$ ). Based on that, hypotheses  $H_A2(c1)$ ,  $H_A2(c3)$  and  $H_A2(c4)$  are accepted, whereas hypothesis  $H_A2(c2)$  is not accepted.

When MCs were regressed on the overall perceived quality, the results show that the model is significant with F-value of 40.391. The R square obtained indicates that the MCs account of 19 % of the variation in the overall destination quality. Both controlled ( $\beta = .126$ ) and uncontrolled ( $\beta = .372$ ) MCs are found to be significant predictors of overall perceived image. However, by looking at the beta value, Uncontrolled MC is found to have greater influence on perceived overall quality.

The results seem to point that both controlled and uncontrolled MCs significantly influence the perceived destination quality as a whole, and only one factor of the perceived destination quality factors is found to be not influenced by the controlled and uncontrolled MCs which is the food cultural attractions. As such,  $H_A2(c)$  and  $H_A1(c)$  are partially accepted.

## **Summary**

The result of the descriptive analysis revealed that potential tourists from GC exhibit high level of awareness as well as positive image of Malaysia as tourism destination.

However, perceived quality of Malaysia as tourism destination among the respondents is found to be moderate. To examine the relationship between the CBBE dimensions and the ItV as well as the influence of MCs on CBBE dimensions, regression analysis was performed. Presented below is the summary of the findings from hypotheses testing:

Hypothesis	Accepted / Not Accepted
<i>H1<sub>A</sub>-a: Controlled MC is positively influence destination awareness.</i>	Not accepted
<i>H1<sub>A</sub>-b: Controlled MC is positively influence destination perceived image.</i>	Accepted
H1 <sub>A</sub> -b1: Controlled MC is positively influence destination perceived leisure and tourists attractions.	Accepted
H1 <sub>A</sub> -b2: Controlled MC is positively influence perceived multi purposes of the destination	Not accepted
H1 <sub>A</sub> -b3: Controlled MC is positively influence information and services availability at the destination.	Accepted
H1 <sub>A</sub> -b4: Controlled MC is positively influence destination shopping attractions.	Not accepted
H1 <sub>A</sub> -b5: Controlled MC is positively influence destination nightlife attractions	Accepted
H1 <sub>A</sub> -b6: Controlled MC is positively influence local hospitality at the destination.	Not accepted
H1 <sub>A</sub> -b7: Controlled MC is positively influence destination pleasant atmosphere	Accepted
H1 <sub>A</sub> -b8: Controlled MC is positively influence destination cultural attractions	Accepted
H1 <sub>A</sub> -b9: Controlled MC is positively influence destination Islamic elements.	Not accepted
<i>H1<sub>A</sub>-c: Controlled MC is positively influence destination perceived quality.</i>	Accepted
H1 <sub>A</sub> -c1: Controlled MC is positively influence the perception of safe destination.	Accepted
H1 <sub>A</sub> -c2: Controlled MC is positively influence destination food cultural attractions.	Not accepted
H1 <sub>A</sub> -c3: Controlled MC is positively influence value for money destination.	Accepted
H1 <sub>A</sub> -c4: Controlled MC is positively influence easy to communicate at the destination.	Accepted

<i>H2<sub>A</sub>-a: Uncontrolled MC is positively influence destination awareness.</i>	Accepted
<i>H2<sub>A</sub>-b: Uncontrolled MC is positively influence destination perceived image.</i>	Accepted
H2 <sub>A</sub> -b1: Uncontrolled MC is positively influence destination perceived leisure and tourists attractions.	Accepted
H2 <sub>A</sub> -b2: Uncontrolled MC is positively influence perceived multi purposes of the destination	Accepted
H2 <sub>A</sub> -b3: Uncontrolled MC is positively influence information and services availability at the destination.	Accepted
H2 <sub>A</sub> -b4: Uncontrolled MC is positively influence destination shopping attractions.	Not accepted
H2 <sub>A</sub> -b5: Uncontrolled MC is positively influence destination nightlife attractions	Accepted
H2 <sub>A</sub> -b6: Uncontrolled MC is positively influence local hospitality at the destination.	Accepted
H2 <sub>A</sub> -b7: Uncontrolled MC is positively influence destination pleasant atmosphere	Accepted
H2 <sub>A</sub> -b8: Uncontrolled MC is positively influence destination cultural attractions	Accepted
H2 <sub>A</sub> -b9: Uncontrolled MC is positively influence destination Islamic elements.	Accepted
<i>H2<sub>A</sub>-c: Uncontrolled MC is positively influence destination perceived quality.</i>	Accepted
H2 <sub>A</sub> -c1: Uncontrolled MC is positively influence the perception of safe destination.	Accepted
H2 <sub>A</sub> -c2: Uncontrolled MC is positively influence destination food cultural attractions.	Not accepted
H2 <sub>A</sub> -c3: Uncontrolled MC is positively influence value for money destination.	Accepted
H2 <sub>A</sub> -c4: Uncontrolled MC is positively influence easy to communicate at the destination.	Accepted
<i>H3<sub>A</sub>-a: Tourism destination awareness is positively influence the ItV.</i>	Accepted
<i>H3<sub>A</sub>-b: Perceived tourism destination image is positively influence the ItV.</i>	Accepted
H3 <sub>A</sub> -b1: Leisure and environmental attraction is positively influence the ItV.	Not accepted
H3 <sub>A</sub> -b2: Multi purposes destination is positively influence the ItV.	Accepted
H3 <sub>A</sub> -b3: Information and services availability at the destination is positively influence the ItV.	Not accepted
H3 <sub>A</sub> -b4: Shopping attraction at the destination is positively influence the ItV.	Not accepted

H3 <sub>A</sub> -b5: Nightlife attraction at the destination is positively influence the ItV.	Accepted
H3 <sub>A</sub> -b6: Local hospitality at the destination is positively influence the ItV.	Accepted
H3 <sub>A</sub> -b7: Islamic element at the destination is positively influence the ItV.	not accepted
H3 <sub>A</sub> -b8: Cultural attraction at the destination is positively influence the ItV.	Accepted
H3 <sub>A</sub> -b9: Pleasant atmosphere at the destination is positively influence the ItV.	Accepted
<b>H3<sub>A</sub>-c: Perceived quality of the tourism destination is positively influence the ItV.</b>	<b>Accepted</b>
H3 <sub>A</sub> -c1: Value for Money destination is positively influence the ItV	Not accepted
H3 <sub>A</sub> -c2: Ease of Communication at the destination is positively influence the ItV.	Accepted
H3 <sub>A</sub> -c3: Safe destination is positively influence the ItV.	Accepted
H3 <sub>A</sub> -c4: Food Culture attraction at the destination is positively influence the ItV.	Not accepted

This chapter describes the analysis of data and findings of the research. Statistical analysis was taken through the use of SPSS software version 18 for computational accuracy. A comprehensive discussion about the findings is offered in the next chapter. Basically, chapter 5 will discuss the findings of the present study and summarize the research contribution and implication that could benefit industry, academic and policy makers. The further discussion and conclusion in the next chapter will elaborate more on the result and their implication to the theory.

## **CHAPTER 5**

### **DISCUSSION AND CONCLUSION**

#### **5.1 Introduction**

Having analyzed the data to answer the objectives of this study, it is now time to bring together the findings so as to provide an overall picture of the study results. To do this, an overview of the research framework will be provided first in this chapter. Next, the chapter will discuss the findings of this study. This is followed by a discussion of the theoretical and managerial implications together with the study limitations. Finally, suggestions for further research will be presented at the end of this chapter.

#### **5.2 Review of the Research Framework**

Based on Berry's (2000) service branding model, Gunn's (1972) tourism destination image formulation theory, and reasoned action theory (TRA) this study began to examine the relationship between MC activities and the CBBE dimensions (awareness, perceived image and quality). Specifically, the first objective of this study was to identify the level of each CBBE dimension of Malaysia as tourism destination among the GC potential customers. The second objective was to examine whether these dimensions influence the intention to visit (ItV) Malaysia among the GC potential tourists and to what extent. The

third objective was to identify the influence of MC activities, namely controlled and uncontrolled on the CBBE dimensions among the GC potential tourists.

Revisiting the research objectives, this study was undertaken to seek answers to several research questions. These are (1) what is the level of each CBBE dimensions of Malaysia as tourism destination as well as the ItV among the GC potential tourists? (2) Do CBBE dimensions of Malaysia as tourism destination among the GC potential tourists impact their ItV? (3) What are the influences of controlled and uncontrolled MC on each CBBE dimensions of Malaysia as tourism destination among the GC potential tourists?

As discussed in chapter 3, data were gathered from the GC potential tourists using quantitative methodology (self administrated survey). Out of 995 respondents approached, 491 accepted to participate in this study, representing 49.1 % response rate. However, 409 were usable. Hence, the effective response rate was 41%. Finally, descriptive statistics enabled the researcher to describe trends in the data as well as to determine any relationship that existed between variables was used.

### **5.3 Discussions**

Detailed discussions of the study findings are presented in the following section, namely the level of each CBBE dimensions (awareness, perceived image and quality) of

Malaysia as tourism destination as well as the ItV from the GC potential tourist's perspectives, the influence of MC activities on CBBE dimensions and the influence of these dimensions on the ItV.

### **5.3.1 Malaysia CBBE Dimensions among Gulf Countries' Potential Tourists**

In this study, CBBE for Malaysia as a tourism destination consists of three major dimensions; awareness, perceived image and quality. All these dimensions have been assessed to understand each level of its dimensions from the GC potential tourist's point of view. In general, these dimensions are destination specific concepts, which vary from destination to destination.

In general, to answer the first research question, firstly, this study demonstrated that the level of awareness (recognition) of Malaysia as tourism destination among the GC potential tourists is encouraging. In fact, this study demonstrated that Malaysia ranked first as having a top of mind destination among this market segment, which supported the high level of awareness of this market segment found in this study. It seems that TM has been successful in achieving the objective of having Malaysia as top of mind destination among the GC tourists.

It can be interpreted that, in any way of marketing tourism destination, destination marketers tend to create awareness about their specific destination among their target markets with hope of putting their destination in the consumer's consideration set when they thinking of taking vacation, relying on the fact that the destination that the potential tourists are not aware of will not be on their consideration set when they making their choice. More importantly, destination marketers tend to heavily investing in MCs activities with the hope of making their destination as a top of mind from the potential tourist's perspective. In other words, destination marketers use MCs to rank their destination as a first to be visited in the future in the minds of consumers.

Secondly, perceived image has been found to be slightly high with overall mean score of 3.96 which is close to the "agree" rating. Thirdly, perceived quality of Malaysia as a tourism destination is found to be moderate as the summated perceived quality means score fall into moderate range with 3.47. The next section will discuss more in details the perceived image and quality of Malaysia as tourism destination among the GC potential tourists.

### **5.3.1.1 Malaysia Image as Perceived by GC Potential Tourists**

Research question one of this study sought to discover the most favorable perceived image attributes that research participants had of Malaysia as tourism destination. Results suggest that Malaysia is a powerful brand in terms of its destination image with an

overall summated mean score of (3.96) , which is close to the “agree” rating on five point scale. In general, none of the image factors fell below the lowest means scores (below 2.33). More specifically, research results show Malaysia image as tourism destination found to be positioned on five variables perceived to be the most important from the GC potential tourists point of view. These were “Leisure and Environmental Attractions” which is noted as possessing the highest importance among other attributes with a mean score of (4.07), ”Multi Purposes Destination” (4.05), “Islamic Elements” (3.96), “Information and Services Availability” (3.75), and “Pleasant Atmosphere” (3.67) where (1 = strongly disagree and 5 = strongly agree).

Leisure and Environmental Attractions are tourists attractions based on the nature and environmental resources available in the destination which is mainly managed by the destination. For this factor, the mean score for the items range from 3.67 to 4.24. This indicates that TM has successfully communicated Malaysia’s beautiful natural and theme parks with variety of fauna and flora, beautiful beaches and landscapes which make a good relaxing place to the GC market.

Potential GC tourists’ recognition of Malaysia as a multipurpose destination is shown in this study, especially the recognition that it is a ‘family oriented destination’ (with a mean score of 4.24 for its item). The findings explain the increasing number of tourist’s arrivals especially those who travel as a family. According to TM (2007), among tourists coming

to Malaysia from the GC region, 90.0 % were married people who came with spouse only and/or family.

Pleasant atmosphere is the nice weather and restful atmosphere that tourists believe they could experience during their visit to Malaysia. According to the findings of this study, the latent elements were highly recognized by potential tourists from GC as important elements that influence their favorable feeling toward Malaysia before visitation. This could be reflected by the high item scores in 'Malaysia has restful atmosphere' (3.79) and 'Malaysia has a pleasant weather' (3.76). Such findings were expected as the weather in the GC region is hot and dry weather throughout the year, with very little rainfall. As such, a pleasant weather and atmosphere are considered important factors which contribute to create a positive image of Malaysia from that region potential tourist's point of view. Study by Wong (2001) suggested that this pleasant weather is what typical Middle East tourists look for when coming to Malaysia as they travel to escape the summer season in their countries.

Tourist's information and services attributes of Malaysia has been perceived favorably by the GC potential tourists as the all in all mean score was 3.67. This means TM has successfully communicated the availability of basic information for tourists starting from the airports and on sights as well as more sophisticated services such as packaged tours to the GC market.

Islamic elements are the availability of *Halal* food and Mosques in the destination. As most of the Malaysian residents are Muslims, potential tourists from the GC region regard and picture Malaysia as a Muslim country where Mosques are available everywhere and it is easy to find *Halal* food. This point can be seen in general in the summated mean score of 3.96 and in particular in the high mean score of 'Majority of Malaysian are Muslims' (3.96) and in all Islamic elements in general (3.96). This finding shows that TM has managed to play out the Malaysian Muslim identity to attract Muslim tourists especially from the GC. When destination marketers attempt to raise up the awareness among their target market about any specific destination attributes by using MCs, the perception of that attributes are more likely to be high among the prospects as they frequently exposed to that media (Kotler et al. 2006). This is the case here, and it can be inferred that TM has successfully taken advantage on the so called Islamic phobia in USA and most of the Western nations, which caused a distinct trend toward increased of outbound travel to Islamic friendly countries, and focused more on its Muslims identity in the advertising and promotional activities (TM personal communication, October 14, 2008).

Overall, it can be summarized that the research respondents picture Malaysia as:

- Suitable for multipurpose destination and family vacations,
- A destination that has variety of beautiful leisure and environmental attractions such as beaches, relaxing places, natural and theme parks,
- Islamic country with the majority of Muslims residents and where the *Halal* food and Mosques are available everywhere,

- A destination where the tourists information and services are easily available, and
- A destination with pleasant and restful atmosphere.

Though the overall image of Malaysia as tourism destination from the GC potential tourists point of view is found to be positive (with a summated mean score of 3.96) and five of its attributes fall in the high mean score which is around the agree rating, nevertheless, it is evident that there is still an opportunity to enhance these five highly perceived attributes as their current evaluation can still be considered as above the moderate average but did not reach or get close to the “strongly agree” rating.

Therefore, it is important and significant for Malaysia success as tourism destination to focus more and invest more in the MCs activities in order to improve the perception of the potential tourists regarding these attributes. This could be done by showing these destination attributes in their TV and internet advertisings as those media found to be the most important information source for the GC market. It would be better if each advertisement focuses on each attributes. For example one advertising that show only the Muslim identity of Malaysia where *Halal* food and Mosques are available everywhere. Such approach will strengthen these attributes from the target market point of view as well as ensure the ability of the target market of having unconfused image of the destination.

Nevertheless, it is what the destination has to offer for its tourists and not what its marketers trying to say. That is, MCs alone cannot change the destination image. As such, destination marketers need to ensure that the promoted attributes of the destination will match with what potential consumers expected. In this case, consumer satisfactions will occur and consequently a positive WOM will be separated. This requires that destination marketers must ensure that their current tourists from that region will experience these attributes during their stay.

It should be noted that the overall image of Malaysia does not only include these five attributes, but other attributes such as cultural attractions, shopping attractions, nightlife entertainments and friendly Local Hospitality are also important factors that contribute to the formulation of overall image of Malaysia as a tourism destination. According to the findings of this study, these four factors are found to be moderate in their mean scores. In these latent factors, GC potential tourists exhibits a moderate mean scores ranges from 3.25 for ‘Night life entertainments’ to 3.52 for ‘Friendly local people’ where their overall mean scores can still be considered as above the low score but still not reaching the “agree” rating. Although the summated means for these factors were well above the neutral point of 2.5 and fall in the moderate rating, it should be highlighted that Nightlife entertainment obtains the lowest summated means score of 3.25. This may be due to the fact that Malaysia is seen by Arabs as a Muslim country. Indeed, this can be seen in the high summated mean score for Islam elements as perceived by GC potential tourists (3.96). Hence, and based on the findings of this study, it is important to invest more in the

MCs activities in order to improve the perception of the potential tourists regarding these attributes so that GC potential tourists can be more convinced of its ability to make tourists safe while visiting, provide food culture attractions, give tourists value for their money and allow tourists to communicate easily with the friendly local people.

Such attributes are not an optional. Every successful destination must provide a safe place for its tourists with no or little communication barriers with friendly local as well as Value for Money. For example, if any destination perceived to be unsafe to be visited, the tourists will not consider this destination. As such, it is a must for TM to better communicate with the GC potential tourists on these attributes and matching expectations with reality. However, attributes like nightlife entertainments are not recommended to be promoted. First of all, it contradicts with the Muslim identity of Malaysia, and second, it considered as head to head competition with other destination in the region.

### **5.3.1.2 Malaysia Quality as Perceived by GC Potential Tourists**

Research question one also sought to discover the most favorable perceived quality attributes that research participants had of Malaysia as a tourism destination. Results suggest that Malaysia is perceived only moderately in its entire four dimensions with summated mean score for Safe destination of (3.64); food Culture Attractions (3.54); Value for Money (3.41) and communication and language barriers (3.30). This means that TM needs to improve communication on all the above attributes so that GC potential

tourists can be more convinced of its ability to make tourist safe while visiting, provide food culture attractions, give tourists value for their money and allow tourists to communicate easily with local people.

However, the high score of Malaysia as a suitable destination especially for family (rating with a mean value of 4.05) as well as in high level of Islamic elements (with a mean value of 3.96) on the five point scale means that GC potential tourists are already highly positive on Malaysia's ability to provide those attributes to tourists (safe to be visited destination). In addition, even though Malaysia is viewed only moderately as a safe destination to visit, four out of nine statements i.e. on items 'Malaysia is a peaceful place' (mean= 3.90), 'Malaysia is an orderly country' (3.76), 'Malaysia is clean country' (3.72), and 'Malaysia is an orderly country' (3.76) still received reasonably high ranking. These findings are consistent with that of Ibrahim et al. (2009) who stated that Arab tourists enjoy the sense of safety and security and the relative peace of Malaysia's cities which make Malaysia as favorite destinations of tourists from the Middle East.

In terms of Food Culture Attractions, this is a quality that tourists can obtain through experiencing the exotic food as well as the wide selections of restaurants from different culture in the destination. With regard to Malaysia, GC potential tourists were moderate in their perceptions of the food attractions that they could experience during their visit to Malaysia. This could be due to the distinctively different palate of Asian and Arab people

which makes it difficult for potential tourists to visualize their ability to accept the spicy and oily nature of most Asian food. Similarly, lack of knowledge about the diversity and uniqueness of Asian food cultures make it difficult for GC potential tourists to associate Malaysia with cultural attractions. Clearly, TM needs to invest more to communicate to GC potential tourists about the variety and quality of food culture attractions available in Malaysia. In addition, TM need to facilitate the investment in Arabic restaurants because it seems that Arab tourists asking for their own food even in different country (TM, 2010).

Respondents also regarded Malaysia moderately as a Value for Money (with summated mean score of 3.41). The highest score mean for value for money statements 3.47 relate to “Malaysia has a high quality of infrastructure” item. On the contrary, the lowest mean score was 3.36 for the item related to the “Malaysia has a well-developed transport system”. The marketing literature highlighted that when a destination is perceived to be value for money and low cost destination, potential tourists tend to do very late booking (Chen and Hsu, 2000). This is particularly true in the case of GC tourists coming to Malaysia. As confirmed by TM (2008) and Ariffin and Hasim (2009) Middle East tourists are a very late booking market with approximately two to four weeks in advance. Based on that, it can be suggested that even with moderate mean score, potential tourists from GC highly perceived Malaysia a Value for Money.

Finally, respondents also moderately perceived the lack of communication and language barriers in Malaysia. In other words, they foresee experiencing very few problems with regard to communicating with the Local Hospitality. This means TM must improve its communication on the language factor to further convince GC potential tourists that they will not have any communication problem once in Malaysia.

To recap, GC potential tourists as a group are highly aware of Malaysia as tourism destination. All in all, the mean score was 3.77 on five statements on five points Likert scale. In addition, Malaysia ranked as the first top-of-mind destination compare to other major competitors in the Asia pacific region with the mean value of 5.23 in six point scales. In terms of perceived destination image, a positive image of Malaysia as tourism destination is exhibited as the total mean score was 3.96 in a nine image attributes. However, a summated mean score of 3.47 for all four factors of the perceived destination quality shows that GC potential tourists are still not convinced of the quality of Malaysia as a tourism destination.

One way we may be able to understand these findings is to look back at the main features to promote Malaysia to this market segment, as well as past GC tourist's major activities while in Malaysia and the reasons they chose to visit Malaysia in the first place. In terms of TM's main features to promote Malaysia to this market segment, studies by both ACNielsen (2002) and Wong (2001) demonstrate that Malaysia as tourism destination

have the strengths to attract the Middle Eastern tourists by promoting its leisure and environmental tourists attractions. More recently, statistics by TM shows that the main features to promote Malaysia to the Middle East market in general and for KSA and UAE in particular are beaches and island resorts, sightseeing, friendly people and Safe destination. The literature review and the analysis of TM main MCs activities in promoting Malaysia to this market segment revealed that the main features to promote Malaysia to GC market are leisure and environmental attractions, Muslim country, safety and security and value for money (Blanke and Chiesa, 2008; Davies, 2003; Ibrahim et al. 2009; Mohamed and Hussin, 2003; TM promotional plan 2005-2007, 2004; TM, 2007; 2008; 2009). With regard to the major activities they engaged in during their visit to Malaysia, statistics by TM shows that tourists from Gulf Countries, particularly KSA and UAE tourists engaged in activities such as sightseeing, beaches and shopping (TM, 2007). In terms of the main factors that motivate GC tourists to visit Malaysia, statistics by TM shows that tourists from the GC choose Malaysia as they believe that there are leisure and environmental tourists' attractions to experience, that it is a safe destination to be visit and because of the friendly local residents (TM, 2007). Additionally, studies by Wong (2001) and ACNielsen (2002) showed that tourists from Middle East chose Malaysia because it is a safe and Muslim country. A study by Zakariya (2006) reported that tourists from Middle East, especially from the GC main purpose to visit Malaysia were sightseeing and vacation as well as shopping.

Against all the above information, it is understandable that when potential tourists are exposed to the aggressive promotions about specific destination attributes as well as being informed by the past tourists about their experience with the destination, they will perceive these attributes as the main characteristics that they could enjoy during their visit to the destination. Consequently, this leads to low level of awareness about other attributes that are not promoted by the destination market segment or attributes that past tourist have not experienced during their visit to the destination. At some levels, this could be a good approach of promoting a focus image of the destination. Nevertheless, attributes like friendly local people and save destination are very important for the success of the destination and it is not an option for the destination marketers to promote it or not. In fact, the hostility in the western nations and USA is what force the GC tourists to come to Malaysia (TM promotional plan 2005-2007, 2004). Clearly, TM needs to invest more to communicate to GC potential tourists about these attributes.

### **5.3.1.3 GC Potential Tourists Level of ItV Malaysia**

The summated mean score of the potential GC tourists' ItV Malaysia was 3.80. All the six items that measure the ItV fall in the high mean score. However, only one item which is "I think I would choose Malaysia as my honeymoon destination" falls in the moderate range. This shows that overall; GC potential tourists exhibit high level of tendency to visit Malaysia in the future.

However, potential tourists from UAE exhibit higher ItV than those from KSA. Thus, a deeper study may be needed to understand the hesitance of KSA potential tourists to visit Malaysia if TM is serious about targeting this particular market segment. Additionally, MC may need to be designed to reach younger audience because as shown in this study, respondents with age between 45 and above adopt significantly less ItV Malaysia than those with the age between 25 and 34.

Admittedly, though the level of behavioral ItV Malaysia among the GC potential tourists found to be high, such behavioral intention is not necessarily transformed to actual visitation. As such, improving the destination perceived quality and image is important in order to ensure that this behavioral intention would produce actual visitation in the near future.

From the ANOVA test and the post-hoc analysis of destination awareness, ItV, perceived quality and image of Malaysia by respondents with regard to age groups, it can be seen that age group of 45 and above exhibits lower level than other age groups in all these dimensions. For example, image perceived by the respondents of age group above 45 year found to be the lowest while other age groups show higher level. The above finding is also true for perceived quality, ItV, and destination awareness. This shows that the study's findings are consistent with previous studies that found the majority of the Middle Eastern travelers in general and those who came to Malaysia in particular as

young adults between the age of 20 and 39 (Ariffin and Hasim, 2009; Green Leaf World, 2007; TM, 2007; Zakariya, 2006; Wong, 2001). According to VisitBritain (2008) more than half of the GC population falls into this age group. Those young adults have the ability to take long breaks or vacation such as during semester breaks or their own free time from their business or even travel for education purposes. They love to discover new places and reward themselves with great vacations and talk about their experience with friends and relatives. Furthermore, they are more familiar with the new technology such as internet surfing and may be more resourceful in terms of locating information through different type of media as they might be more fluent in English which is the most commonly used language in international tourism promotion. This especially true for UAE that claim to be the country with highest internet penetration in the region as well as well educated population (Ariffin and Hasim, 2006).

Furthermore, in the previous chapter, the post-hoc analysis of ItV, destination awareness, perceived quality and image of Malaysia by respondents with different nationality showed that potential tourists from UAE exhibits a higher level of perception on all the dimensions than those from KSA. This is perhaps due to the characteristics of the people from UAE which according to Market Vision (2002), are relatively well educated, well informed and very modern in outlook compared to other countries in the Middle East. This could explain the higher perceived image and quality of Malaysia among them. Moreover, the income average of people from UAE is more than those from the KSA which explain the higher ItV.

Moreover, the result of the ANOVA test carried out for the demographic variable “marital status” against the four dimensions of awareness, image, quality and ItV revealed that a significant difference have been recorded on the awareness, perceived image and quality of Malaysia as tourism destination. More specifically, those respondents who were divorced or widowed are more aware and perceived Malaysia more favorably than other marital status groups. This could be due to the free time that this group enjoy as they have lesser responsibility and commitment compared to their married counterparts. Another possible reason is the study sample as it consists of only 3.7 % of divorced or widowed which might lead to such findings as lack of variation can result in non-significant results.

The previous findings of some significant differences in the perceived image and quality of the tourism destination with regard to marital status are consistent with several previous studies findings (i.e. Baloglu and McCleary 1999; Calantone, Di-Benetton, Hakam and Bojanic 1989; Chen and Kerstetter 1999; Stern and Krakover 1993). However, it contradicts with Chen and Hsu (2000) work that shows no statistical differences among different marital statuses.

This study also found that the levels of CBBE dimensions and the ItV Malaysia among the GC potential tourists do not vary by gender. This is possibly due to the dominance of males in our sample which consists of about 71.6 males. The overwhelming majority can lead to statistical invariance that can explain why these dimensions did not differ by gender. Another possible reason is that, these dimensions may simply be unrelated to male or female trait. It is perceptions that are relevant to both sexes. The previous findings of some significant differences in the perceived image and quality of the tourism destination in regard to gender are consistent with Baloglu's (1997) work who found no such differences in terms of gender. However, it is in contrast with several previous studies findings (i.e. Baloglu and McCleary 1999a; Calantone, Di Benetton, Hakam and Bojanic 1989; Chen and Kerstetter 1999; Stern and Krakover 1993).

#### **5.4 Relationship between CBBE and ItV**

The second research question relates to the influence of CBBE dimensions (awareness, perceived image and quality) on potential tourists ItV. When the overall awareness, perceived image and quality variables were regressed on the ItV, the results indicate that these three variables do influence tourist's ItV. However, perceived image is found to be the most significant predictor of the ItV ( $\beta = .357$ ,  $p < 0.001$ ) as it explains about 13 % of the variance. This is followed by perceived quality ( $\beta = .292$ ,  $p < 0.001$ ) as it explains about 9 % of the variance, and finally by awareness which explained only about 6 % of the variance. Further, separate multiple regressions were conducted between perceived

image (nine factors) and perceived quality (four factors) as independent variables and ItV as dependent variable. In terms of the perceived image factors, the result show that they account of 26 % of the variation in the ItV. Particularly, Pleasant atmosphere ( $\beta = .35$ ), followed by Local people ( $\beta = .17$ ), Nightlife ( $\beta = .16$ ), Multiple purposes ( $\beta = .16$ ) and Cultural attractions ( $\beta = .11$ ) as perceived image attributes emerged as significant predictors of ItV. With regard to perceived quality factors, they account of 8 % of the variation in the ItV. Particularly, two factors are found to have positive influence the ItV which are Safe destination ( $\beta = .18$ ), followed by Ease of communication ( $\beta = .15$ ).

The results suggest that the greater the emphasis placed by destination marketers on these factors of perceived image and quality, the more the potential tourists from GC will be motivated and have higher ItV the destination. This probably could happen through focusing on these attributes on the MC investments by the destination marketers. Besides, providing high quality of services and unforgettable destination experience for the current tourists especially during their experience of these attributes would be successful communication strategy as it creates a positive WOM about destination and consequently, increase the opportunity for the destination to be chosen for future visit. These findings are consistent with the literature that suggests the perceived image and quality of the destination are significant predictors of the ItV (Baloglu and McCleary, 1999; Baloglu, 2001; Beerli and Martin, 2004).

## **5.5 Relationship between MCs and CBBE**

Having determined the destination CBBE dimensions (awareness and main perceived image and quality attributes), research question 3 inquired into the role of various information sources (both controlled and uncontrolled) in CBBE dimensions formation.

The descriptive analysis shows that both controlled and uncontrolled MC has been effective in perception creation of Malaysia as tourism destination. However, respondents demonstrated that uncontrolled MC has a greater influence on their perception and they perceived this as a more reliable information source (with summated mean score of 3.76) than marketers driven information sources such as advertising (summated mean score of 3.52). When the respondents were asked to rate different information sources as how important it was in their perception creation, the results confirm the previous findings that WOM ranked first as information sources that formed the perception of a destination (with the highest mean score of 4.09). This was followed by the TV advertising, internet and travel magazines. These findings are consistent with previous studies of the Middle Eastern Outbound Travel Study (2002) and the MasterCard Survey (2007) which reported that personal recommendation for travel decisions from friends and relatives ranked first in terms of its influence from the Middle East tourists point of view.

Further, as a result of the regression analysis, this study shows that only Uncontrolled MC is found to have significant relationship with destination awareness, whereas controlled MC is found to have no significant influence on destination awareness. This

means, the greater the emphasis place by destination marketers on the uncontrolled MC, the more potential tourists will be aware of their destination. This could probably be realized by providing high quality of services and unforgettable destination experience for the current tourists in order to create a positive WOM about their destination. Another reason is possibly because of the market segment itself, where advocacy from friends and relatives is considered very important information source influencing their impression about the destination. To show the significance of WOM as MC channel in tourism industry in general and among the GC tourists coming to Malaysia in particular, the Malaysia Profile 2007 of Tourists by Selected Markets showed that 65.5 % of the tourists from UAE who visited Malaysia in 2007 have obtained information about Malaysia from friends and relatives. According to the same statistic, in 2007, 70.7% of KSA tourists show a higher % of using the WOM as information source before visiting Malaysia (TM, 2007). This provides further confirmation and support for these study findings.

In terms of MCs influence on the perceived destination image, five out of nine factors of the perceived image factors found to be influenced by both controlled and uncontrolled MCs. Controlled MC is found to have greater influence compared with Uncontrolled MC on three of five factors that are Cultural attractions, Information and services availability and Pleasant atmosphere, whereas Uncontrolled MC is found to have greater influence compared to Controlled MC only on two factors that are Nightlife and Leisure and environmental attractions. In addition, it should be noted here that neither controlled nor uncontrolled MCs are positively influencing the Shopping attraction as one factor of the

perceived image. On the other hand, the last three factors found be positively influence only by Uncontrolled MC. These are Local Hospitality ( $\beta = .294$ ,  $p<0.01$ ), Multi purposes destination ( $\beta = .167$ ,  $p<0.01$ ) and Islamic elements ( $\beta = .167$ ,  $p<0.01$ ).

Though both controlled and uncontrolled MCs activities by TM found to have no impacts on shopping attractions of the destination image, nevertheless, by looking at the  $\beta$  value and the significant level of both impacts, we can conclude that advertisings used by TM has more impacts on the shopping attractions with  $\beta=.75$  and  $.152$  significant level compare with  $\beta=.059$  and  $.261$  significant level for the uncontrolled MC. Clearly, TM attempts to promote such activities, however, less integration between what potential consumers receive from the advertisings and what they receive from WOM could be the reason behind such findings. As such, TM needs to focus more on such issue by integrating the advertised message with a positive WOM so that a constants message will be receive to the potential consumers.

As discussed above, this study shows that Uncontrolled MCs have a greater influence compared to Controlled MC on five factors, whereas Controlled MC show positive influence only on three factors. From these results, it can be argued that both controlled and uncontrolled MCs positively influencing the perceived destination image. The regression analysis of the influence of MC on the overall perceived image confirmed these results. According to the finding, both controlled and uncontrolled MCs found to be

significant predictors of overall perceived image, nevertheless, Uncontrolled MC found to have greater influence compared to the uncontrolled one.

Similarly, three out of four factors of the perceived quality factors found to be influenced by both controlled and uncontrolled MCs. Controlled MC found to have greater influence compared to Uncontrolled MC only on the perceived Value for Money, whereas Uncontrolled MC fund to have greater influence compared to Controlled MC on two factors that are Ease of communication and Safe destination. In addition, it should be noted here that neither controlled nor uncontrolled MCs positively influencing the Food cultural attraction as one factor of the perceived quality. From these results, it can be argued that both controlled and uncontrolled MCs positively influencing the perceived destination quality. The regression analysis of the influence of MC on the overall perceived quality confirmed these results. According to the finding, both controlled and uncontrolled MCs found to be significant predictors of overall perceived quality, nevertheless, Uncontrolled MC found to have greater influence compared to the uncontrolled one.

This means, that the greater the emphasis placed by destination marketers on the uncontrolled MC, the more potential tourists will favorably perceive their destination. As the name suggest, uncontrolled MC is that destination marketers have little controlled over. However, producing positive uncontrolled MC could probably happen through the provision of high quality of services and unforgettable destination experience for the current tourists in order to create a positive WOM about their destination among market

segment. Evident from the correlational analysis has shown a significant correlation between both controlled and uncontrolled MCs, therefore, it can be summed that Uncontrolled MC drives the other controlled MC influence on destination perceived image, and therefore controlled MC influence on destination awareness is subsumed under the uncontrolled MC. Similarly, controlled MC drives the other uncontrolled MC influence on destination perceived image. This result suggests that destination marketers need to focus on both Controlled and Uncontrolled MCs in order to develop an integrated message through both channels. This could prove to be an effective marketing strategy because an integrated message could lead to the reduction of confusing image of the destination perceived by the tourists,

This study's conclusion that both controlled and uncontrolled MCs are significant predictors for perceived destination image and quality is in consistent with the findings of several prior studies (such as O'Leary and Deegan, 2005; and Fakye and Crompton, 1991), and along similar line to the argument of Bansal and Voyer (2000); Beerli and Martín (2004) who suggest that WOM communication is more powerful than advertising and promotions. However, the results contradicts with O'cass and Grace (2004) and Grace and O'cass (2005) who claim that advertising and promotional activities have a greater influence compared to the uncontrolled MC namely WOM on the consumer perception of the brand.

## **5.6 Managerial Implications and Contributions**

It is no secret that the challenge of providing high-quality tourist experiences as well as promoting tourism destination effectively becomes less difficult when managers know what their prospects think of their specific destination in addition to identifying the most important information sources that formulate that impression of the destination. This is particularly true when destination CBBE dimensions are assessed from the potential tourist's perspectives so that efforts can be made to match expectations with reality. Besides, misconceptions can be corrected and perceived unique selling features can be exploited. In this respect, the study results have important management and marketing implications for tourism authorities as the strengths and weaknesses identified in this study provide guidelines for marketers of destinations for marketing and communications strategies, which have the opportunity to make recommendations to TM.

Besides the theoretical contribution of the study towards understanding the effects of controlled and uncontrolled MCs on tourism destination CBBE dimensions, this study sheds the light on the awareness, perceived image and quality of Malaysia as tourism destination from the GC potential tourist point of view. Research participants clearly pictured Malaysia as having leisure and environmental attractions with pleasant atmosphere, suitable destination for multipurpose destination especially for family vacation, an Islamic country with majority of Muslims residents and where the *Halal* food and mosques are available everywhere, a destination where the tourists information and services are available, Safe destination and a destination with pleasant and restful

atmosphere. As such, in order to attract this market segment, marketing attempts need to focus on Malaysia's relative competitiveness (as explained above) and market it as a Safe destination in terms of environment and security issues. TM should also aim to strengthen the reality of these attributes so as to ensure positive experience of existing tourists to ensure positive WOM about those attributes to GC potential tourists.

According to the findings of this study, potential tourists from KSA and UAE gave a high rating to Malaysia in some destination attributes such as leisure and environmental attraction and pleasant atmosphere. This in turn, reflects that GC tourists from KSA and UAE have a desire to experience natural environments and be closer to nature in their future visit to Malaysia. This demand has been proven through the high summated mean score of natural and environmental attractions of 4.09. This can be one of the Malaysia's selling points not only in Gulf Countries, but in most of all Middle East countries where the environment is mostly covered by desert and dry land all year round.

More importantly, the study also points out the weaknesses of Malaysia, which calls for the attention by destination marketers. This is especially relevant in relation to the attributes that have been found to be perceived only moderately by this market segment such as communication difficulties with the locals, cultural attractions, and food culture attractions. There are still a lot of room for improvement to be made as none of these attributes reached the "agree" rating. While it appears that Malaysia has a distinctive identity as tourism destination from the GC market segment point of view, tourism destination marketers may wish to concentrate on improving the above mentioned

attractiveness attributes of the destination. For example, this could be done through actions like launching Arabic language lessons among tourism employees and providing skilful trainees in the Arabic language. When individuals and tourism organization's employees and even police and custom have the ability to speak the Arabic language, a comfortable environment to the Arabs during their stay can be ensured. These groups of individuals represent Malaysia from the tourist's point of view, and therefore, have enormous responsibility to guard the nation's images in general and country image as tourism destination in particular. Further, written materials such as brochures and sign board play a critical role in this regard. Hence, translating these materials to the Arabic language will give potential GC tourists and Arabs in general, a sense of comfort. Arab language would increase tourists' familiarity with the destination during their destination experience. Although the GC market look for something different in terms of atmosphere and environments, they still demand something that they are familiar with and have some knowledge about, therefore provision of the Arab language signs in accommodation facilities, information brochures, airports, attraction and restaurants will be appreciated by the Arab tourists, increase their familiarity as well as sense of security with the destination which could positively influence the destination image.

The argument is that TM needs to focus more in building the destination image from the GC potential tourism point of view. Not only focusing on these attributes that have found to be highly perceived from GC point of view, but also on all images attributes. The reason behind that is that these attributes are found to be correlated significantly to each other, and therefore increasing one factor would lead to an increase in the others while a

weakness may spoil other positive image attributes of Malaysia. However, this should be carried out with special care and consideration of the target market. Within the context of marketing, it may be feasible to suggest that destination authorities need to highlight product strengths in their marketing communications in order to differentiate the destination from its competitors. However, it may be not effective if Malaysia focuses its marketing programs on their strengths of its world heritage sites and exciting traditional and cultural performance, because these elements do not seem to be particularly important for GC tourists. In fact, it also may result in more confusion about the destination image.

As suggested in the literature, measuring CBBE dimensions provides destination marketers with a useful, practical and structured approach toward measuring the performance of their MC strategies (Pike, 2010). Particularly, the CBBE structure provides indicators related to the brand campaign objectives, for which the effectiveness of future promotional activity can be evaluated. In case of MCs campaigns in promoting Malaysia as tourism destination to the Middle East, the first objective was to posit Malaysia as top of mind destination. High level of awareness ensure that the destination have a competitive advantages over its competitors. It seems that destination marketers of Malaysia have been successful in achieving this objective. The second objective was to increase the awareness of what Malaysia has to offer by educating potential tourists about what to see and to do as well as positioning Malaysia as a favorable destination for the Middle East tourists. Destination image and quality are critical aspects that ensure the success of a destination as it increases the opportunity of the destination to be chosen.

The results highlighted a positioning opportunity that has not yet been exploited by the destination. These attributes could be used more explicitly in future brand promotions because the easiest route to the mind is to reinforce positively held perceptions rather than to attempt to try to change opinions. The ultimate object is to stimulate interest in traveling to the destination. According to the results, the behavioral ItV Malaysia among the respondents is found to very high. Nevertheless, such behavioral intention does not necessarily produce actual visitation. Therefore, destination marketers of Malaysia need to invest more in their MCs activities in order to enforce the destination attributes that are found to be weak / moderate along with the focus on the destination strengths as all of these attributes found to be correlated and influencing of each other. Furthermore, a successful delivery of the brand promise at the destination may lead to increased brand loyalty / positive WOM by past tourists to their friends and relatives. This is particularly true for GC tourists to Malaysia as they heavily rely on this free communication channel before coming to Malaysia. Similarly the findings of this study confirmed the importance of this uncontrolled MC channel as it was the most important information source that helps in formulating the respondent's perceptions about Malaysia.

With regard to the MCs, this study found that both MCs have positive influence on the CBBE dimensions, with Uncontrolled MCs having greater influence compared to the one controlled by destination marketers. Because tourism services and experiences cannot be evaluated prior to purchase, MCs that are out of destination marketers control such as WOM becomes an important factor when deciding which destinations to choose. In this respect, it is not surprising that these communication channels are the source of

trustworthy information about a potential destination. This finding supports the belief that tourists' experiences must be enhanced and well managed so that travelers return home from their vacation destinations holding positive images the thing that produce a positive WOM.

It is recommended for TM in promoting the country to the CG market, to provide travel information through media sources especially TV and internet advertising as it would be a significant way to help potential tourists to form a clear image of Malaysia before traveling. This is particularly important as these media is found to be the most influential sources of information used by the GC potential tourists. Image attributes of Malaysia such as leisure and environmental attractions, pleasant atmosphere and safe to be visited destination are the most important features that TM should focus on for its promotion in GC.

Potential tourists will consider visiting any particular destination only if they perceived the destination positively (Gunn, 1988). Additionally, they would perceived the attractions of the destination more favorably if these attributes reach them through their favorable communication channels (Phau, et al. 2009), in this respect, advertising through TV and internet are considered of paramount important in successfully creating and communicating an image of a destination as these channels are considered visual communications. This is because it is believed that pictorial stimuli are better recalled and affects both belief and attitudes (Gati and Tversky, 1987). These attitudes and beliefs

could be reinforced by repeated viewing which ultimately increases the interest of the destination. Therefore, in order to enhance the tourism image of Malaysia for those who never visited Malaysia before, it is recommended that activities related to visuals and pictorial stimulus could be conducted in GC market. Variety of advertisements in a number of places which help to achieve a large coverage in GC region is highly recommended. The more focus is image of Malaysia as seen by the potential tourists, the better the impressions and positive image they will gain, which ultimately result in more ItV Malaysia.

Martin et al. (2008) highlighted that destination marketers should focus on the key attributes that will ensure that the destination can meet or exceed the visitor's expectation and therefore ensure their satisfaction, loyalty and positive WOM. As such, promotion of Malaysia and marketing activities are recommended to continue to focus on encouraging positive WOM recommendations. As tourism services intangibility implies, the products cannot be experienced before buying, hence, people from GC are more likely to ask for opinions and suggestions from family and members, relatives and friends who have travel experiences and knowledge, as these people are believed to provide the most trust-worthy recommendations about destinations. Apart from that, TV and internet advertising as well as the official websites of the destination are also considered to have high level of influence of this regard.

The findings of this study raised a very important issue regarding the image of Malaysia as tourism destination. Particularly, the findings show that potential tourists from the GC neither hold extreme positive nor extreme negative image characteristic of Malaysia as a tourism destination. The summated mean scores of perceived image and quality attributes are found to be falling in between 3.25 and 4.09. As such, it could be argued that the practice of marketing the destination as having a variety of attributes could provide to the potential tourists a confused image of the destination. In other words, respondents did not hold a strong specific attribute with regard to Malaysia. In such situation, other competitors struggling to attract international tourists to their specific destination will have the opportunity to promote narrower destination attributes and consequently have a stronger image from the potential tourist's point of view. This suggests that destination marketers need to focus on a narrow set of destination attributes in order to have an identifiable, strong and specific image of their destination. As most of the Asia Pacific countries such as Indonesia, Thailand and Singapore share many similar characteristics such as the weather, cultural variety and natural and environmental attractions, marketing Malaysia to the GC as a unique destination means that destination marketers should focus on factors such as safe to be visited destination especially for families in terms of foods, beverages, political stability and personal safety rather than promoting attributes such as nightlife attractions which are considered as a head to head competition with other well established tourism destinations in the region.

The argument is that the more the potential tourists believe this destination is different and better than other competitors with regard to the attributes that they need and want, the more they will come, spend and stay. Rather than having unfocused promoted image which gives the competitors a competitive advantages over this destination, Malaysia needs to enhance its natural and environmental-based tourism attractions and pay special attention to the safety issues in terms of cleanliness, food, safe environment and personal safety as these factors found to have great influence in the potential tourist's perceptions and ultimately their decision to visit Malaysia.

Finally, findings of the present study could be utilized by tour operators and travel agents in the GC in general and in KSA and UAE in particular to improve their marketing communication strategies. In other words, they can enhance the attractiveness of Malaysia to potential tourists in Gulf countries by highlighting and focusing on those attributes that are found to be highly perceived. In addition, tour operators and travel agents could use the MC channels that are identified as the most favorable from the GC market perspective in order to promote their activities and ultimately increase their sales revenues. In addition, tour operators and travel agents could also use the information on demographic variables and intention to visit as identified in this study in choosing their target market segments. Such approach will allow to the tour operators and travel agents to focus more on those who are found to have a higher ItV Malaysia as they will be easier to convince to purchase vacation package or flight tickets.

## 5.7 Theoretical Contributions

From the theoretical standpoint, the results gained from this study were consistent with the theories and the previous literature which supported these theories. The empirical evidence from this study contributes to the body of knowledge in the fields of MCs effectiveness and CBBE formulation and measurements techniques. This study was undertaken with various underpinning theories. Therefore, this study could contribute to each of these theories by means of supporting and extending the theories.

This study contributes to the body of literature by investigating the issue of CBBE for tourism destination and the influence of the MCs on its dimensions from the perspective of potential consumers with the absence of actual visitations. Generally, it gives indication of how destination marketers can build, enhance and strengthen these dimensions in their prospects mind with the aim of increasing their willingness to visit their particular destination. This study helps in providing some insights toward measuring MCs used by destination marketers especially in the long term.

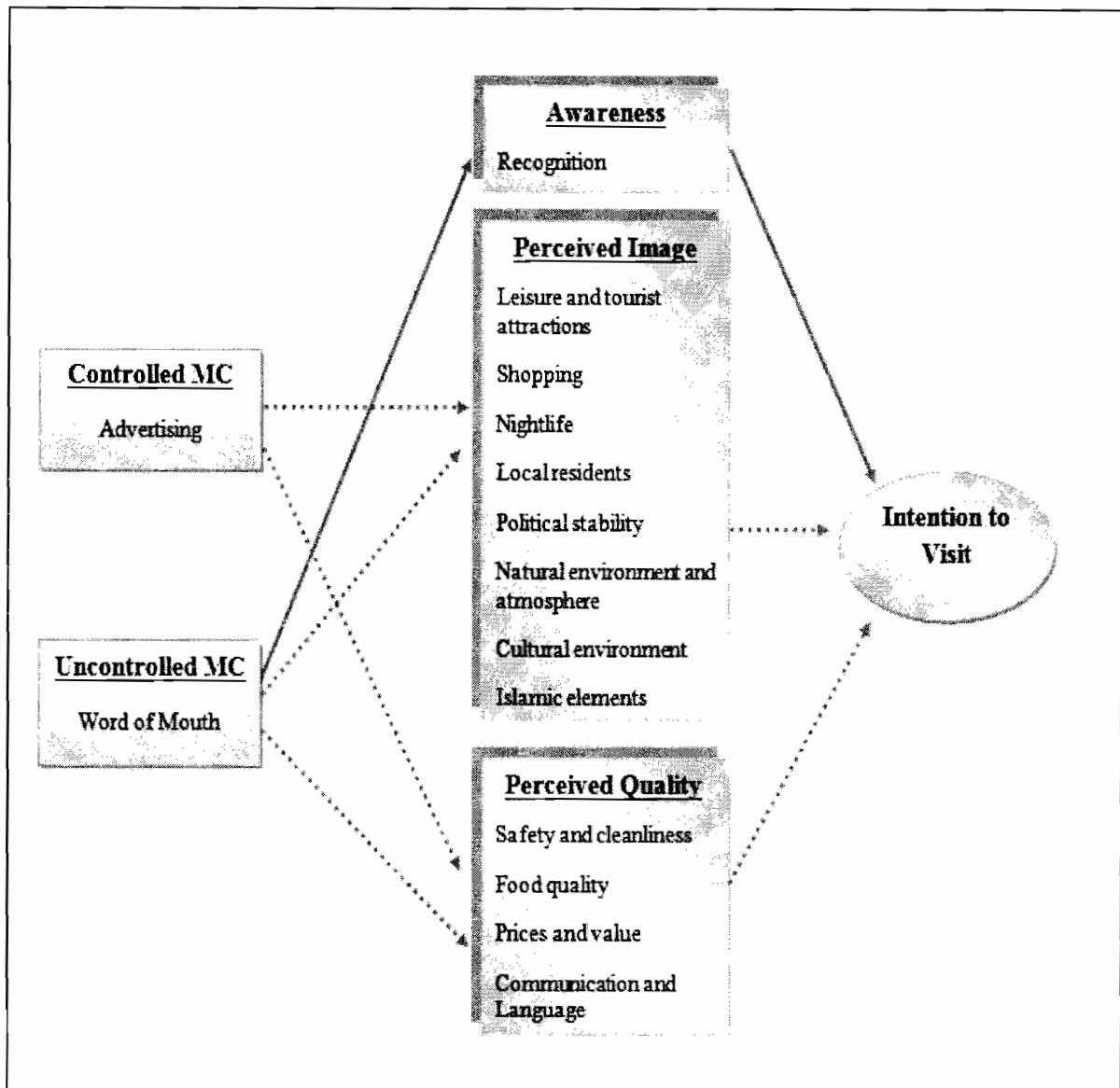
For the first and second hypotheses which were about the relationship between controlled and uncontrolled MCs with the CBBE dimensions, this study provided empirical evidence to support the tourism destination image formulation theory (Gunn, 1972) as well as the service branding theory (Berry, 2000). The results supported both theories which claimed that with absence of actual experience with the brand, both controlled and uncontrolled information sources create the perception of the brand from the potential

consumer point of view. This was consistent with Phau et al. (2010) O'Leary and Deegan (2005) and Baloglu and McCleary (1999) who revealed that that information sources are an important antecedent of perceived destination image and destination choice intention.

Further, this study confirmed most of the literature that suggest that Uncontrolled MC as information sources has a greater influence on the perception creation compared to the MC that are driven by brand marketers (Beerli and Martín, 2004). The findings show the important role of uncontrolled communications in the communication of tourism destination brand. In fact, this communication avenue is shown to exert the strongest influence on all consumer response variables tested i.e. awareness, perceived image, perceived quality and ItV.

For the third hypothesis that addressed the relationship between the perceived CBBE dimensions with the ItV, this study provide confirmation for TRA that claims behavioural intentions represent the degree of conscious effort that a person exert in order to perform a behavior (Ajzen, 1991; Fishbein and Ajzen, 1975) and could be termed as an individual's likely or planned future behaviour. According to this theory, the positive perceptions about the destination will generate behavioral ItV it. The findings of this study confirmed such relationship between the perception of the CBBE dimensions and its influence on the respondent's behavioral intention. The study findings are significant because it extends the knowledge of successful building of strong destination brand by empirically demonstrating that positive relationship exists between MCs and CBBE

dimensions as well as positive relationship between these dimensions the potential tourist's ItV. A diagrammatic representation of all the above findings is in Figure 6.1 below.



-----> Partially supported relationship

—————> Fully supported relationship

Figure 6.1:

*Proposed theoretical framework based on the findings of this study*

Bianchi and Pike (2009) Boo et al. (2009) Konecknik and Gartner (2007) and Pike (2007) highlighted that empirical evidence and theoretical framework for the tourism destination CBBE is lacking. In addition, authors such as Yoo et al. (2000) stressed that studies that link the influence of MCs as information sources on the CBBE is needed across different fields. In recognition of the need to bridge these gaps in knowledge pertaining to CBBE and its dimensions for tourism destination and the influence of MCs on these dimensions, this study contributes to the body of literature by responding to the need for empirical research on the CBBE for tourism destination and to validate the previous studies findings in the area of MCs influence on CBBE dimensions. Most importantly, as the main aim of this study is to measure the MCs effectiveness in the long term by looking at its effects on the CBBE dimensions, this study filled the gap in the literature by providing theoretical framework that investigates the influence of both controlled and uncontrolled MCs on the perceptual perspective of the brand equity that implies the need to consider the brand awareness, perceived image ad quality.

## **5.8 Methodological Contributions**

In addition to the theoretical and managerial contributions, this study contributes to the methodological perspectives. Firstly, the factor analysis had identified new attributes with regards to perceived destination image and quality, namely safe to be visited destination, Leisure and environmental attractions, multi purposes destination and information and

services availability. This is particularly beneficial for further studies on tourism destinations in the Asia Pacific region (at least for Malaysia).

Secondly, although most of the items used in this study to measure the perceived tourism destination image and quality were adopted from previous studies, and these scales have gained acceptance in past research, this study contributes to the validations of the scales across different destination and sample. In other words, this study contributes to the methodological parts by showing reliability and validity of the scales in different setting and contexts.

Thirdly, this study contributes to the methodological perspectives by reviewing the literature related to the CBBE dimensions from the potential consumer's perspective which leads to identification of three major dimensions (awareness, perceived image and quality) with the omission of the brand loyalty. In addition, the perceived image itself was identified as comprising of two major components (cognitive and affective). This study highlighted the issue of the influence of the MCs as information sources only on the cognitive part of the destination image. In sum this study provides useful scales for measure CBBE dimensions for tourism destination with the absence of actual visitation.

## **5.9 Limitations and Suggestion for Future Studies**

This study has its limitations. From a methodological standpoint, as this study was conducted in the GC (KSA and UAE), the results may have limited generalization to other parts of the Arab world. Therefore, future research should be conducted for other countries in the Middle East such as those countries that demonstrate low tourist's arrivals to Malaysia which help to identify the reason behind such low level of tourist's arrivals. In addition, due to cultural situation in the Arab countries in general and in the GC in particular, the majority of the present study respondents were male. This is because female respondents will be less likely to respond to male enumerators. Future studies could overcome such issue and focus more on female by using more female enumerators during data collection which could increase the number of female respondents.

Despite the importance of investigating the destination CBBE dimensions for Malaysia, further studies which focus on other South East Asian countries are likely to produce more specific and relevant implications for each particular destination as it could determine competitive advantages and market position of Malaysia. Furthermore, as the travel behavior is a complex phenomenon, further studies must include not only the CBBE dimension of a single destination such as Malaysia, but also the relative position of that destination of other Asian Pacific countries such as Thailand and Singapore as Baloglu and McCleary (1999) have done.

It is important to note that the study examined behavioral intentions, as opposed to actual behavior. There is no guarantee that increase in the mean score of the behavioral intentions will be translated to actual visitation to Malaysia. In addition, the sample of this study consisted of potential tourists who have some idea about Malaysia and never been here before, hence, the result for non-tourists segment should be interpreted with some caution. In fact, it would be better if pre- and post-visit perceptions of the travelers could be compared to explore changes in the perceptions of Malaysia.

Another caveat of the current study concerns with the limited study time. Since this study is a cross-sectional study, the data were gathered from the respondents at a point of time. Future studies, can use longitudinal studies which may provide different results from the cross-sectional studies. For example, further studies could track the brand equity dimensions over the years (over two points in time) which could provide a great insight for managerial and marketing practice for the tourism destination management, similar to what Pike (2010) has done. In addition, this study adopted a quantitative approach to accomplish its objective. Thus, further studies could use innovative and holistic approaches that combine quantitative methods along with qualitative approaches that could increase the reliability and validity of the studies.

A clear understanding of the CBBE dimensions as perceived by potential tourists and the influence of MC activities on these dimensions is crucial for developing successful marketing communication and positioning strategies. However, the body of literature

establishes that alongside MCs as information sources which the individuals are exposed to it, a number of other factors such as motivation, travel behavior and socio-demographic variables could also influence the forming of destination perceptions prior to the visit are excite. Therefore, further studies should investigate the role of these factors along with MC activities.

### **Summary**

The present study shows the overwhelming importance of uncontrolled MC especially the WOM and its predominating over controlled MC as a means of promoting a tourism destination as well as creating destination image. This highlights the need for destination marketers to actively engage in facilitating professional service delivering so that expectation is exceeded and positive WOM is generated. This study also reinforce the need for the marketers of the destination to focus on more narrow set of attributes taking care not to dilute their destination image. Admittedly, tourism destination CBBE is a new complex phenomenon which required significant additional research. As this study is of an exploratory nature, there is a need to examine the findings across other target audiences and destinations. Such insights could significantly improve the way tourist destinations approach the branding and marketing of their destinations.

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# **APPENDIX A**

# **RESEARCH QUESTIONNAIRE**

## **Survey**



Dear respondent,

I am a doctoral candidate in tourism marketing. The main aim of this study is to measure the long-term effectiveness of a destination's marketing communications.

I would appreciate your co-operation in making my research a success. Please spare some of your valuable time to complete this questionnaire. All personal information will be kept confidential. If you have any questions about the questionnaire or you would like to see the final results, feel free to contact me at my e-mail: [aalzu3by@yahoo.com](mailto:aalzu3by@yahoo.com). Or h/p: 0060124009540.

Thank you for participating in this study. Your cooperation in the matter is highly appreciated.

*Ashraf Alfandi*

*PhD candidate*

*Tourism and Hospitality*

*University Utara Malaysia*

## **SECTION 1: Profiling (Socio-Demographic Variables)**

### **1. Age**

18-24     25-34     35-44     45 and above

### **2. Gender**

Male     Female

### **3. Country of Origin.....**

### **4. Income. Please indicate your approximately monthly income:**

Less than 1000 USD     between 1000-3000 USD  
 3000 USD and above

### **5. Education Background:**

High School     Diploma     Undergraduate  
 Postgraduate

### **6. Marital Status:**

Single     Newly Married     Divorced/Widowed  
 Married with children     Married without children

## **SECTION 2: Awareness of the Destinations**

A. On the scale of **1 to 6** (1= the lowest) please **rank** the following destinations in terms of your tendency to choose them as your primary destination when planning a vacation to South East Asia.

Country	Highest					Lowest
Singapore	6	5	4	3	2	1
Thailand	6	5	4	3	2	1
Malaysia	6	5	4	3	2	1
Indonesia	6	5	4	3	2	1
China	6	5	4	3	2	1
Vietnam	6	5	4	3	2	1

Scan question (1): have you ever heard of Malaysia?

Yes  No

**Note:** *please continue to the question below only if your answer in the previous question was "YES"*

Scan question (2): have you ever visited Malaysia before?  Yes  No

**Note:** *please continue answering the questionnaire only if your answer for the previous question was "NO"*

B. Please tick the appropriate box that describes your level of agreement with each statement.

Using a 5-point scale with:

1 Strongly Disagree 2 Disagree 3 Neutral 4 Agree 5 Strongly Agree

Awareness about Malaysia statements	1	2	3	4	5
I can recognize Malaysia among other competing destinations					
I am aware of Malaysia as tourism destination					
Some attributes of Malaysia come to my mind quickly					
I know Malaysia as tourism destination					
I don't have difficulty in imagining Malaysia in my mind					

### SECTION 3: Destination Image Attributes

A. Please tick the appropriate box that describes your level of agreement with each statement that are related to tourism destination image attributes of Malaysia

Using a 5-point scale with:

1 Strongly Disagree 2 Disagree 3 Neutral 4 Agree 5 Strongly Agree

From what I have heard and seen about Malaysia, I know that...	1	2	3	4	5
There are many interesting places in Malaysia					
There are lots of natural scenic beauties in Malaysia					
There are many packaged tours available in Malaysia					
The tourists information is available in Malaysia					
The tourist services are available in Malaysia					
There are a lot of nice theme parks in Malaysia					
The beaches on Malaysia are very nice					
Malaysia is a suitable destination for family					

Malaysia is a suitable destination for honeymooners					
Malaysia is a suitable destination for business men (MICE)					
Malaysia is a suitable destination for education					
Malaysia is a suitable destination for health tourism					
There are many modern shopping malls in Malaysia					
There are many interesting events in Malaysia					
Malaysia is a cosmopolitan country					
There are a wide variety of products available in Malaysia					
The price of products in Malaysia is reasonable					
The quality of products in Malaysia is very good					
Malaysia has a good nightlife					
Malaysia has many nice discos					
There are wide variety of night entertainment in Malaysia					
The local people are friendly in Malaysia					
The local people are courteous in Malaysia					
The local people are honest in Malaysia					
The local people are helpful in Malaysia					
Malaysia is a politically stable country					
Malaysia is a progressive country					
Malaysia is an orderly country					
Malaysia has variety of fauna and flora					
Malaysia has beautiful landscapes					
There are beautiful natural parks in Malaysia					
Malaysia is a peaceful place					
Malaysia is a good relaxing place					
Malaysia has a pleasant weather					
Malaysia has restful atmosphere					
There are a lot of cultural attractions in Malaysia					
There are interesting cultural activities in Malaysia					
It is nice to learn about local customs in Malaysia					
There are a lot of unique heritage building in Malaysia					
Malaysia is well known as multicultural country					
It's easy to find a <i>Halal</i> food in Malaysia					
Mosques are everywhere in Malaysia					
Majority of Malaysian are Muslims					

B. Please tick the appropriate box that describes your level of agreement with each statement that is related to perceive quality attributes about Malaysia.

Using a 5-point scale with:

1 Strongly Disagree   2 Disagree   3 Neutral   4 Agree   5 Strongly Agree

From what I have heard and seen about Malaysia, I know that...	1	2	3	4	5
Malaysia has unpolluted environment					
Malaysia is a safe place to visit					
Malaysia is clean country					
Malaysia has low level of crime					
Food is exotic in Malaysia					
There are wide selection of restaurants in Malaysia					
Arabic Restaurants are available in Malaysia					
Malaysia offered great choices of tasty food					
Malaysia owned a unique food culture					
Food premises in Malaysian are clean					
Reasonable prices of food and accommodation in Malaysia					
Malaysia is a value for money destination					
Malaysia has a high quality of infrastructure					
Malaysia has a well-developed transport system					
Taxi fare in Malaysia is reasonable					
Many people speak Arabic and English language					
It's easy to communicate with the local residents in Malaysia					
There are few problems with communication					

C. Please rate each of the following sources of information (categories) as to how important it was in forming your impressions about Malaysia.

Source of Information	1= not important at all	2= not Important	3= No opinion	4= important	5= very important
TV ad					
Magazine					
Internet					
Billboard					
Travel agents/ Tour operator					
Airlines					
WOM (friends and relatives)					
Books/movie/news					

D. Please tick the appropriate box that describes your level of agreement with each statement that is related to your Perception of the Marketing Communications about Malaysia.

Using a 5-point scale with:

1 Strongly Disagree    2 Disagree    3 Neutral    4 Agree    5 Strongly Agree

<b>It's my perception that</b>	1	2	3	4	5
Significantly affected my views about Malaysia	1	2	3	4	5
Revealed things I had not considered about Malaysia	1	2	3	4	5
Provided some different ideas about Malaysia	1	2	3	4	5
Helped formulate my ideas about Malaysia	1	2	3	4	5
Influenced my evaluation about Malaysia	1	2	3	4	5
I react favorably to Tourism Malaysia advertising and promotions	1	2	3	4	5
I feel positive towards Tourism Malaysia advertising and promotions	1	2	3	4	5
I like Tourism Malaysia advertising and promotions	1	2	3	4	5
Tourism Malaysia advertising and promotions does a good job	1	2	3	4	5
I am happy with Tourism Malaysia advertising and promotions	1	2	3	4	5
Tourism Malaysia advertisings and promotions are good	1	2	3	4	5

**SECTION 4:** Please tick the appropriate box that describes your level of agreement with each statement that is related to your Intention to visit Malaysia in the future. Using a 5-point scale with:

1 Strongly Disagree    2 Disagree    3 Neutral    4 Agree    5 Strongly Agree

<b>Intention to visit Malaysia statements</b>	1	2	3	4	5
I am likely to visit Malaysia in the future					
I want to visit Malaysia in the future					
I have every intention of visiting Malaysia in the future					
I plan to bring my family for vacation in Malaysia					
I would like to enjoy a vacation with my friends in Malaysia					
I would choose Malaysia as my honeymoon destination					

***Thank You***



السلام عليكم ورحمة الله وبركاته:

بداية أود ان أقدم نفسي كطالب دكتوراه في ادارة الاعمال السياحية و أقوم بدراسة حول التسويق السياحي. آمل ان تكون جزءا من هذه الدراسة من خلال إجابتك عن أسئلة الاستبيان المرفق. والهدف الرئيسي من هذه الدراسة هو قياس الفعالية طويلة المدى للترويج والاعلان السياحي.

أود أن أؤكد على أن إجابتك على هذا الإستبيان لن تستخدم إلا لغرض البحث العلمي و أن عملية تحليل البيانات ستتم بمنتهى السرية. لذا ليس مطلوبا منك كتابة إسمك على الاستبيان. إذا كان لديك أي أسئلة عن الاستبيان أو تريد أن ترى النتائج النهائية، لا تتردد في الاتصال بي على بريدي الإلكتروني: [aalzu3by@yahoo.com](mailto:aalzu3by@yahoo.com): أو 0060124009540. خاتماً أقدر لك تخصيص جزء من وقتك للإجابة على أسئلة هذا الإستبيان واهتمامك ومشاركتك في هذه الدراسة.

اشرف الز عبي

*PhD candidate*

*Tourism and Hospitality*

*University Utara Malaysia*

**الجزء الأول: معلومة عامة . فضلاً أجب عن الأسئلة التالية، وذلك بوضع علامة في المكان الملائم.**

**1. العمر**

45 واكبر  35-44 عاماً  25-34 عاماً  18-24

**2. الجنس**

اثنى  ذكر

**3. الجنسية .....**

**4. أي من الخيارات التالية يوضح دخلك الشهري:**

اقل من الف دولار  بين 1000 و 3000 دولار  
 اكثر من 3000 دولار

**5. المستوى التعليمي**

دراسة ثانوية  دبلوم متوسط  المرحلة الجامعية  
 ماجستير / دكتوراه

**6. الحالة الاجتماعية**

متزوج جيد  متزوج ولا يوجد اطفال  أعزب  
 ارمله/مطلق  متزوج و يوجد اطفال

**الجزء الثاني:**

على مقياس من 1-6 الرجاء ترتيب الوجهات السياحية التالية من حيث ميلك الخاص أن تختار منهم وجهتك الرئيسية عند التخطيط لقضاء إجازة في جنوب شرق آسيا.

الأندنى	1	2	3	4	5	6	الدولة
	سنغافورا						
	تايلاند						
	ماليزيا						
	اندونيسيا						
	الصين						
	فيتنام						

سؤال: هل سمعت عن ماليزيا من قبل؟  لا  نعم

ملاحظة: إذا كانت إجابتك على السؤال السابق "نعم" من فضلك اكمل إلى السؤال أدناه.

سؤال: هل زرت ماليزيا من قبل؟  لا  نعم

ملاحظة: إذا كانت إجابتك على السؤال السابق "لا" من فضلك اكمل الإجابة على الاستبيان.

في الجدول أدناه، أمل أن تبين إلى أي مدى أنت شخصياً تتفق مع كل عبارة وذلك بوضع علامة في الخانة المناسبة التي تتفق مع رأيك.

5= موافق تماماً	4= موافق	3= لا أعلم	2= غير موافق	1= غير موافق تماماً	في رأي أن...
					استطيع أن أفرق ماليزيا من بين الوجهات السياحية الأخرى المتنافسة
					أنا على دراية أن ماليزيا وجهة سياحية
					بعض سمات وصفات ماليزيا تتباين إلى ذهني بسرعة
					أعلم أن ماليزيا وجهة سياحية
					لا أجد صعوبة في تخيل ماليزيا في ذهني

### الجزء الثالث:

في الجدول أدناه، أمل أن تبين إلى أي مدى أنت شخصياً تتفق مع كل عبارة وذلك بوضع علامة في الخانة المناسبة التي تتفق مع رأيك.

5= موافق تماماً	4= موافق	3= لا أعلم	2= غير موافق	1= غير موافق تماماً	من خلال ما سمعت وما شاهدت عن ماليزيا، أعلم أن...
					هناك العديد من الأماكن المثيرة للاهتمام في ماليزيا
					أماكن الاسترخاء كثيرة في ماليزيا
					هناك الكثير من المحاسن الطبيعية الخلابة في ماليزيا
					العديد من الجولات السياحية متاحة في ماليزيا
					معلومات السياح متوفرة في ماليزيا
					الخدمات السياحية متوفرة في ماليزيا
					هناك الكثير من المتنزهات الطفيفة في ماليزيا
					الشواطئ في ماليزيا جميلة جداً
					ماليزيا تعتبر وجهة مناسبة للعائلة
					ماليزيا تعتبر وجهة مناسبة لقضاء شهر العسل
					ماليزيا تعتبر وجهة مناسبة لرجال الأعمال والمعارض
					ماليزيا هي الوجهة المناسبة للتعليم

					ماليزيا تعتبر وجهة مناسبة للسياحة الصحية والطبية
					هناك العديد من مراكز التسوق الحديثة في ماليزيا
					العديد من الأحداث والمهرجانات المثيرة في ماليزيا
					ماليزيا فيها تأثيرات من جميع الحضارات
					هناك مجموعة واسعة من المنتجات المتأحة في ماليزيا
					سعر المنتجات في ماليزيا معقول
					جودة المنتجات في ماليزيا جيد جدا
					وسائل الترفيه الليلية في ماليزيا ممتعة
					هناك العديد من المراقص الطريفة في ماليزيا
					هناك مجموعة واسعة من وسائل الترفيه الليلية في ماليزيا
					السكان المحليين في ماليزيا لطفاء
					السكان المحليين في ماليزيا مهنيون
					السكان المحليين في ماليزيا صادقين
					السكان المحليين في ماليزيا مستعدون للمساعدة
					ماليزيا بلد مستقر سياسيا
					ماليزيا بلد تقدمي
					ماليزيا دولة منظمة
					ماليزيا لديها مجموعة متنوعة من الحيوانات والنباتات
					الطبيعة في ماليزيا جميلة
					المحميات الطبيعية في ماليزيا جميلة
					ماليزيا مكان سالم
					ماليزيا مكان جيد للاستجمام والراحة
					الجو في ماليزيا لطيف
					الجو في ماليزيا هادئ
					بيئه ماليزيا امنه
					بيئه ماليزيا نضيفه
					هناك الكثير من عوامل الجذب الثقافية في ماليزيا
					هناك الكثير من الأنشطة الثقافية في ماليزيا
					الجميل أن نعلم العادات المحلية في ماليزيا
					هناك الكثير من الابنية التراثية الفريدة في ماليزيا
					ماليزيا معروفة كبلد متعدد الثقافات
					من السهل العثور على الأغذية الحلال في ماليزيا
					المساجد موجودة في كل مكان في ماليزيا

### الجزء الثالث (ب) : جودة الوجه السياحي

أمل أن تبين إلى أي مدى أنت شخصياً تتفق مع كل عبارة وذلك بوضع علامة في الخانة المناسبة التي تتفق مع رأيك.

5= موافق تماما	4= موافق	3= لا أعلم	2= غير موافق	1= غير موافق تماما	من خلال ما سمعت وما شاهت عن ماليزيا، أعلم أن...
					ماليزيا لديها بيئة خالية من التلوث
					ماليزيا بلد آمن للسياحة
					ماليزيا بلد نظيف
					مستوى الجريمة منخفض في ماليزيا
					الأكلات في ماليزيا غريبة
					هناك تشكيلة واسعة من المطاعم في ماليزيا
					المطاعم العربية متوفرة في ماليزيا
					يوجد خيارات كثيرة من الطعام في ماليزيا
					أماكن الطعام نظيفة في ماليزيا
					اسعار الفنادق والسكنات في ماليزيا معقولة
					ماليزيا تستحق الزيارة مقارنة مع التكاليف
					ماليزيا لديها بيئة تحتية ذات جودة عالية
					ماليزيا لديها نظام نقل ومواصلات متطور
					أجراة التاكسي في ماليزيا معقولة
					الكثير من الشعب الماليزي يتحدث الانجليزية
					من السهل التفاهم مع الشعب الماليزي
					هناك بعض المشاكل في اللغة والتواصل

### الجزء الثالث (ت) : مصادر المعلومات عن ماليزيا

فيما يلي قائمة بمصادر المعلومات التي يستخدمها السائح عادة للحصول على معلومات عن السياحة الخارجية. الرجاء تقييم هذه المصادر من حيث أهميتها لك (يمكنك اختيار أكثر من مصدر معلومات في هذا السؤال) مستخدماً المقياس المتدرج من خمس نقاط وذلك بوضع علامة في الخانة المناسبة التي تتفق مع رأيك.

5= مهم جدا	4= مهم	3= لا أعلم	2= ليس مهم	1= ليس مهم على الإطلاق	مصادر المعلومات
					الدعائيات التلفزيونية
					المجلات
					الانترنت
					لوحات اعلانية ملصقة
					ما سمعت من أصدقائي وأقاربى
					وكالات السياحية

**الجزء الثالث (ث).**

في الجدول أدناه ، أمل أن تبين إلى أي مدى أنت شخصياً تتفق مع كل عبارة وذلك بوضع علامة في الخانة المناسبة التي تتفق مع رأيك.

5= موافق تماما	4= موافق	3= لا اعلم	2= غير موافق	1= غير موافق تماما	في رأيي أن...
					ما سمعت من اصدقاني واقاربى عن ماليزيا من معلومات اثر كثيرا في وجه نظري
					ما سمعت من اصدقاني واقاربى عن ماليزيا من معلومات كشف اشياء لم اكن اعلمها
					ما سمعت من اصدقاني واقاربى عن ماليزيا من معلومات افادنى بافكار مختلفة
					ما سمعت من اصدقاني واقاربى من معلومات افادنى في بناء فكرتى عن ماليزيا
					اصدقانى واقاربى اثرو في تقىيمى عن ماليزيا
					انا معجب بالاعلانات السياحة عن ماليزيا
					اتجذب بشكل ايجابى مع الإعلانات السياحة عن ماليزيا
					أشعر بيلجافية نحو الإعلانات السياحة عن ماليزيا
					الإعلانات عن السياحة في ماليزيا جذابة
					الإعلانات عن السياحة في ماليزيا يقوم بعمل جيد
					انا سعيد بالنسبيه للإعلانات السياحة عن ماليزيا

**الجزء الرابع :النية لزيارة ماليزيا وأسئلة مفتوحة .**

في الجدول أدناه ، أمل أن تبين إلى أي مدى أنت شخصياً تتفق مع كل عبارة وذلك بوضع علامة في الخانة المناسبة التي تتفق مع رأيك.

5= موافق تماما	4= موافق	3= لا اعلم	2= موافق	1= غير موافق تماما	النية لزيارة ماليزيا
					من المحتمل أن ازور ماليزيا في المستقبل
					أريد زياره ماليزيا في المستقبل
					لدى كل النية لزيارة ماليزيا في المستقبل
					أخطط لاحضار عائلتى لقضاء اجازة في ماليزيا
					أرغب في التمتع بعطلة مع أصدقاني في ماليزيا
					اعتقد أنتي سوف اختار ماليزيا لقضاء شهر العسل

**شكراً جزيلاً لتعاونك**

## **APPENDIX B**

### **SKEWNESS AND KURTOSIS**

### Skewness and Kurtosis

	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
(LSR1) There are many interesting places in Malaysia	405	-.820	.121	1.361	.242
(LSR2) There are lots of natural scenic beauties in Malaysia	405	-.900	.121	.887	.242
(LSR3) There are many packaged tours available in Malaysia	405	-.466	.121	.272	.242
(LSR4) The tourists information is available in Malaysia	405	-.005	.121	-.326	.242
(LSR5) The tourist services are available in Malaysia	405	-.062	.121	-.263	.242
(LSR6) There are a lot of nice theme parks in Malaysia	405	-.788	.121	.409	.242
(LSR7) The beaches on Malaysia are very nice	405	-.590	.121	.377	.242
(LSR8) Malaysia is a suitable destination for family	405	-.757	.121	.317	.242
(LSR9) Malaysia is a suitable destination for honeymooners	405	-1.073	.121	1.247	.242
(LSR10) Malaysia is a suitable destination for business men	405	-.776	.121	.498	.242
(LSR11) Malaysia is a suitable destination for education	405	-1.069	.121	1.303	.242
(LSR12) Malaysia is a suitable destination for health tourism	405	-.761	.121	.447	.242
Shopping (1) There are many modern shopping malls in Malaysia	405	.125	.121	.173	.242
Shopping (2) There are many interesting events in Malaysia	405	.428	.121	-.162	.242
Shopping (3) Malaysia is a cosmopolitan country	405	.467	.121	.056	.242
Shopping (4) There are a wide variety of products available	405	.335	.121	-.251	.242
Shopping (5) The price of products in Malaysia is reasonable	405	.106	.121	-.132	.242
Shopping (6) The quality of products in Malaysia is very good	405	.357	.121	.066	.242
Nightlife (1) Malaysia has a good nightlife	405	-.108	.121	.931	.242
Nightlife (2) Malaysia has many nice discos	405	-.218	.121	2.167	.242
Nightlife (3) There are wide variety of night entertainment	405	.107	.121	1.193	.242
LP1. Local people are friendly in Malaysia	405	-.059	.121	-.290	.242
LP2. Local people are courteous in Malaysia	405	.347	.121	-.360	.242

LP3. Local people are honest in Malaysia	405	.741	.121	-.131	.242
LP4. Local people are helpful in Malaysia	405	.145	.121	.720	.242
Politcal (1) Malaysia is a politically stable country	405	-.186	.121	.013	.242
Politcal (2) Malaysia is a progressive country	405	-.080	.121	.132	.242
Politcal (3) Malaysia is an orderly country	405	-.071	.121	-.115	.242
Enviro (1) Malaysia has variety of fauna and flora	405	-.558	.121	.282	.242
Enviro (2) Malaysia has beautiful landscapes	405	-.932	.121	.854	.242
Enviro (3) There are beautiful natural parks in Malaysia	405	-.543	.121	.317	.242
Enviro (4) Malaysia is a peaceful place	405	-.317	.121	-.250	.242
Enviro (5) Malaysia is a good relaxing place	405	-.662	.121	.995	.242
Enviro (6) Malaysia has a pleasant weather	405	-.513	.121	.476	.242
Enviro (7) Malaysia has restful atmosphere	405	-.465	.121	.579	.242
Culture_enviro (1) There are a lot of cultural attractions	405	.370	.121	.328	.242
Culture_enviro (2) There are interesting cultural activities	405	.278	.121	.381	.242
Culture_enviro (3) There are a lot of unique heritage building	405	.375	.121	.148	.242
Culture_enviro (4) well known as multicultural country	405	-.220	.121	.094	.242
Islam (1) It's easy to find a <i>Halal</i> food in Malaysia	405	-.621	.121	.333	.242
Islam (2) Mosques are everywhere in Malaysia	405	-.649	.121	.364	.242
Islam (3) Majority of Malaysian are Muslims	405	-.667	.121	.331	.242
PQ_Safety (1) Malaysia has unpolluted environment	405	.083	.121	.424	.242
PQ_Safety (2) Malaysia is a safe place to visit	405	-.295	.121	-.024	.242
PQ_Safety (3) Malaysia is clean country	405	-.239	.121	-.045	.242
PQ_Safety (4) Malaysia has low level of crime	405	.501	.121	.573	.242
PQ_Food (1) Food is exotic in Malaysia	405	-.121	.121	-.228	.242
PQ_Food (2) There are wide selection of restaurants in Malaysia	405	-.167	.121	.282	.242
PQ_Food (3) Arabic Restaurants are available in Malaysia	405	-.233	.121	.024	.242
PQ_Food (4) Malaysia offered great choices of tasty food	405	-.505	.121	.883	.242
PQ_Food (5) Malaysia owned a unique food culture	405	-.199	.121	.682	.242

PQ_Food (6) Food premises in Malaysian are clean	405	-.163	.121	.147	.242
PQ_Price(1) reasonable prices of food and accommodation	405	.015	.121	.444	.242
PQ_Price(2) Malaysia is a value for money destination	405	.556	.121	.767	.242
PQ_Price(3) Malaysia has a high quality of infrastructure	405	.597	.121	.260	.242
PQ_Price(4) Malaysia has a well-developed transport system	405	-.042	.121	.535	.242
PQ_Price(5) Taxi fare in Malaysia is reasonable	405	.581	.121	.535	.242
PQ_Comm(1) Many people speak English language	405	-.354	.121	.806	.242
PQ_Comm(2) It's easy to communicate with the local residents	405	-.057	.121	.900	.242
PQ_Comm(3) There are few problems with communication	405	-.329	.121	.828	.242
(1) WOM significantly affected my views about Malaysia	405	-.794	.121	.709	.242
(2) WOM revealed things I had not considered about Malaysia	405	-.789	.121	.742	.242
(3) WOM provided some different ideas about Malaysia	405	-.695	.121	.635	.242
(4) WOM helped formulate my ideas about Malaysia	405	-.575	.121	.291	.242
(5) WOM influenced my evaluation about Malaysia	405	-.506	.121	.028	.242
(AD1) I like Tourism Malaysia advertising	405	-.383	.121	-.107	.242
(AD2) I react favorably to Tourism Malaysia advertising	405	-.564	.121	.495	.242
(AD3) I feel positive towards Tourism Malaysia advertising	405	-.880	.121	1.127	.242
(AD4) Tourism Malaysia advertising is good	405	-.466	.121	.260	.242
(AD5) Tourism Malaysia advertising does a good job	405	-.414	.121	.482	.242
(AD6) I am happy with Tourism Malaysia advertising	405	-.618	.121	.569	.242
Inten2visit(1) I am likely to visit Malaysia in the future	405	-1.267	.121	2.256	.242
Inten2visit(2) I want to visit Malaysia in the future	405	-.968	.121	1.186	.242
Inten2visit(3) I have every intention of visiting in the future	405	-.809	.121	.903	.242
Inten2visit(4) I plan to bring my family to Malaysia	405	-.602	.121	.713	.242
Inten2visit(5) I would like to enjoy a vacation with my friends	405	-.896	.121	.415	.242
Inten2visit(6) I think I would choose Malaysia as my honeymoon	405	-.481	.121	-.936	.242
Valid N (listwise)	405				

## **APPENDIX C**

## **FACTOR ANALYSES**

## First Factor Analysis for CBBE Dimensions Factors

### KMO and BTS Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	<b>.869</b>
Bartlett's Test of Sphericity	Approx. Chi-Square <b>21138.488</b>
	df <b>2080</b>
	Sig. <b>.000</b>

### Communalities

	Initial	Extraction
(AW1) I can recognize Malaysia among other competing destinations	1.000	.565
(AW2) I am aware of Malaysia as tourism destination	1.000	.725
(AW3) Some attributes of Malaysia come to my mind quickly	1.000	.536
(AW4) I know Malaysia as tourism destination	1.000	.528
(AW5) I don't have difficulty in imagining Malaysia in my mind	1.000	.615
(LSR1) There are many interesting places in Malaysia	1.000	.573
(LSR2) There are lots of natural scenic beauties in Malaysia	1.000	.804
(LSR3) There are many packaged tours available in Malaysia	1.000	.719
(LSR4) The tourists information is available in Malaysia	1.000	.735
(LSR5) The tourist services are available in Malaysia	1.000	.719
(LSR6) There are a lot of nice theme parks in Malaysia	1.000	.761
(LSR7) The beaches on Malaysia are very nice	1.000	.611
(LSR8) Malaysia is a suitable destination for family	1.000	.828
(LSR9) Malaysia is a suitable destination for honeymooners	1.000	.756
(LSR10) Malaysia is a suitable destination for business men (MICE)	1.000	.640
(LSR11) Malaysia is a suitable destination for education	1.000	.724
(LSR12) Malaysia is a suitable destination for health tourism	1.000	.703
Shopping (1) There are many modern shopping malls in Malaysia	1.000	.593

Shopping (2) There are many interesting events in Malaysia	1.000	.751
Shopping (3) Malaysia is a cosmopolitan country	1.000	.831
Shopping (4) There are a wide variety of products available in Malaysia	1.000	.782
Shopping (5) The price of products in Malaysia is reasonable	1.000	.645
Shopping (6) The quality of products in Malaysia is very good	1.000	.752
Nightlife (1) Malaysia has a good nightlife	1.000	.831
Nightlife (2) Malaysia has many nice discos	1.000	.874
Nightlife (3) There are wide variety of night entertainment in Malaysia	1.000	.871
LP1. Local people are friendly in Malaysia	1.000	.736
LP2. Local people are courteous in Malaysia	1.000	.776
LP3. Local people are honest in Malaysia	1.000	.799
LP4. Local people are helpful in Malaysia	1.000	.747
Political (1) Malaysia is a politically stable country	1.000	.756
Political (2) Malaysia is a progressive country	1.000	.713
Political (3) Malaysia is an orderly country	1.000	.738
Enviro (1) Malaysia has variety of fauna and flora	1.000	.588
Enviro (2) Malaysia has beautiful landscapes	1.000	.613
Enviro (3) There are beautiful natural parks in Malaysia	1.000	.725
Enviro (4) Malaysia is a peaceful place	1.000	.687
Enviro (5) Malaysia is a good relaxing place	1.000	.694
Enviro (6) Malaysia has a pleasant weather	1.000	.761
Enviro (7) Malaysia has restful atmosphere	1.000	.772
Culture_enviro (1) There are a lot of cultural attractions in Malaysia	1.000	.828
Culture_enviro (2) There are interesting cultural activities in Malaysia	1.000	.679
Culture_enviro (3) There are a lot of unique heritage building in Malaysia	1.000	.701
Culture_enviro (4) Malaysia is well known as multicultural country	1.000	.634
Islam (1) It's easy to find a <i>Halal</i> food in Malaysia	1.000	.721
Islam (2) Mosques are everywhere in Malaysia	1.000	.783

Islam (3) Majority of Malaysian are Muslims		1.000	.870
PQ_Safety (1) Malaysia has unpolluted environment		1.000	.583
PQ_Safety (2) Malaysia is a safe place to visit		1.000	.797
PQ_Safety (3) Malaysia is clean country		1.000	.780
PQ_Safety (4) Malaysia has low level of crime		1.000	.668
PQ_Food (1) Food is exotic in Malaysia		1.000	.639
PQ_Food (2) There are wide selection of restaurants in Malaysia		1.000	.819
PQ_Food (3) Arabic Restaurants are available in Malaysia		1.000	.753
PQ_Food (4) Malaysia offered great choices of tasty food		1.000	.565
PQ_Food (5) Malaysia owned a unique food culture		1.000	.549
PQ_Food (6) Food premises in Malaysian are clean		1.000	.891
PQ_Price(1) reasonable prices of food and accommodation in Malaysia		1.000	.812
PQ_Price(2) Malaysia is a value for money destination		1.000	.727
PQ_Price(3) Malaysia has a high quality of infrastructure		1.000	.773
PQ_Price(4) Malaysia has a well-developed transport system		1.000	.735
PQ_Price(5) Taxi fare in Malaysia is reasonable		1.000	.893
PQ_Commu(1) Many people speak English language		1.000	.896
PQ_Commu(2) It's easy to communicate with the local residents in Malaysia		1.000	.697
PQ_Commu(3) There are few problems with communication		1.000	.862
Extraction Method: Principal Component Analysis.			

#### Total Variance Explained

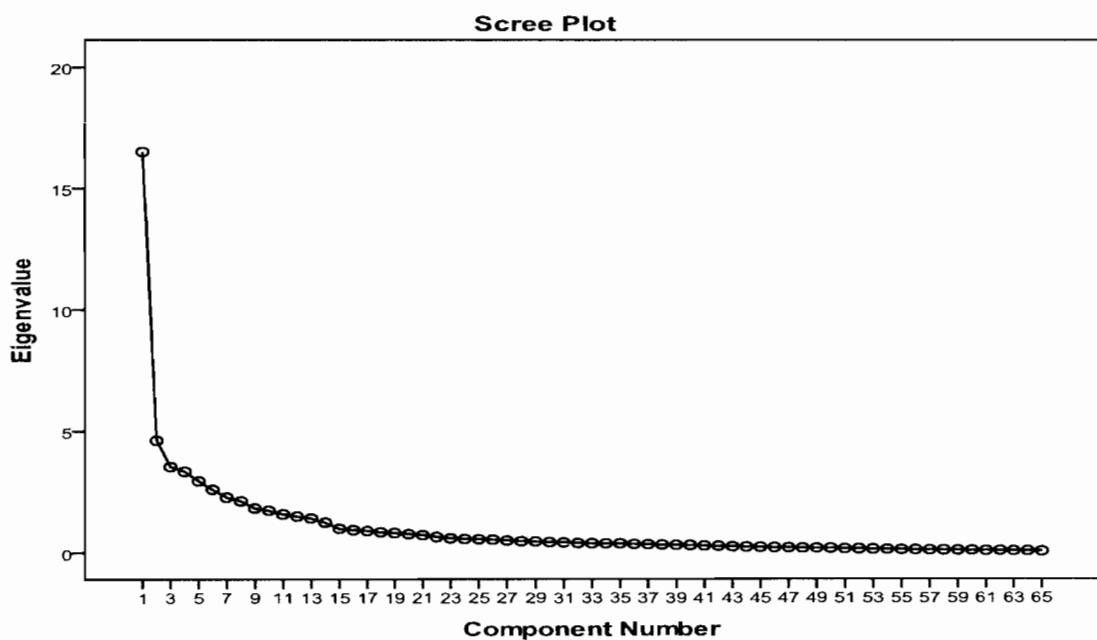
Component		Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	<b>16.519</b>	<b>25.413</b>	<b>25.413</b>	<b>16.519</b>	<b>25.413</b>	<b>25.413</b>	<b>5.483</b>	<b>8.436</b>	<b>8.436</b>
	2	<b>4.618</b>	<b>7.104</b>	<b>32.517</b>	<b>4.618</b>	<b>7.104</b>	<b>32.517</b>	<b>4.590</b>	<b>7.062</b>	<b>15.497</b>
	3	<b>3.536</b>	<b>5.440</b>	<b>37.958</b>	<b>3.536</b>	<b>5.440</b>	<b>37.958</b>	<b>4.401</b>	<b>6.770</b>	<b>22.267</b>

4	3.342	5.141	43.098	3.342	5.141	43.098	4.219	6.491	28.758
5	2.949	4.537	47.636	2.949	4.537	47.636	3.825	5.885	34.643
6	2.597	3.995	51.630	2.597	3.995	51.630	3.644	5.606	40.249
7	2.274	3.498	55.129	2.274	3.498	55.129	3.071	4.725	44.974
8	2.124	3.267	58.396	2.124	3.267	58.396	2.909	4.475	49.449
9	1.825	2.808	61.203	1.825	2.808	61.203	2.811	4.324	53.773
10	1.732	2.664	63.867	1.732	2.664	63.867	2.639	4.060	57.833
11	1.578	2.428	66.296	1.578	2.428	66.296	2.634	4.052	61.885
12	1.490	2.293	68.589	1.490	2.293	68.589	2.604	4.006	65.891
13	1.408	2.166	70.755	1.408	2.166	70.755	2.233	3.436	69.327
14	1.237	1.903	72.658	1.237	1.903	72.658	2.166	3.332	72.658
15	.982	1.511	74.169						
16	.925	1.423	75.592						
17	.893	1.373	76.965						
18	.834	1.284	78.249						
19	.803	1.236	79.485						
20	.760	1.169	80.654						
21	.720	1.107	81.761						
22	.642	.988	82.749						
23	.588	.904	83.653						
24	.557	.857	84.510						
25	.543	.836	85.346						
26	.528	.812	86.158						
27	.493	.758	86.916						
28	.465	.715	87.631						
29	.448	.689	88.320						
30	.424	.653	88.973						
31	.412	.634	89.607						

	32	.385	.593	90.200							
	33	.375	.577	90.777							
	34	.369	.568	91.345							
	35	.368	.566	91.911							
	36	.343	.528	92.439							
	37	.332	.511	92.950							
	38	.316	.485	93.435							
	39	.303	.467	93.902							
	40	.295	.454	94.356							
	41	.273	.421	94.776							
	42	.261	.402	95.178							
	43	.241	.370	95.548							
	44	.228	.351	95.899							
	45	.217	.334	96.233							
	46	.204	.314	96.546							
	47	.196	.302	96.848							
	48	.186	.286	97.134							
	49	.178	.274	97.408							
	50	.175	.269	97.676							
	51	.157	.242	97.919							
	52	.149	.230	98.148							
	53	.136	.210	98.358							
	54	.133	.204	98.562							
	55	.118	.181	98.744							
	56	.111	.171	98.914							
	57	.103	.158	99.072							
	58	.096	.147	99.220							
	59	.092	.142	99.361							

	60	.088	.135	99.497							
	61	.080	.123	99.620							
	62	.072	.111	99.731							
	63	.063	.098	99.828							
	64	.060	.092	99.921							
	65	.052	.079	100.000							

Extraction Method: Principal Component Analysis



**Rotated Component Matrix**

	Component													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
(LSR2)	.788													
(LSR6	.777													
Enviro (3)	.743													
Enviro (2)	.652													

Enviro (1)	<b>.649</b>								
Enviro (5)	<b>.622</b>								
(LSR7	<b>.571</b>								
(LSR1)									
Shopping (3)		<b>.892</b>							
Shopping (4)		<b>.875</b>							
Shopping (6)		<b>.848</b>							
Shopping (2)		<b>.838</b>							
Shopping (5)		<b>.758</b>							
Shopping (1)		<b>.719</b>							
PQ_Price(5)			<b>.874</b>						
PQ_Price(2)			<b>.809</b>						
PQ_Price(3)			<b>.807</b>						
PQ_Price(1)			<b>.719</b>						
PQ_Price(4)			<b>.711</b>						
PQ_Food (5)									
PQ_Safety (2)				<b>.762</b>					
PQ_Safety (4)				<b>.706</b>					
PQ_Safety (3)				<b>.683</b>					
Politcal (1)				<b>.604</b>					
Politcal (2)				<b>.564</b>					
Enviro (4)				<b>.511</b>					
Politcal (3)				<b>.508</b>					
PQ_Safety (1)				<b>.507</b>					
PQ_Food (6)				<b>.913</b>					
PQ_Food (3)				<b>.850</b>					
PQ_Food (2)				<b>.845</b>					
PQ_Food (1)				<b>.765</b>					

(LSR8) Malaysia						<b>.809</b>							
(LSR12)						<b>.781</b>							
(LSR10)						<b>.775</b>							
(LSR9)						<b>.581</b>							<b>.541</b>
(LSR11)						<b>.578</b>							<b>.509</b>
(AW2)						<b>.753</b>							
(AW1)						<b>.713</b>							
(AW5)						<b>.688</b>							
(AW4)						<b>.616</b>							
(AW3)						<b>.581</b>							
Culture (1)						<b>.808</b>							
Culture (3)						<b>.794</b>							
Culture (2)						<b>.631</b>							
Nightlife (3)						<b>.888</b>							
Nightlife (2)						<b>.853</b>							
Nightlife (1)						<b>.837</b>							
LP3. Local						<b>.742</b>							
LP4.						<b>.684</b>							
LP2.						<b>.612</b>							
LP1.						<b>.602</b>							
PQ_Camu(1)											<b>.914</b>		
PQ_Camu(3)											<b>.906</b>		
PQ_Camu(2)											<b>.706</b>		
Islam (3)											<b>.844</b>		
Islam (2)											<b>.839</b>		
Islam (1)											<b>.534</b>		
Culture (4)													
Enviro (7)											<b>.573</b>		

Extraction Method: Principal Component Analysis.

### Rotation Method: Varimax with Kaiser Normalization

## CBBE Dimensions Factors Analysis (after deleting cross loading items)

### KMO and BTS Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.867
Bartlett's Test of Sphericity	Approx. Chi-Square	20290.195
	df	1953
	Sig.	.000

### Total variance explained

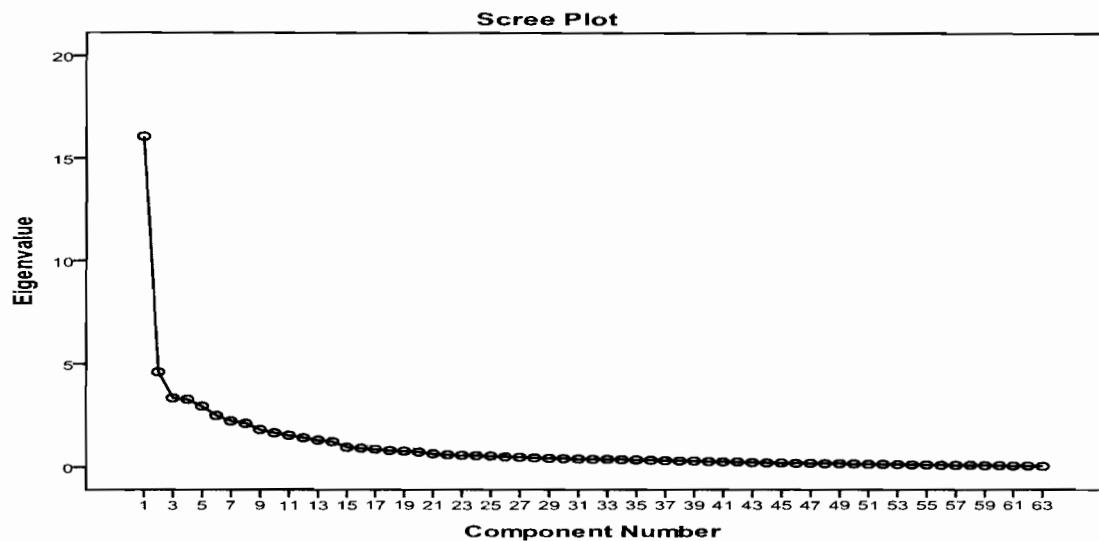
Componen t		Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		Total	% of Varianc e	Cumulativ e %	Total	% of Varianc e	Cumulativ e %	Total	% of Varianc e	Cumulativ e %
1	1	16.067	25.503	25.503	16.067	25.503	25.503	5.517	8.757	8.757
	2	4.618	7.329	32.832	4.618	7.329	32.832	4.564	7.244	16.002
	3	3.353	5.323	38.155	3.353	5.323	38.155	4.396	6.977	22.979
	4	3.284	5.213	43.368	3.284	5.213	43.368	4.155	6.596	29.574
	5	2.946	4.677	48.044	2.946	4.677	48.044	3.824	6.070	35.644
	6	2.500	3.968	52.012	2.500	3.968	52.012	3.009	4.776	40.420

7	2.233	3.545	55.557	2.233	3.545	55.557	2.981	4.731	45.151
8	2.120	3.365	58.922	2.120	3.365	58.922	2.925	4.642	49.793
9	1.812	2.876	61.798	1.812	2.876	61.798	2.821	4.477	54.271
10	1.659	2.634	64.431	1.659	2.634	64.431	2.725	4.325	58.596
11	1.545	2.452	66.883	1.545	2.452	66.883	2.634	4.181	62.777
12	1.428	2.266	69.149	1.428	2.266	69.149	2.607	4.138	66.915
13	1.305	2.071	71.220	1.305	2.071	71.220	2.167	3.440	70.354
14	1.235	1.961	73.181	1.235	1.961	73.181	1.781	2.827	73.181
15	.966	1.533	74.714						
16	.913	1.450	76.164						
17	.864	1.371	77.535						
18	.804	1.277	78.812						
19	.773	1.226	80.039						
20	.734	1.165	81.203						
21	.646	1.026	82.229						
22	.594	.943	83.172						
23	.563	.894	84.066						
24	.555	.881	84.947						
25	.530	.842	85.789						
26	.496	.787	86.576						
27	.476	.755	87.331						
28	.449	.712	88.043						
29	.428	.679	88.722						
30	.418	.664	89.386						
31	.394	.625	90.011						
32	.385	.611	90.622						
33	.373	.592	91.214						
34	.368	.584	91.798						

35	.347	.551	92.349							
36	.333	.528	92.877							
37	.320	.508	93.386							
38	.307	.487	93.873							
39	.295	.468	94.341							
40	.273	.433	94.774							
41	.260	.413	95.187							
42	.247	.391	95.578							
43	.228	.362	95.940							
44	.213	.338	96.278							
45	.205	.325	96.603							
46	.196	.311	96.914							
47	.186	.295	97.209							
48	.176	.280	97.489							
49	.174	.277	97.766							
50	.158	.251	98.017							
51	.148	.235	98.251							
52	.136	.216	98.467							
53	.133	.211	98.678							
54	.118	.187	98.865							
55	.106	.168	99.032							
56	.096	.152	99.185							
57	.092	.147	99.332							
58	.088	.140	99.472							
59	.083	.131	99.603							
60	.073	.116	99.719							
61	.064	.101	99.820							
62	.061	.096	99.916							

	63	.053	.084	100.000								
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Extraction Method: Principal Component Analysis.



**Rotated Component Matrix**

	Component													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
LSR (2)	.792													
LSR (6)	.781													
Enviro (3)	.739													
Enviro (2)	.666													
Enviro (1)	.658													
Enviro (5)	.633													
LSR (7)	.569													
LSR.(1)	.445													
Shopping (3)		.895												
Shopping (4)		.876												
Shopping (6)		.850												



LSR (12)							<b>.802</b>						
Culture (1)								<b>.807</b>					
Culture (3)									<b>.787</b>				
Culture (2)										<b>.644</b>			
Nightlife (3)											<b>.889</b>		
Nightlife (2)											<b>.855</b>		
Nightlife (1)											<b>.841</b>		
LP3. Local												<b>.756</b>	
LP4. Local												<b>.688</b>	
LP1. Local												<b>.641</b>	
LP2. Local												<b>.636</b>	
PQ_Cham(1)													<b>.914</b>
PQ_Cham(3)													<b>.907</b>
PQ_Cham(2)													<b>.707</b>
Islam (3)													<b>.848</b>
Islam (2)													<b>.838</b>
Islam (1)													<b>.536</b>
Culture (4)													<b>.370</b>
LSR (3)													<b>.750</b>
LSR (4)													<b>.665</b>
LSR (5)													<b>.546</b>
Enviro (6)													<b>.604</b>
Enviro (7)													<b>.592</b>
PQ_Food (4)													<b>.514</b>

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization

a. Rotation converged in 9 iterations.

## MCs Factor Analysis

### KMO and BTS Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.818
Bartlett's Test of Sphericity	Approx. Chi-Square	2352.104
	df	55
	Sig.	.000

### Communalities

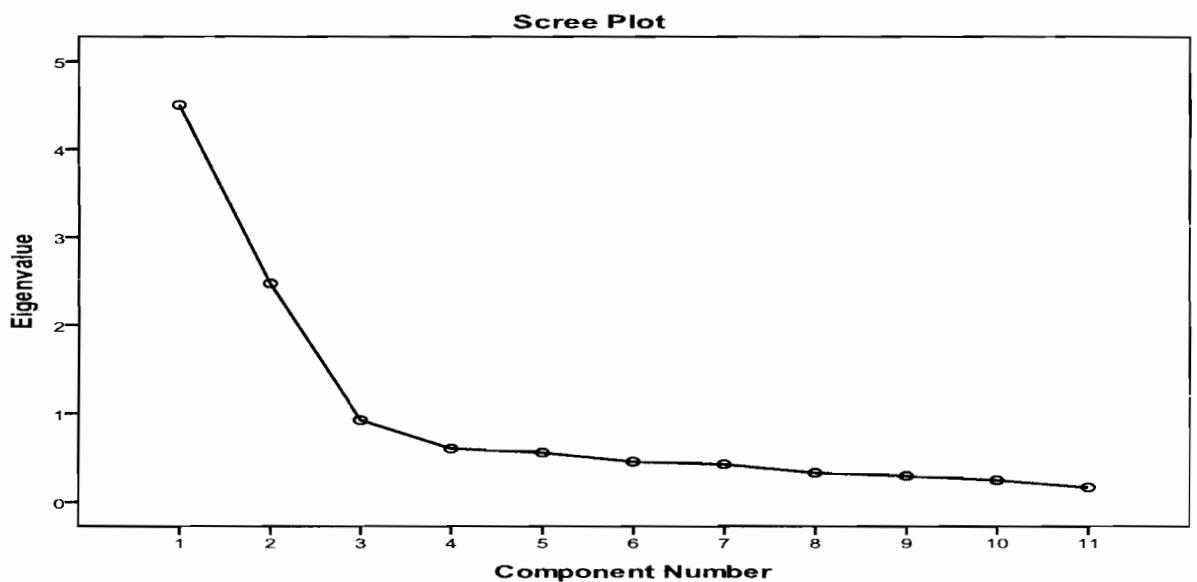
	Initial	Extraction
(4) WOM helped formulate my ideas about Malaysia	1.000	.706
(5) WOM influenced my evaluation about Malaysia	1.000	.641
(AD1) I like Tourism Malaysia advertising	1.000	.542
(AD2) I react favorably to Tourism Malaysia advertising	1.000	.407
(AD3) I feel positive towards Tourism Malaysia advertising	1.000	.720
(AD4) Tourism Malaysia advertising is good	1.000	.699
(AD5) Tourism Malaysia advertising does a good job	1.000	.765
(AD6) I am happy with Tourism Malaysia advertising	1.000	.619
(1) WOM significantly affected my views about Malaysia	1.000	.755
(2) WOM revealed things I had not considered about Malaysia	1.000	.644
(3) WOM provided some different ideas about Malaysia	1.000	.483
Extraction Method: Principal Component Analysis.		

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
]	1	4.507	40.973	40.973	4.507	40.973	40.973	3.672	33.382	33.382
	2	2.473	22.483	63.456	2.473	22.483	63.456	3.308	30.074	63.456

	3	.927	8.430	71.886						
	4	.606	5.514	77.399						
	5	.560	5.093	82.492						
	6	.457	4.156	86.649						
	7	.428	3.891	90.540						
	8	.332	3.016	93.556						
	9	.295	2.681	96.236						
	10	.247	2.245	98.481						
	11	.167	1.519	100.000						

Extraction Method: Principal Component Analysis.



### Rotated Component Matrix

	Component	
	1	2
Tourism Malaysia advertising does a good job	<b>.874</b>	
I feel positive towards Tourism Malaysia advertising	<b>.835</b>	
Tourism Malaysia advertising is good	<b>.829</b>	
I am happy with Tourism Malaysia advertising	<b>.787</b>	
I like Tourism Malaysia advertising	<b>.712</b>	
I react favorably to Tourism Malaysia advertising	<b>.560</b>	.307
WOM significantly affected my views about Malaysia		<b>.861</b>
WOM helped formulate my ideas about Malaysia		<b>.817</b>
WOM revealed things I had not considered about Malaysia		<b>.801</b>
WOM influenced my evaluation about Malaysia		<b>.797</b>
WOM provided some different ideas about Malaysia		<b>.676</b>

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

## **APPENDIX D**

### **T-TEST AND ANOVA**

### T-Test between Gender and Intention to visit Malaysia

#### Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
INTENTION	male	290	3.78	.772	.045
	female	115	3.85	.689	.064

#### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
INTENTION	Equal variances assumed	.261	.610	-.882	403	.378	-.073	.083	-.235	.089
	Equal variances not assumed			-.927	233.198	.355	-.073	.079	-.228	.082

### T-Test between Gender and Awareness about Malaysia

#### Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
AWW	dimension1	male	290	3.77	.785
		female	115	3.76	.636

#### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
AWW	Equal variances assumed	5.818	.016	.168	403	.866	.014	.082	-.148	.175
	Equal variances not assumed			.184	256.183	.854	.014	.075	-.134	.162

### T-Test between Gender and Perceived Quality

#### Group Statistics

	Gender		N	Mean	Std. Deviation	Std. Error Mean
QUALITYALL dimension1	male	290	3.48	.417	.025	
	female	115	3.45	.472	.044	

#### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
QUALITYALL	Equal variances assumed	1.781	.183	.538	403	.591	.026	.048	-.068	.120
	Equal variances not assumed			.510	188.575	.610	.026	.050	-.074	.125

### T-Test between Gender and Perceived Image

#### Group Statistics

	Gender		N	Mean	Std. Deviation	Std. Error Mean
IMAGEALL dimension1	male	290	3.6966	.44529	.02615	
	female	115	3.6954	.41145	.03837	

#### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
IMAGEALL dimension1	male	1.781	.183	.538	403	.591	.026	.048	-.068	.120
	female			.510	188.575	.610	.026	.050	-.074	.125

									Lower	Upper
IMAGEALL	Equal variances assumed	<b>1.411</b>	.236	.026	403	<b>.979</b>	.00124	.04804	-.09321	.09569
	Equal variances not assumed			.027	225.318	.979	.00124	.04643	-.09026	.09273

**T-Test between Nationality and Intention to visit Malaysia, Perceived Quality, and Perceived Image Awareness about Malaysia in general.**

**Group Statistics**

	Country of Origin	N	Mean	Std. Deviation	Std. Error Mean
IMAGEALL	KSA	233	3.6343	.40636	.02662
	UAE	172	3.7802	.46003	.03508
INTENTION	KSA	233	3.70	.735	.048
	UAE	172	3.93	.751	.057
AWW	KSA	233	3.72	.685	.045
	UAE	172	3.83	.817	.062
QUALITYALL	KSA	233	3.39	.354	.023
	UAE	172	3.58	.502	.038

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	Lower
IMAGEALL	Equal variances assumed	8.007	.005	-3.374	403	.001	-.14581	.04322	-.23078	-.06085
	Equal variances not assumed			-3.311	341.269	.001	-.14581	.04404	-.23243	-.05920
INTENTION	Equal variances assumed	1.000	.318	-3.013	403	.003	-.225	.075	-.371	-.078
	Equal variances not assumed			-3.003	364.045	.003	-.225	.075	-.372	-.078

AWW	Equal variances assumed	5.648	.018	-1.375	403	.170	-.103	.075	-.250	.044
	Equal variances not assumed			-1.339	329.187	.181	-.103	.077	-.254	.048
QUALITYALL	Equal variances assumed	32.058	.000	-4.467	403	.000	-.190	.043	-.274	-.106
	Equal variances not assumed			-4.246	290.615	.000	-.190	.045	-.278	-.102

### **T-Test between Nationality and all destination image and quality factors.**

**Group Statistics**

	Country of Origin	N	Mean	Std. Deviation	Std. Error Mean
SHOPPING	KSA	233	3.50	.627	.041
	UAE	172	3.60	.700	.053
NIGHTLIFE	KSA	233	3.21	.608	.040
	UAE	172	3.30	.938	.072
LP	KSA	233	3.49	.617	.040
	UAE	172	3.56	.802	.061
CULTRE	KSA	233	3.45	.652	.043
	UAE	172	3.50	.612	.047
PRICE	KSA	233	3.28	.538	.035
	UAE	172	3.59	.724	.055
INFO.SERVICE	KSA	233	3.58	.642	.042
	UAE	172	3.97	.685	.052
ATMOSPHERE	KSA	233	3.58	.644	.042
	UAE	172	3.78	.746	.057
ISLAMIC	KSA	233	3.94	.759	.050
	UAE	172	3.98	.805	.061
COMMU	KSA	233	3.24	.722	.047
	UAE	172	3.38	.693	.053
FOOD	KSA	233	3.49	.669	.044
	UAE	172	3.60	.593	.045

<b>Suitable destination</b>	KSA	233	3.94	.829	.054
	UAE	172	4.19	.725	.055
LSR. and natural attractions	KSA	233	4.02	.673	.044
	UAE	172	4.13	.569	.043
<b>safe2visit</b>	KSA	233	3.58	.533	.035
	UAE	172	3.72	.573	.044

#### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
SHOPPING	Equal variances assumed	2.842	.093	-1.565	403	.118	-.104	.066	-.234	.027	
	Equal variances not assumed			-1.540	344.640	.125	-.104	.067	-.236	.029	
NIGHTLIFE	Equal variances assumed	33.614	.000	-1.195	403	.233	-.092	.077	-.243	.059	
	Equal variances not assumed			-1.124	274.106	.262	-.092	.082	-.253	.069	
LP	Equal variances assumed	38.012	.000	-.900	403	.369	-.064	.071	-.202	.075	
	Equal variances not assumed			-.866	309.601	.387	-.064	.073	-.208	.081	
CULTRE	Equal variances assumed	.155	.694	-.757	403	.450	-.048	.064	-.174	.077	
	Equal variances not assumed			-.764	380.643	.445	-.048	.063	-.173	.076	
PRICE	Equal variances assumed	35.468	.000	-5.020	403	<b>.000</b>	-.315	.063	-.438	-.191	
	Equal variances not assumed			-4.806	301.857	<b>.000</b>	-.315	.065	-.443	-.186	
INFO. AND SERVICE	Equal variances assumed	.028	.867	-5.857	403	<b>.000</b>	-.389	.066	-.520	-.259	

	Equal variances not assumed			-5.800	354.741	<b>.000</b>	-.389	.067	-.521	-.257
ATMOSPHERE	Equal variances assumed	3.444	.064	-2.959	403	<b>.003</b>	-.205	.069	-.341	-.069
	Equal variances not assumed			-2.894	335.813	.004	-.205	.071	-.344	-.066
ISLAMIC	Equal variances assumed	1.824	.178	-.477	403	.634	-.037	.078	-.191	.117
	Equal variances not assumed			-.473	356.071	.637	-.037	.079	-.193	.118
COMMU	Equal variances assumed	.004	.948	-2.015	403	<b>.045</b>	-.144	.071	-.284	-.004
	Equal variances not assumed			-2.028	376.637	.043	-.144	.071	-.283	-.004
FOOD	Equal variances assumed	4.678	.031	-1.602	403	.110	-.103	.064	-.229	.023
	Equal variances not assumed			-1.631	389.633	.104	-.103	.063	-.227	.021
Suitable destination	Equal variances assumed	1.764	.185	-3.265	403	<b>.001</b>	-.258	.079	-.414	-.103
	Equal variances not assumed			-3.331	391.438	.001	-.258	.078	-.411	-.106
LSR. And natural attraction	Equal variances assumed	3.424	.065	-1.814	403	.070	-.115	.063	-.240	.010
	Equal variances not assumed			-1.860	395.591	.064	-.115	.062	-.237	.007
safe2visit	Equal variances assumed	2.664	.103	-2.659	403	<b>.008</b>	-.147	.055	-.256	-.038
	Equal variances not assumed			-2.630	353.085	.009	-.147	.056	-.257	-.037

## ANOVA TEST RESULTS

### One-way Awareness by Age

#### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-24	80	3.89	.698	.078	3.73	4.04	2	5
25-34	189	3.70	.831	.060	3.58	3.82	1	5
35-44	88	3.92	.585	.062	3.79	4.04	2	5
45-above	48	3.56	.651	.094	3.37	3.75	2	5
Total	405	3.77	.745	.037	3.69	3.84	1	5

#### ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.180	3	2.060	3.792	.011
Within Groups	217.844	401	.543		
Total	224.023	404			

#### Multiple Comparisons

Tukey HSD							
(I) Age	(J) Age	Mean Difference (I-J)		Std. Error	Sig.	95% Confidence Interval	
		Mean Difference (I-J)	Std. Error			Lower Bound	Upper Bound
18-24	25-34	.190	.098	.215	.215	-.06	.44
	35-44	-.031	.114	.993	.993	-.32	.26
	45-above	.329	.135	.070	.070	-.02	.68
25-34	18-24	-.190	.098	.215	.215	-.44	.06
	35-44	-.221	.095	.095	.095	-.47	.02

	45-above	.139	.119	.648	-.17	.45
35-44	18-24	.031	.114	.993	-.26	.32
	25-34	.221	.095	.095	-.02	.47
	45-above	.360*	.132	.034	.02	.70
45-above	18-24	-.329	.135	.070	-.68	.02
	25-34	-.139	.119	.648	-.45	.17
	35-44	-.360*	.132	.034	-.70	-.02

\*. The mean difference is significant at the 0.05 level.

## One way Awareness by Marital Status

### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Single	150	3.87	.674	.055	3.76	3.98	2	5
Newly Married	45	3.86	.920	.137	3.59	4.14	2	5
Divorced/Widowed	15	4.17	.595	.154	3.84	4.50	3	5
Married with children	177	3.58	.733	.055	3.47	3.69	1	5
Married without children	18	4.17	.595	.140	3.87	4.46	3	5
Total	405	3.77	.745	.037	3.69	3.84	1	5

### ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.542	4	3.386	6.434	.000
Within Groups	210.481	400	.526		
Total	224.023	404			

### Multiple Comparisons

Tukey HSD						
(I) Marital Status Status	(J) Marital Status Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Single	Newly Married	.007	.123	1.000	-.33	.34
	Divorced/Widowed	-.304	.196	.532	-.84	.23
	Married with children	.290*	.081	.003	.07	.51
	Married without children	-.297	.181	.471	-.79	.20
Newly Married	Single	-.007	.123	1.000	-.34	.33
	Divorced/Widowed	-.311	.216	.603	-.90	.28
	Married with children	.283	.121	.137	-.05	.61
	Married without children	-.304	.202	.560	-.86	.25
Divorced/Widowed	Single	.304	.196	.532	-.23	.84
	Newly Married	.311	.216	.603	-.28	.90
	Married with children	.594*	.195	.021	.06	1.13
	Married without children	.007	.254	1.000	-.69	.70
Married with children	Single	-.290*	.081	.003	-.51	-.07
	Newly Married	-.283	.121	.137	-.61	.05
	Divorced/Widowed	-.594*	.195	.021	-1.13	-.06
	Married without children	-.587*	.179	.010	-1.08	-.10
Married without children	Single	.297	.181	.471	-.20	.79
	Newly Married	.304	.202	.560	-.25	.86
	Divorced/Widowed	-.007	.254	1.000	-.70	.69
	Married with children	.587*	.179	.010	.10	1.08

\*. The mean difference is significant at the 0.05 level.

## One way Intention by Age

### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-24	80	3.83	.881	.099	3.63	4.02	1	5
25-34	189	3.86	.647	.047	3.77	3.96	2	5
35-44	88	3.82	.567	.060	3.70	3.94	3	5
45-above	48	3.48	1.062	.153	3.17	3.79	1	5
Total	405	3.80	.749	.037	3.73	3.87	1	5

### ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.757	3	1.919	3.481	.016
Within Groups	221.043	401	.551		
Total	226.800	404			

### Multiple Comparisons

Tukey HSD						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-24	25-34	-.037	.099	.982	-.29	.22
	35-44	.007	.115	1.000	-.29	.30
	45-above	.346	.136	.054	.00	.70
25-34	18-24	.037	.099	.982	-.22	.29

	35-44	.044	.096	.967	-.20	.29
	45-above	.383*	.120	.008	.07	.69
35-44	18-24	-.007	.115	1.000	-.30	.29
	25-34	-.044	.096	.967	-.29	.20
	45-above	.339	.133	.055	.00	.68
45-above	18-24	-.346	.136	.054	-.70	.00
	25-34	-.383*	.120	.008	-.69	-.07
	35-44	-.339	.133	.055	-.68	.00

\*. The mean difference is significant at the 0.05 level.

## One way Intention by Marital Status

### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Single	150	3.88	.787	.064	3.76	4.01	1	5
Newly Married	45	3.78	.602	.090	3.60	3.96	2	5
Divorced/Widowed	15	3.73	.355	.092	3.54	3.93	3	4
Married with children	177	3.73	.800	.060	3.61	3.85	1	5
Married without children	18	3.92	.339	.080	3.75	4.09	3	4
Total	405	3.80	.749	.037	3.73	3.87	1	5

### ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.273	4	.568	1.012	.401
Within Groups	224.527	400	.561		
Total	226.800	404			

### Multiple Comparisons

Tukey HSD						
(I) Marital Status Status	(J) Marital Status Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Single	Newly Married	.106	.127	.922	-.24	.45
	Divorced/Widowed	.150	.203	.947	-.41	.71
	Married with children	.155	.083	.342	-.07	.38
	Married without children	-.033	.187	1.000	-.55	.48
Newly Married	Single	-.106	.127	.922	-.45	.24
	Divorced/Widowed	.044	.223	1.000	-.57	.66
	Married with children	.049	.125	.995	-.29	.39
	Married without children	-.139	.209	.964	-.71	.43
Divorced/Widowed	Single	-.150	.203	.947	-.71	.41
	Newly Married	-.044	.223	1.000	-.66	.57
	Married with children	.005	.201	1.000	-.55	.56
	Married without children	-.183	.262	.956	-.90	.53
Married with children	Single	-.155	.083	.342	-.38	.07
	Newly Married	-.049	.125	.995	-.39	.29
	Divorced/Widowed	-.005	.201	1.000	-.56	.55
	Married without children	-.188	.185	.849	-.70	.32
Married without children	Single	.033	.187	1.000	-.48	.55
	Newly Married	.139	.209	.964	-.43	.71
	Divorced/Widowed	.183	.262	.956	-.53	.90
	Married with children	.188	.185	.849	-.32	.70

## One Way Image by Age

### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-24	80	3.7726	.46342	.05181	3.6695	3.8757	2.65	4.85
25-34	189	3.6903	.45389	.03302	3.6251	3.7554	2.10	4.93
35-44	88	3.7579	.36014	.03839	3.6816	3.8342	3.32	4.76
45-above	48	3.4798	.37370	.05394	3.3713	3.5883	2.73	4.32
Total	405	3.6963	.43544	.02164	3.6537	3.7388	2.10	4.93

### ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.057	3	1.019	5.556	.001
Within Groups	73.545	401	.183		
Total	76.602	404			

### Multiple Comparisons

Tukey HSD						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-24	25-34	.08233	.05712	.474	-.0650	.2297
	35-44	.01466	.06616	.996	-.1560	.1853
	45-above	.29281*	.07819	.001	.0911	.4945
25-34	18-24	-.08233	.05712	.474	-.2297	.0650
	35-44	-.06767	.05527	.612	-.2103	.0749
	45-above	.21048*	.06922	.013	.0319	.3891

35-44	18-24	-.01466	.06616	.996	-.1853	.1560
	25-34	.06767	.05527	.612	-.0749	.2103
	45-above	.27815*	.07684	.002	.0799	.4764
45-above	18-24	-.29281*	.07819	.001	-.4945	-.0911
	25-34	-.21048*	.06922	.013	-.3891	-.0319
	35-44	-.27815*	.07684	.002	-.4764	-.0799

\*. The mean difference is significant at the 0.05 level.

## One Way Image by Marital Status

### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Single	150	3.7384	.40339	.03294	3.6734	3.8035	2.65	4.85
Newly Married	45	3.5132	.56149	.08370	3.3445	3.6819	2.10	4.33
Divorced/Widowed	15	3.7701	.23997	.06196	3.6372	3.9030	3.34	4.07
Married with children	177	3.6770	.42662	.03207	3.6137	3.7403	2.73	4.93
Married without children	18	3.9305	.40106	.09453	3.7310	4.1299	3.42	4.63
Total	405	3.6963	.43544	.02164	3.6537	3.7388	2.10	4.93

### ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.910	4	.728	3.949	.004
Within Groups	73.692	400	.184		
Total	76.602	404			

### Multiple Comparisons

Tukey HSD						
(I) Marital Status Status	(J) Marital Status Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Single	Newly Married	.22527*	.07295	.018	.0254	.4252
	Divorced/Widowed	-.03167	.11623	.999	-.3502	.2868
	Married with children	.06142	.04763	.698	-.0691	.1920
	Married without children	-.19204	.10707	.379	-.4854	.1013
Newly Married	Single	-.22527*	.07295	.018	-.4252	-.0254
	Divorced/Widowed	-.25694	.12797	.264	-.6076	.0937
	Married with children	-.16385	.07166	.151	-.3602	.0325
	Married without children	-.41731*	.11970	.005	-.7453	-.0893
Divorced/Widowed	Single	.03167	.11623	.999	-.2868	.3502
	Newly Married	.25694	.12797	.264	-.0937	.6076
	Married with children	.09309	.11542	.929	-.2232	.4094
	Married without children	-.16038	.15006	.822	-.5716	.2508
Married with children	Single	-.06142	.04763	.698	-.1920	.0691
	Newly Married	.16385	.07166	.151	-.0325	.3602
	Divorced/Widowed	-.09309	.11542	.929	-.4094	.2232
	Married without children	-.25347	.10619	.121	-.5444	.0375
Married without children	Single	.19204	.10707	.379	-.1013	.4854
	Newly Married	.41731*	.11970	.005	.0893	.7453
	Divorced/Widowed	.16038	.15006	.822	-.2508	.5716
	Married with children	.25347	.10619	.121	-.0375	.5444

\*. The mean difference is significant at the 0.05 level.

## One Way Quality by Age

### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-24	80	3.50	.438	.049	3.40	3.60	2	4
25-34	189	3.48	.441	.032	3.42	3.55	3	5
35-44	88	3.51	.424	.045	3.42	3.60	3	5
45-above	48	3.27	.364	.053	3.17	3.38	3	4
Total	405	3.47	.433	.022	3.43	3.51	2	5

### ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.141	3	.714	3.886	.009
Within Groups	73.656	401	.184		
Total	75.797	404			

### Multiple Comparisons

Tukey HSD						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-24	25-34	.019	.057	.987	-.13	.17
	35-44	-.009	.066	.999	-.18	.16
	45-above	.230*	.078	.018	.03	.43
25-34	18-24	-.019	.057	.987	-.17	.13
	35-44	-.028	.055	.956	-.17	.11
	45-above	.211*	.069	.013	.03	.39
35-44	18-24	.009	.066	.999	-.16	.18

	25-34	.028	.055	.956	-.11	.17
	45-above	.239*	.077	.011	.04	.44
45-above	18-24	-.230*	.078	.018	-.43	-.03
	25-34	-.211*	.069	.013	-.39	-.03
	35-44	-.239*	.077	.011	-.44	-.04

\*. The mean difference is significant at the 0.05 level.

## One Way Quality by Marital Status

### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Single	150	3.48	.454	.037	3.40	3.55	2	5
Newly Married	45	3.41	.476	.071	3.27	3.56	3	4
Divorced/Widowed	15	3.92	.513	.132	3.64	4.20	3	4
Married with children	177	3.42	.357	.027	3.37	3.47	3	5
Married without children	18	3.63	.536	.126	3.37	3.90	3	4
Total	405	3.47	.433	.022	3.43	3.51	2	5

### ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.115	4	1.029	5.741	.000
Within Groups	71.682	400	.179		
Total	75.797	404			

### Multiple Comparisons

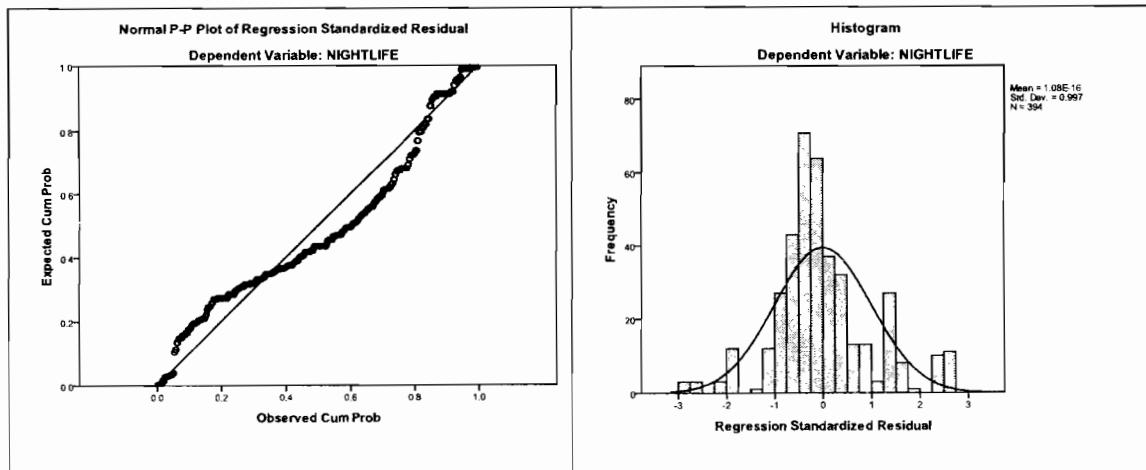
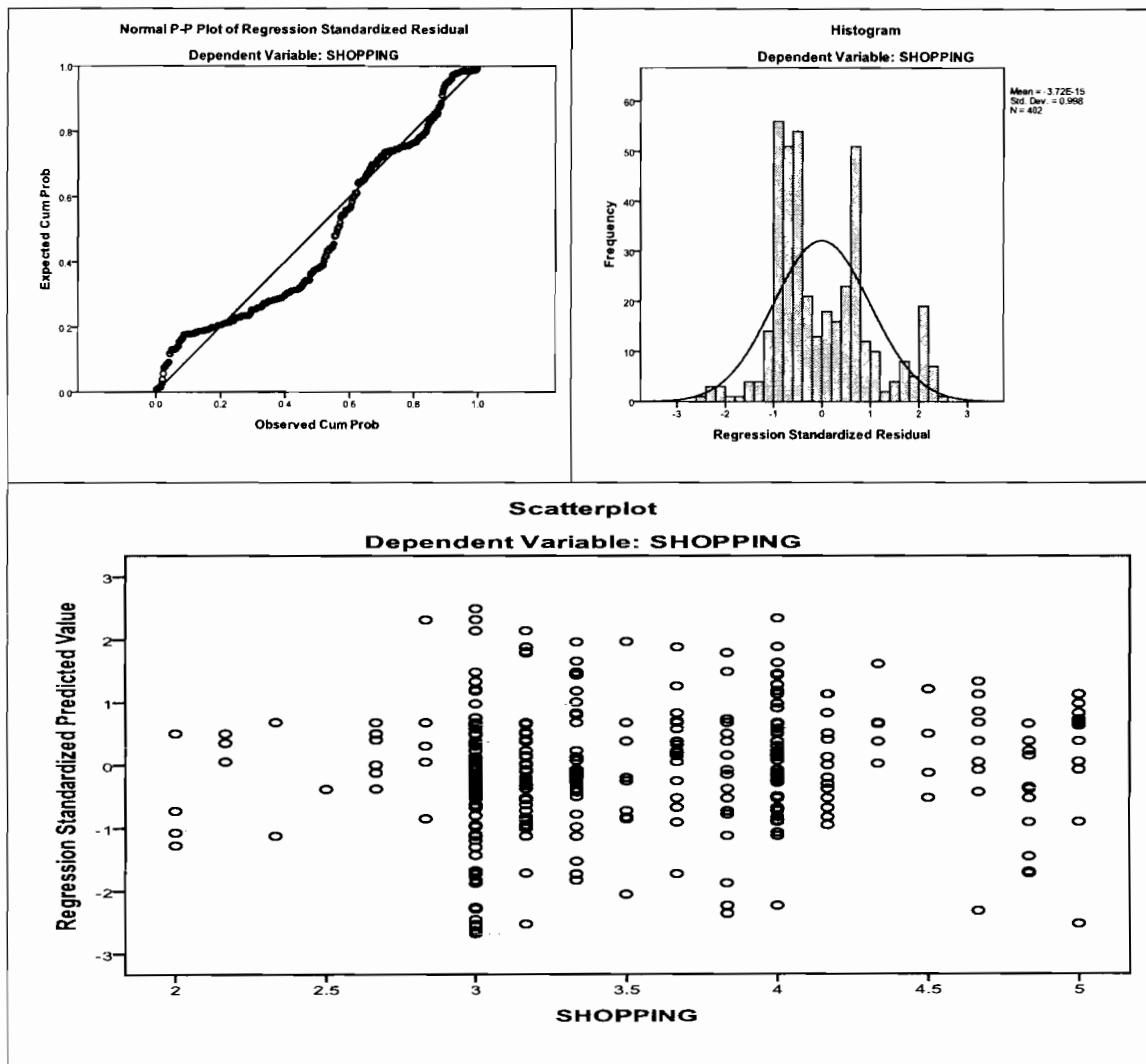
Tukey HSD						
(I) Marital Status Status	(J) Marital Status Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Single	Newly Married	.064	.072	.901	-.13	.26
	Divorced/Widowed	-.444*	.115	.001	-.76	-.13
	Married with children	.056	.047	.750	-.07	.19
	Married without children	-.156	.106	.580	-.44	.13
Newly Married	Single	-.064	.072	.901	-.26	.13
	Divorced/Widowed	-.508*	.126	.001	-.85	-.16
	Married with children	-.007	.071	1.000	-.20	.19
	Married without children	-.219	.118	.341	-.54	.10
Divorced/Widowed	Single	.444*	.115	.001	.13	.76
	Newly Married	.508*	.126	.001	.16	.85
	Married with children	.501*	.114	.000	.19	.81
	Married without children	.289	.148	.293	-.12	.69
Married with children	Single	-.056	.047	.750	-.19	.07
	Newly Married	.007	.071	1.000	-.19	.20
	Divorced/Widowed	-.501*	.114	.000	-.81	-.19
	Married without children	-.212	.105	.256	-.50	.07
Married without children	Single	.156	.106	.580	-.13	.44
	Newly Married	.219	.118	.341	-.10	.54
	Divorced/Widowed	-.289	.148	.293	-.69	.12
	Married with children	.212	.105	.256	-.07	.50

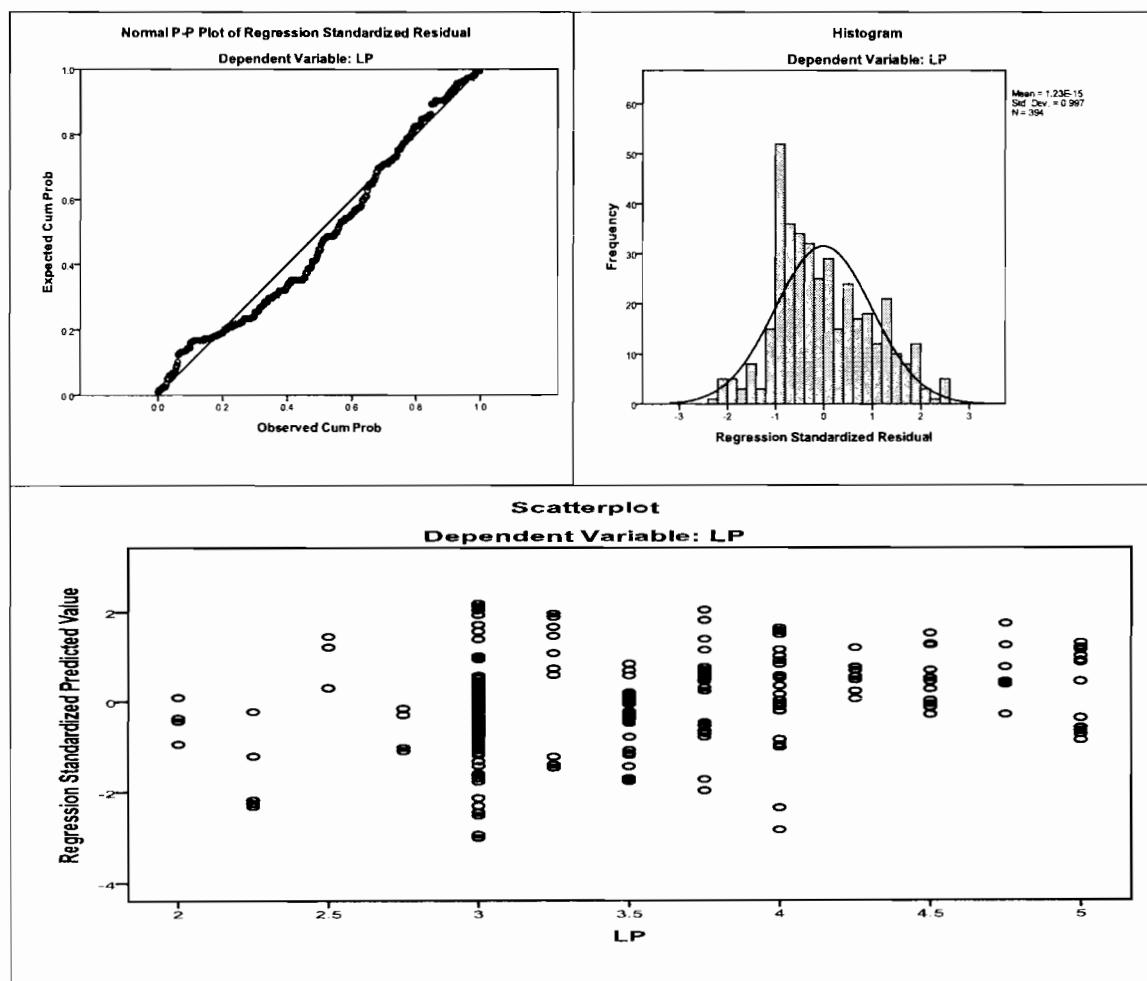
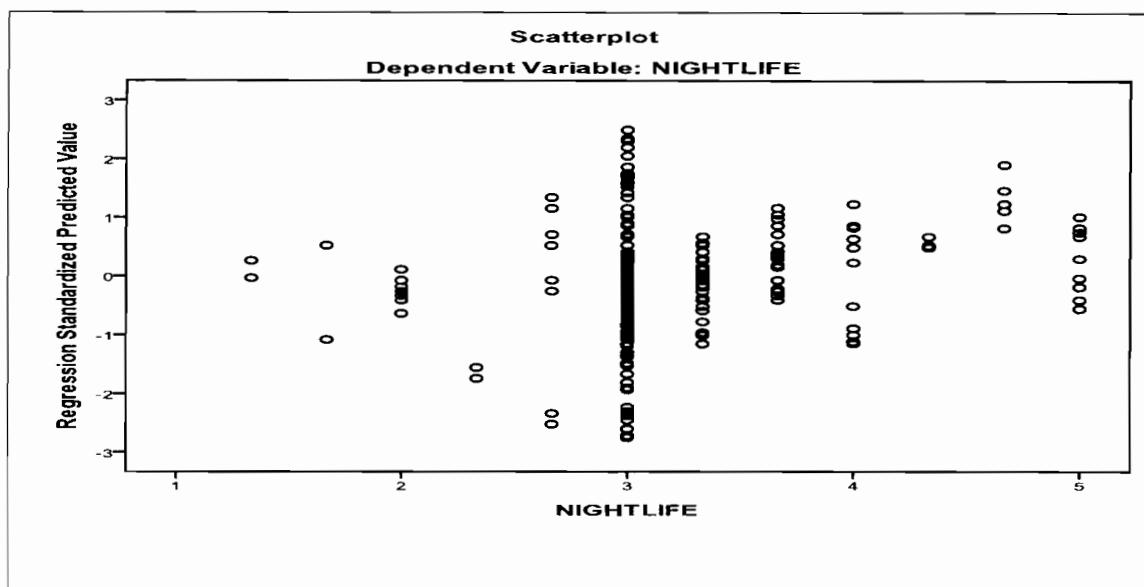
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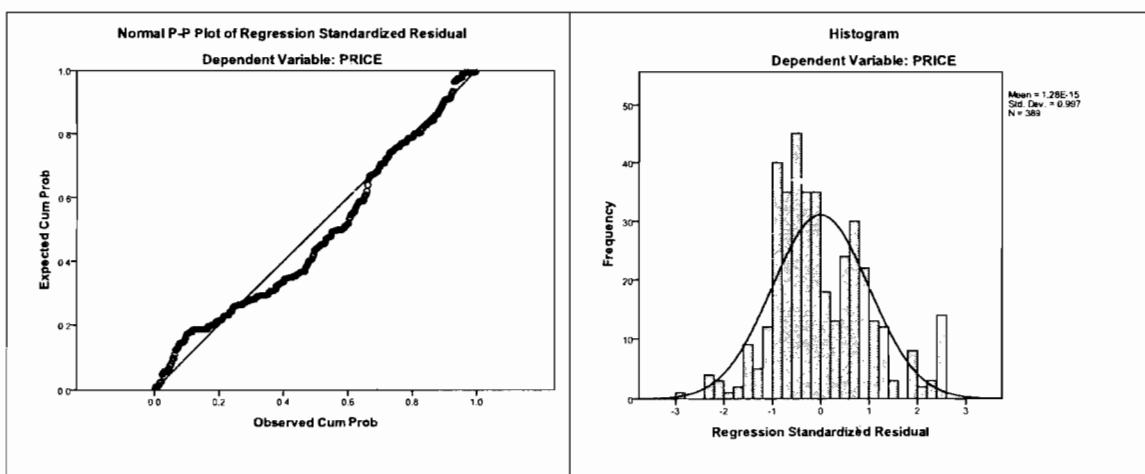
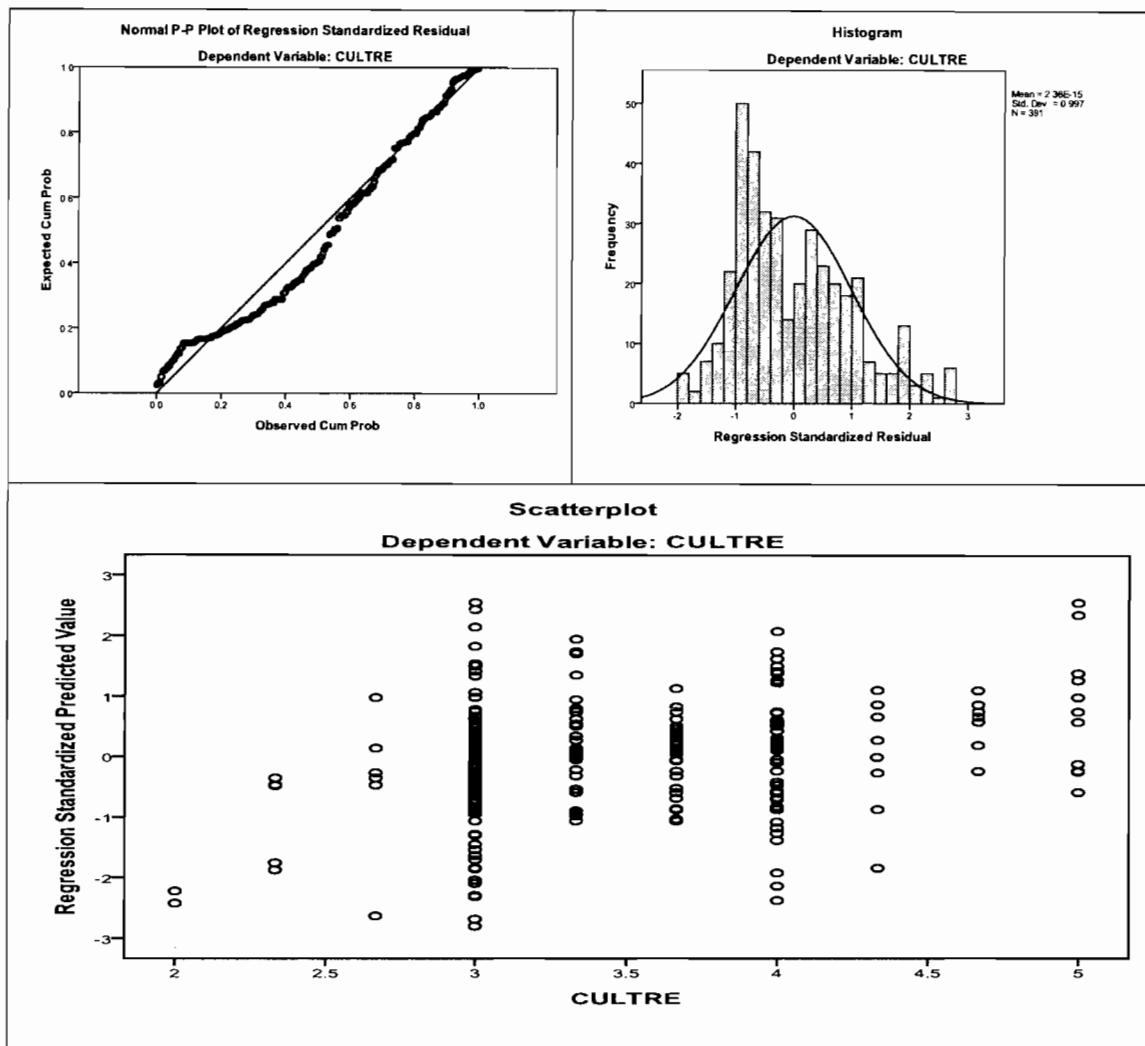
**APPENDIX E**

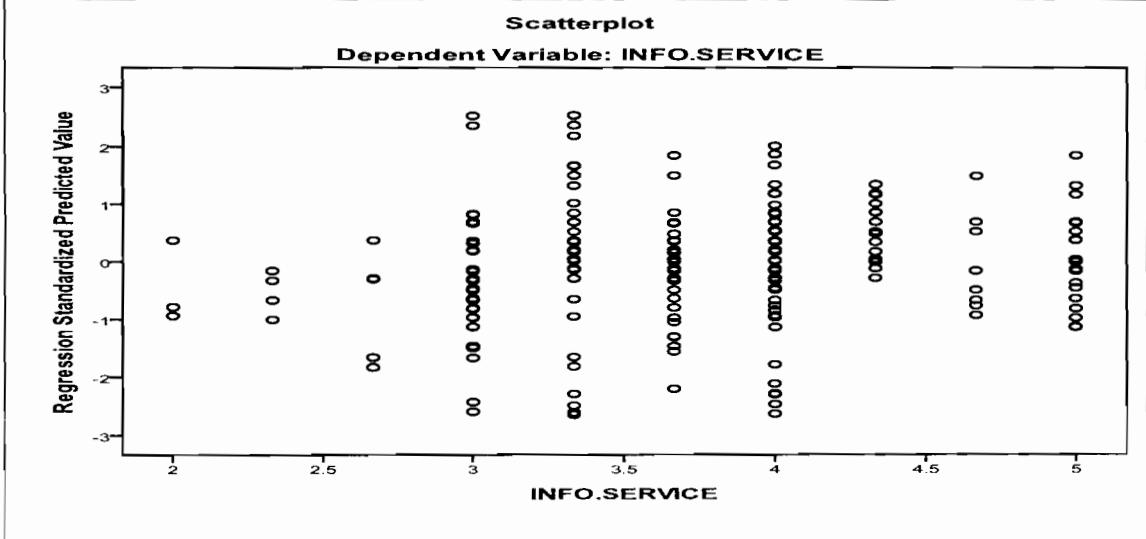
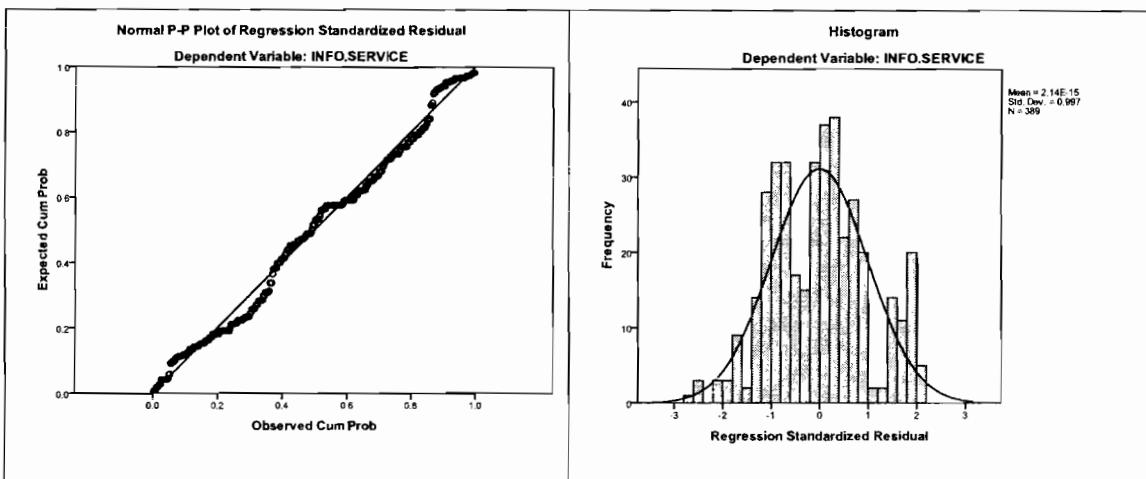
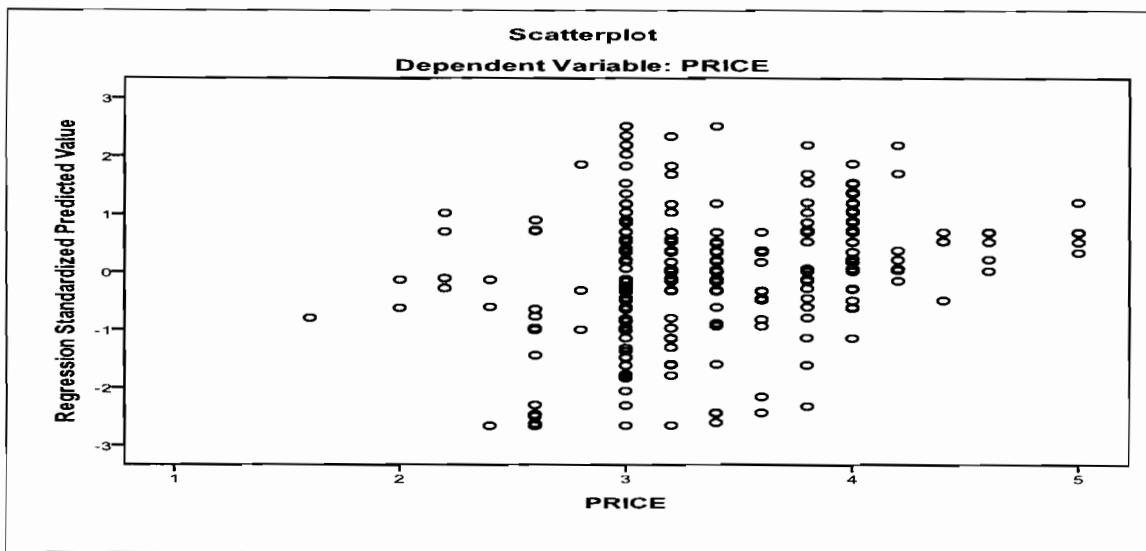
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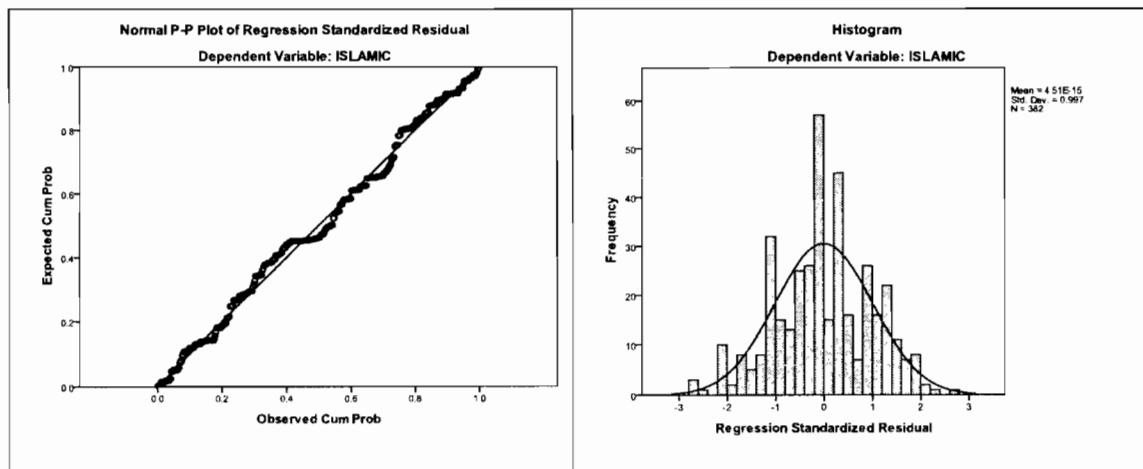
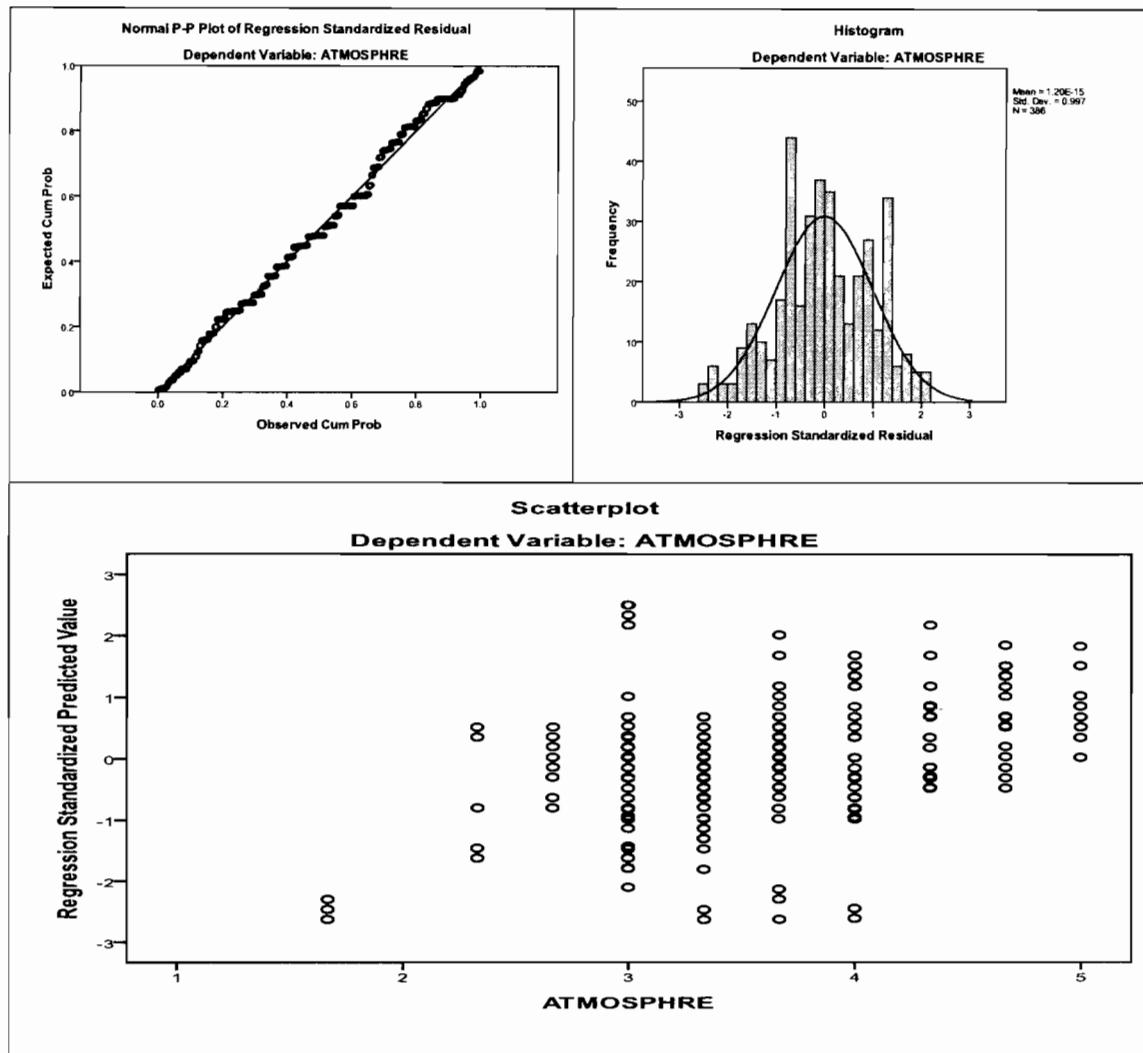
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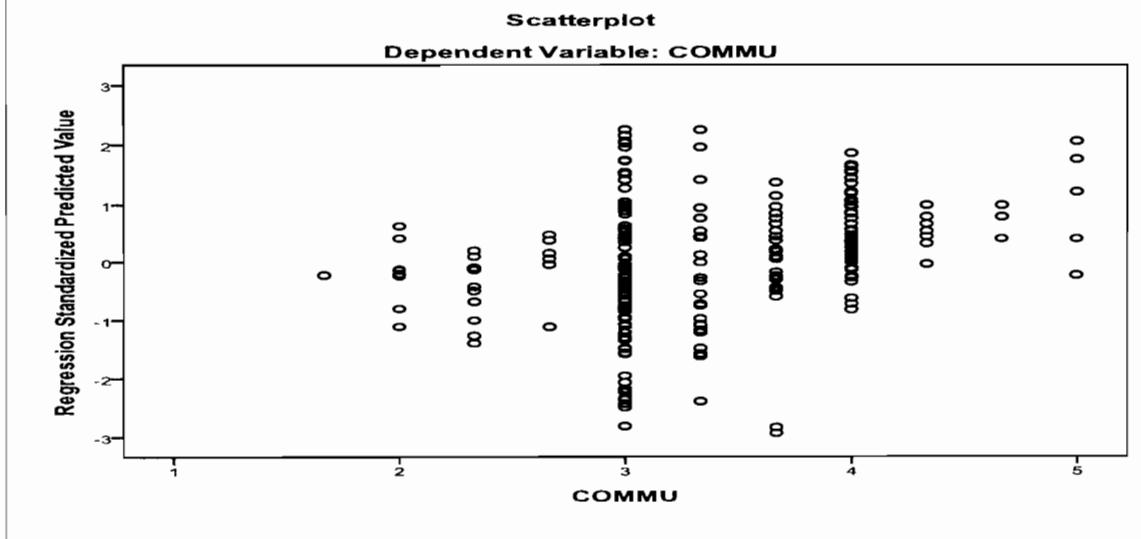
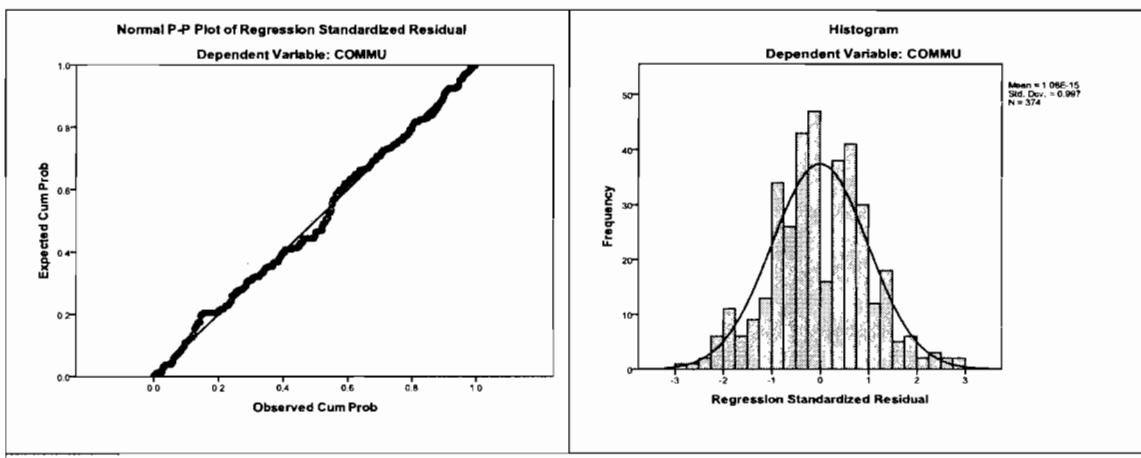
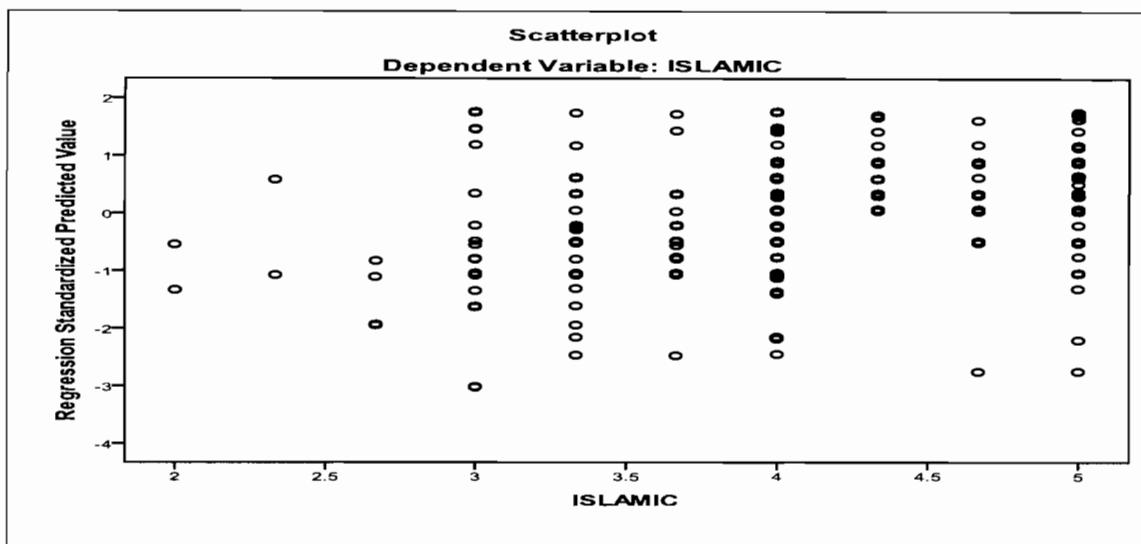


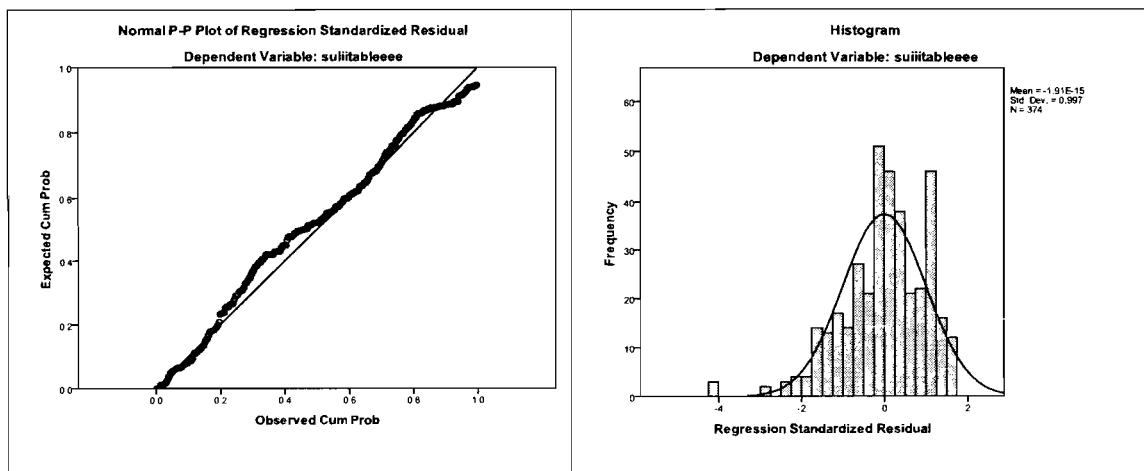
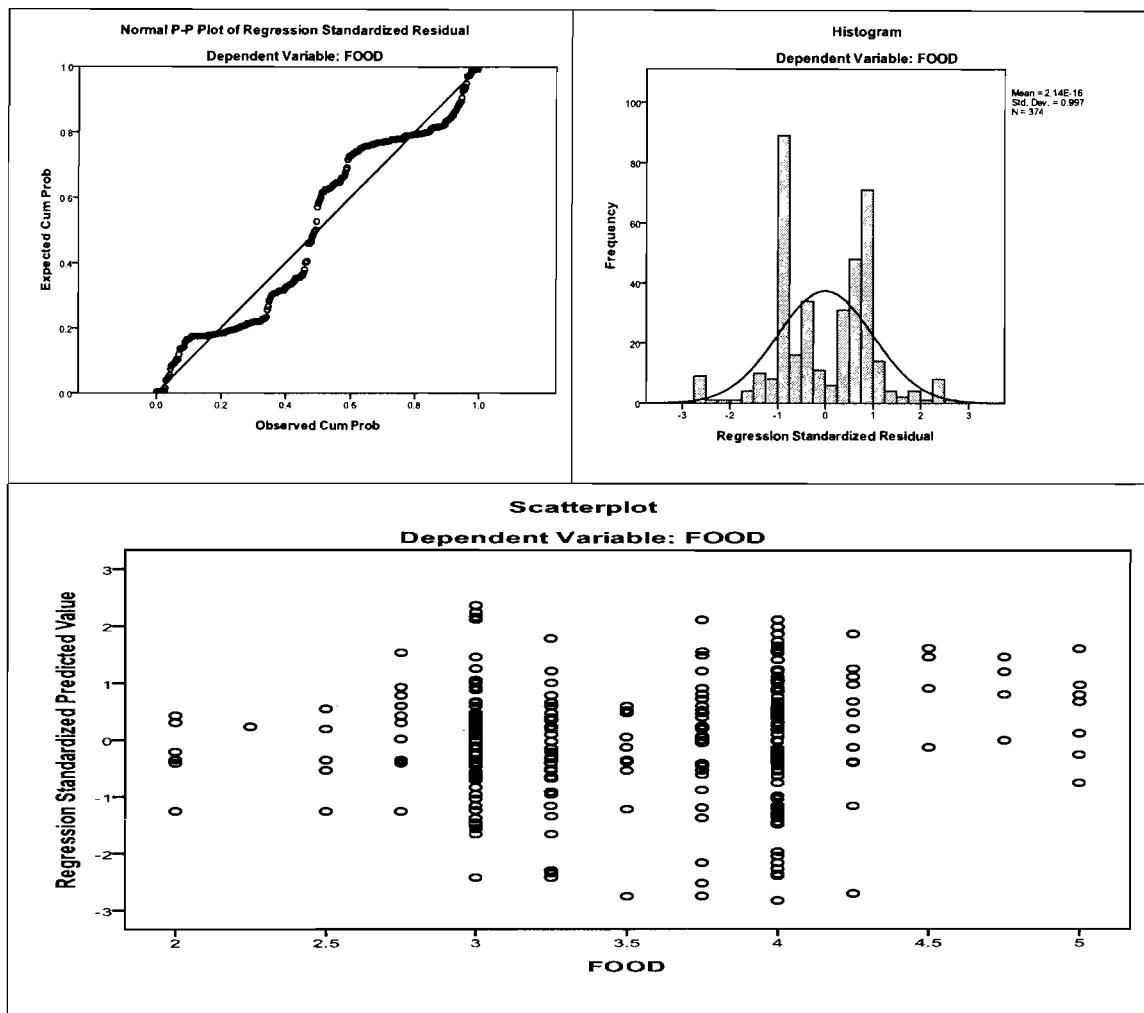


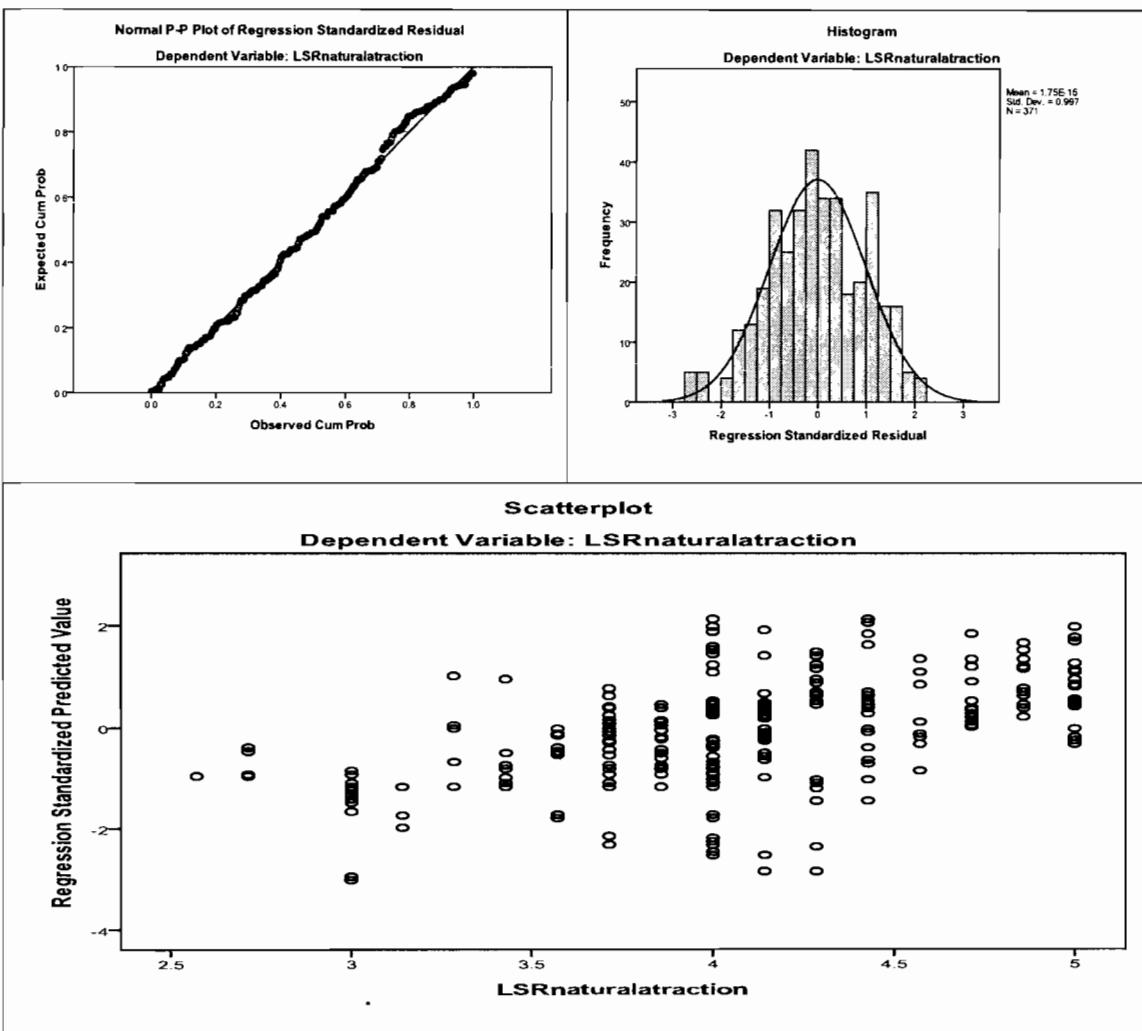
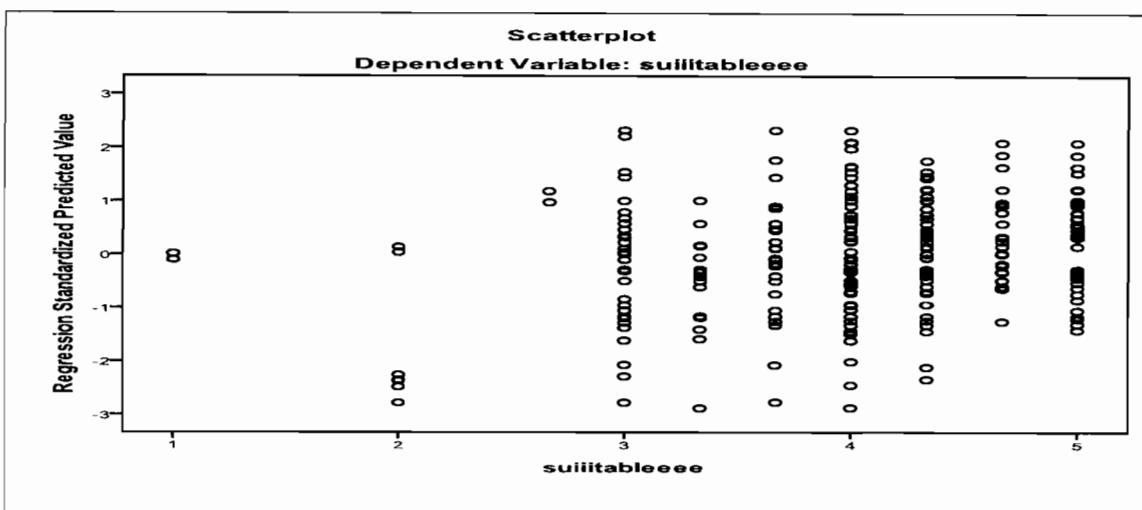


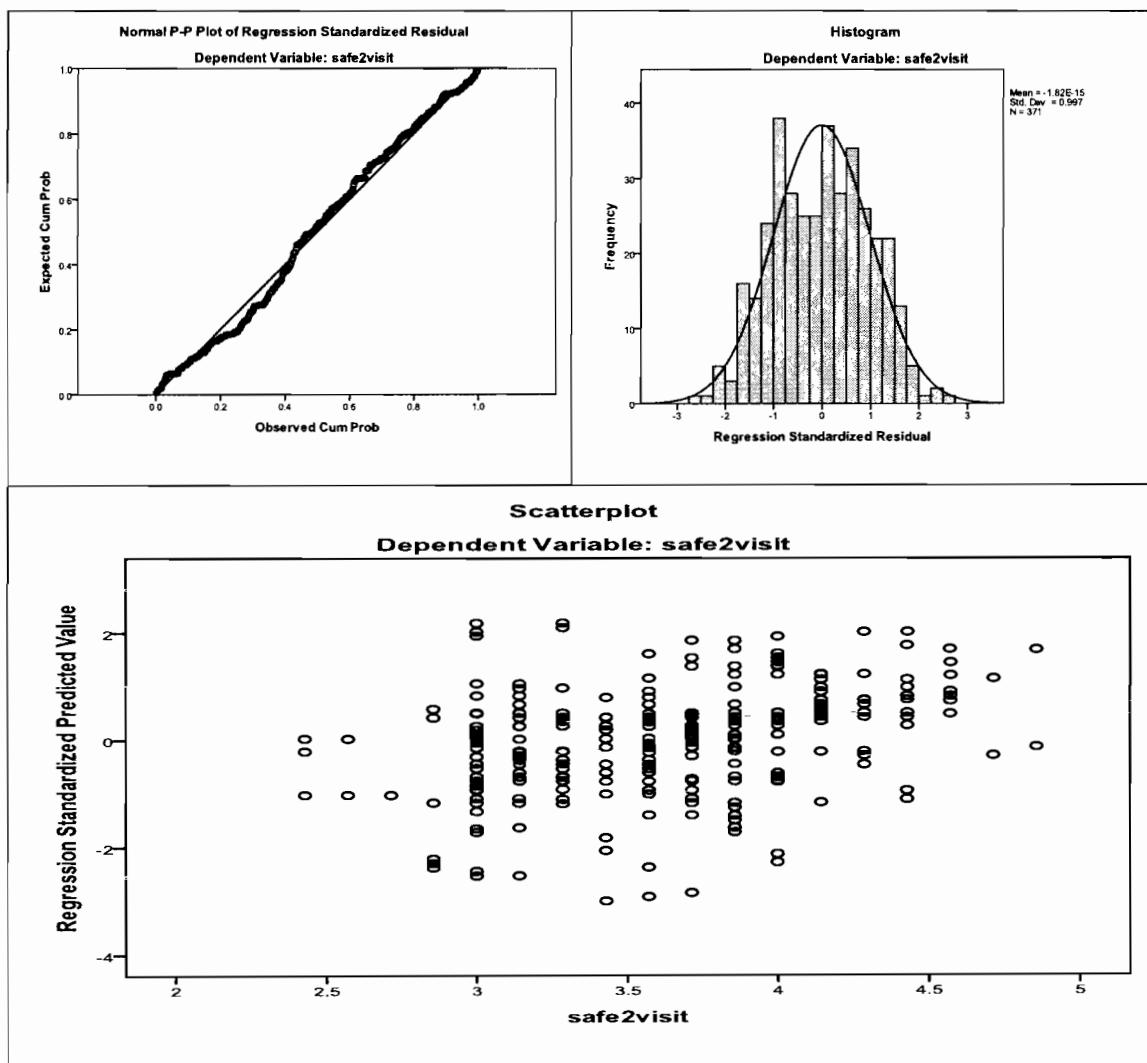


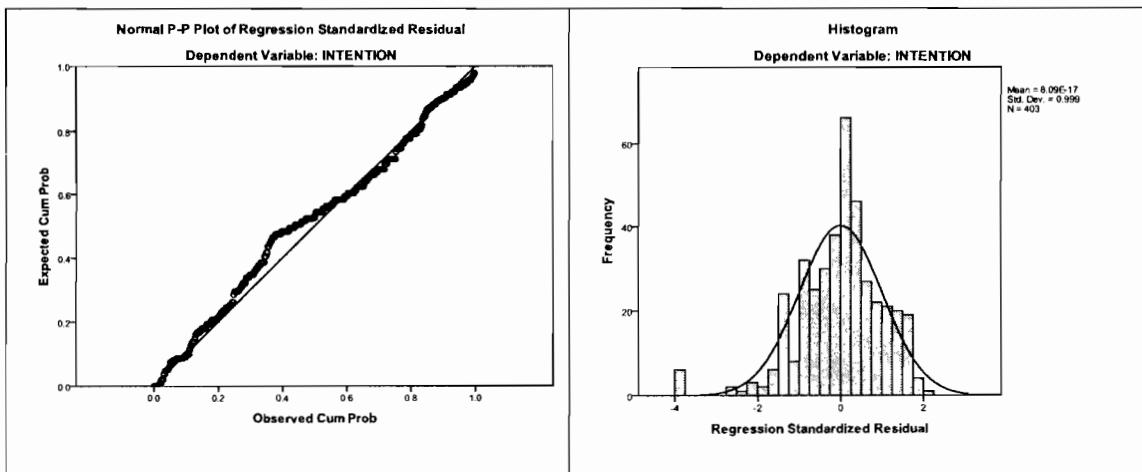
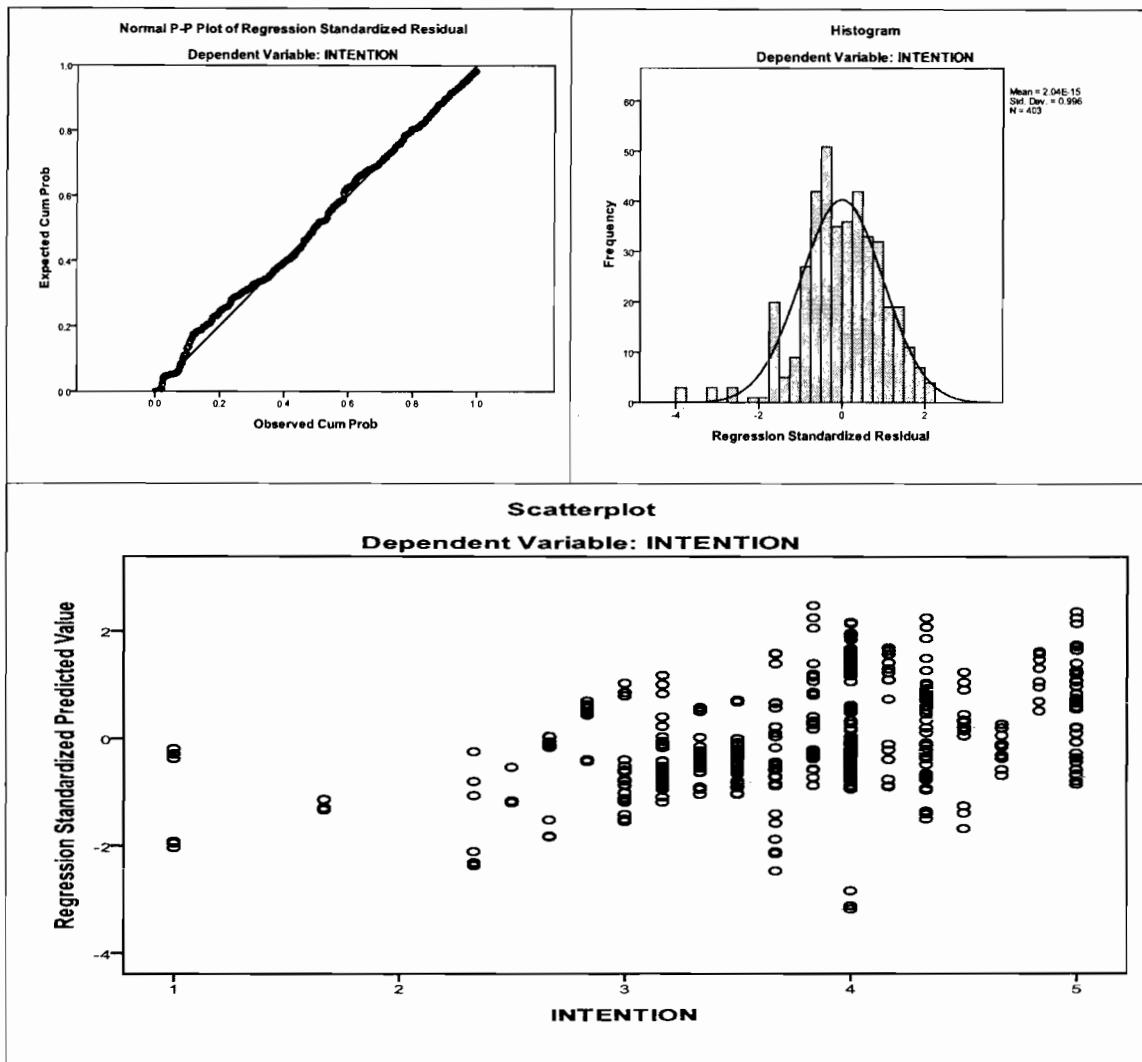


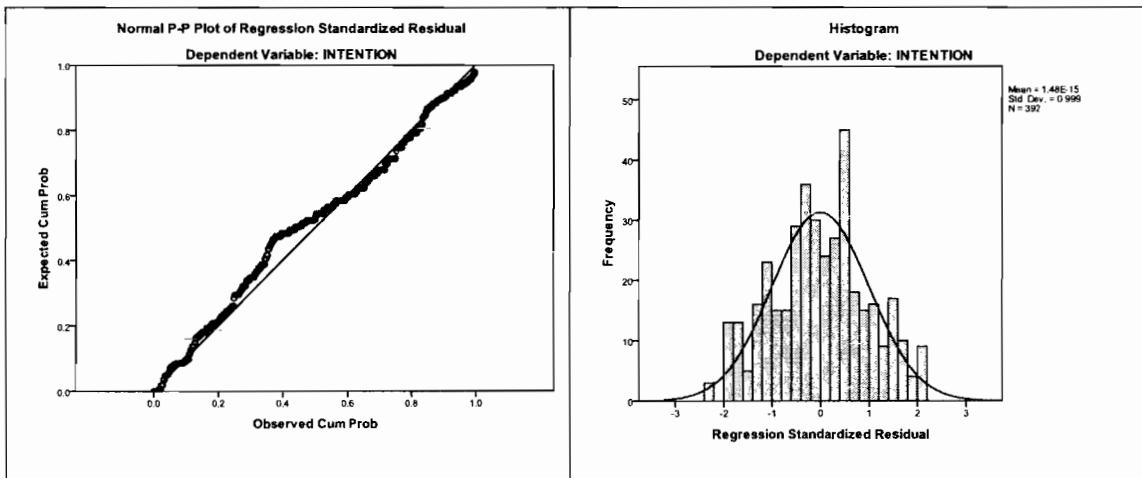
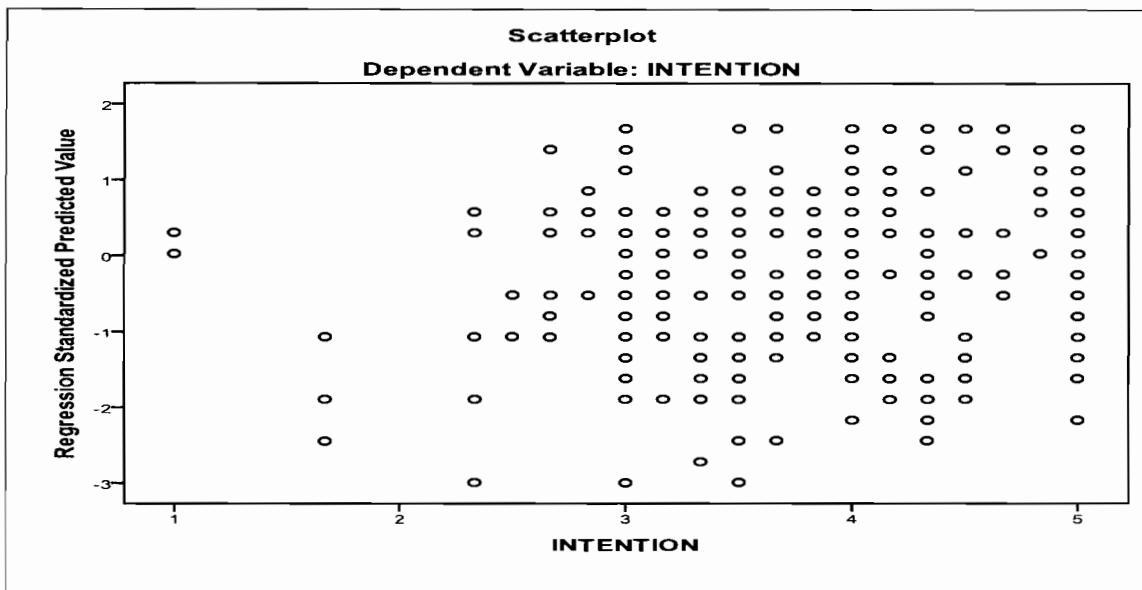


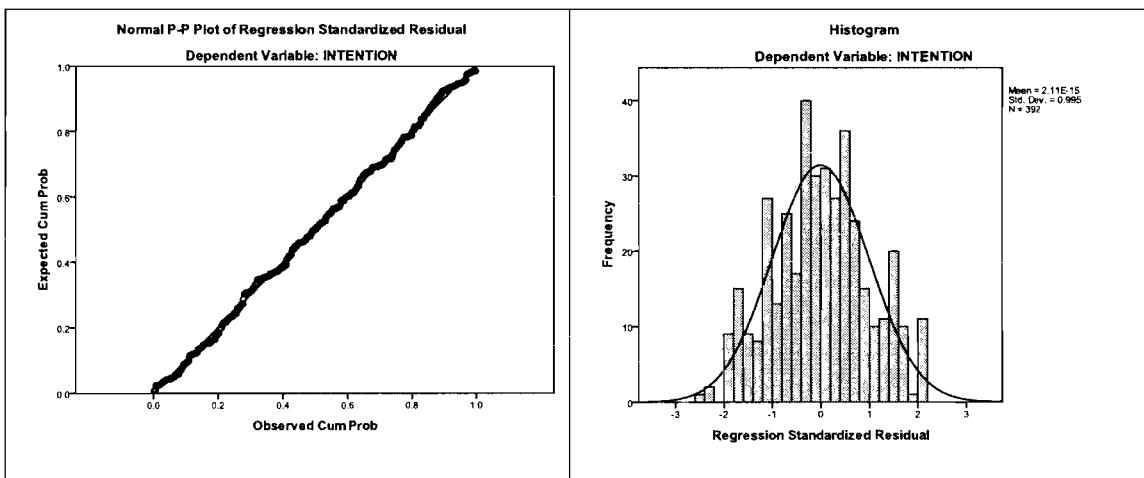
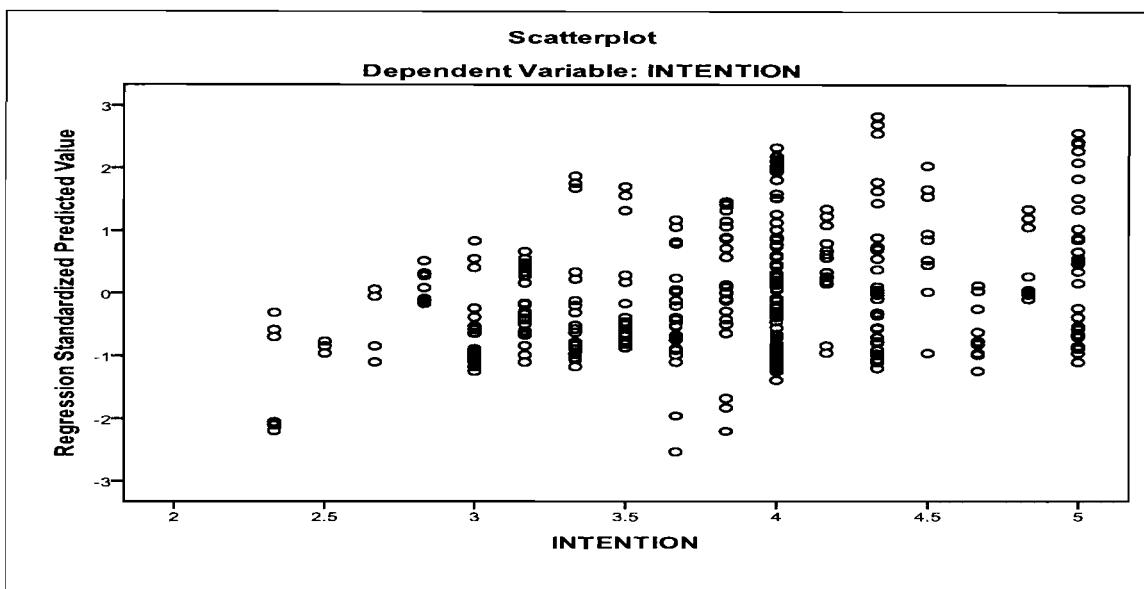


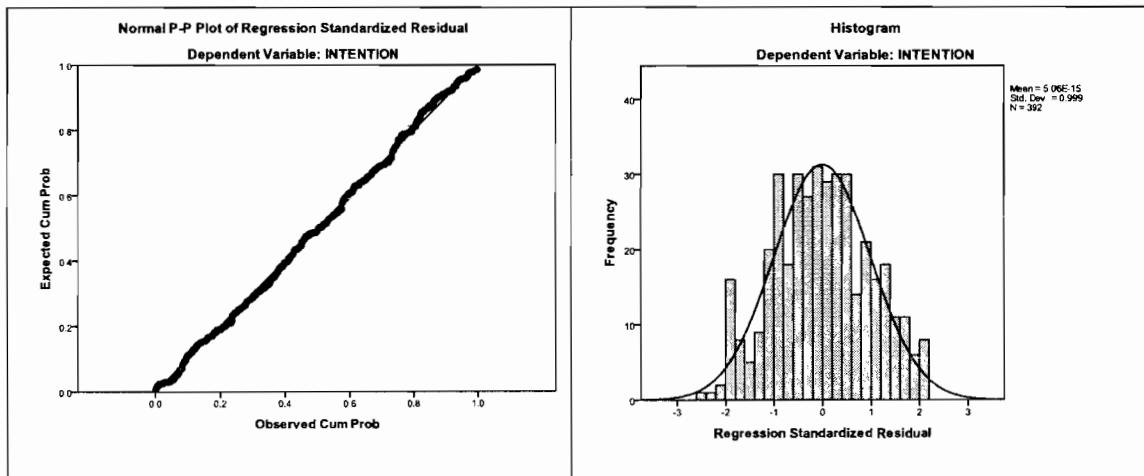
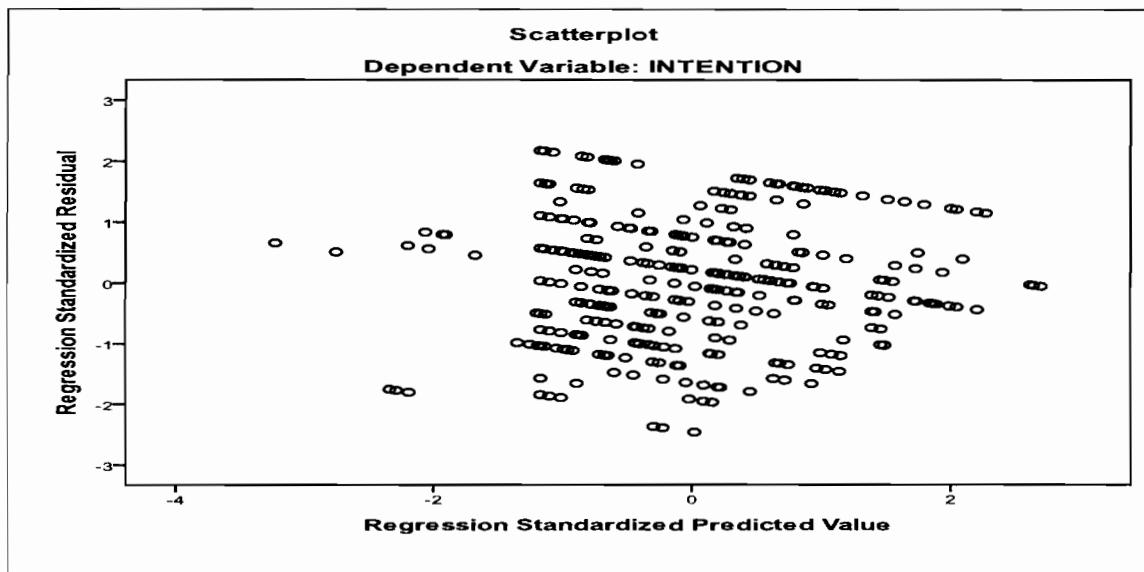


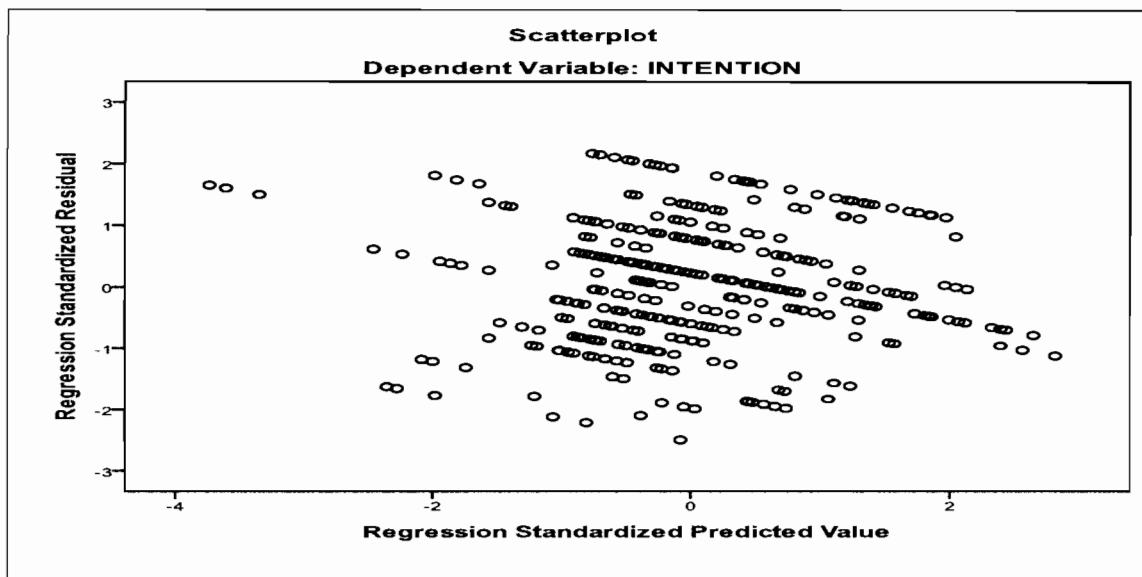












**APPENDIX F**

**CRONBACH ALPHA RELIABILITY**

**TESTS**

## **Reliability**

### **Destination Awareness**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.762	5

#### **Item Statistics**

	Mean	Std. Deviation	N
(AW1) I can recognize Malaysia among other competing destinations	3.72	1.081	405
(AW2) I am aware of Malaysia as tourism destination	3.73	1.087	405
(AW3) Some attributes of Malaysia come to my mind quickly	3.76	.967	405
(AW4) I know Malaysia as tourism destination	3.82	.994	405
(AW5) I don't have difficulty in imagining Malaysia in my mind	3.80	1.069	405

#### **Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
(AW1)	15.11	9.413	.495	.732
(AW2)	15.10	8.495	.661	.669
(AW3)	15.07	10.275	.428	.752
(AW4)	15.01	9.891	.477	.737
(AW5)	15.03	8.929	.594	.695

#### **Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
18.83	13.863	3.723	5

## **Reliability Advertisings**

### **Reliability Statistics**

Cronbach's Alpha	N of Items
.870	6

### **Item Statistics**

	Mean	Std. Deviation	N
(AD1) I like Tourism Malaysia advertising	3.43	.858	405
(AD2) I react favorably to Tourism Malaysia advertising	3.58	.800	405
(AD3) I feel positive towards Tourism Malaysia advertising	3.61	.818	405
(AD4) Tourism Malaysia advertising is good	3.49	.869	405
(AD5) Tourism Malaysia advertising does a good job	3.52	.798	405
(AD6) I am happy with Tourism Malaysia advertising	3.52	.911	405

### **Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
(AD1)	17.72	11.125	.639	.853
(AD2)	17.56	12.083	.502	.875
(AD3)	17.54	10.784	.756	.833
(AD4)	17.66	10.592	.737	.836
(AD5)	17.63	10.843	.768	.832
(AD6)	17.63	10.903	.629	.856

### **Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
21.15	15.516	3.939	6

## **Reliability**

### **Word-Of-Mouth**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.860	5

#### **Item Statistics**

	Mean	Std. Deviation	N
(1) WOM significantly affected my views about Malaysia	3.87	.882	405
(2) WOM revealed things I had not considered about Malaysia	3.79	.905	405
(3) WOM provided some different ideas about Malaysia	3.72	.879	405
(4) WOM helped formulate my ideas about Malaysia	3.83	.840	405
(5) WOM influenced my evaluation about Malaysia	3.60	.969	405

#### **Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
WOM 1	14.94	8.204	.771	.808
WOM 2	15.02	8.542	.666	.835
WOM 3	15.10	9.117	.563	.859
WOM 4	14.99	8.529	.742	.816
WOM 5	15.21	8.258	.661	.837

#### **Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
18.81	12.879	3.589	5

## **Reliability**

### **Leisure and Environmental Attractions**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.883	7

#### **Item Statistics**

	Mean	Std. Deviation	N
(LSR7) The beaches on Malaysia are very nice	3.89	.917	405
(LSR6) There are a lot of nice theme parks in Malaysia	4.20	.818	405
(LSR2) There are lots of natural scenic beauties in Malaysia	4.24	.792	405
Enviro (1) Malaysia has variety of fauna and flora	3.89	.884	405
Enviro (2) Malaysia has beautiful landscapes	4.20	.792	405
Enviro (3) There are beautiful natural parks in Malaysia	3.98	.813	405
Enviro (5) Malaysia is a good relaxing place	4.08	.752	405

#### **Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
(LSR7)	24.58	14.863	.556	.883
(LSR6)	24.27	14.603	.698	.863
(LSR2)	24.23	14.460	.756	.856
Enviro (1)	24.58	14.418	.660	.868
Enviro (2)	24.27	14.911	.670	.866
Enviro (3)	24.49	14.488	.725	.859
Enviro (5)	24.39	15.208	.659	.868

## **Reliability**

### **Shopping**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.914	6

#### **Item Statistics**

	Mean	Std. Deviation	N
Shopping (1) There are many modern shopping malls in Malaysia	3.50	.816	405
Shopping (2) There are many interesting events in Malaysia	3.54	.781	405
Shopping (3) Malaysia is a cosmopolitan country	3.50	.753	405
Shopping (4) There are a wide variety of products available in Malaysia	3.58	.785	405
Shopping (5) The price of products in Malaysia is reasonable	3.63	.824	405
Shopping (6) The quality of products in Malaysia is very good	3.52	.779	405

#### **Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Shopping (1)	17.76	11.504	.635	.915
Shopping (2)	17.73	11.030	.780	.895
Shopping (3)	17.77	10.847	.862	.884
Shopping (4)	17.68	10.875	.812	.890
Shopping (5)	17.63	11.169	.698	.907
Shopping (6)	17.75	11.080	.772	.896

#### **Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
21.26	15.690	3.961	6

## Reliability

### Value for Money

#### Reliability Statistics

Cronbach's Alpha	N of Items
.889	5

#### Item Statistics

	Mean	Std. Deviation	N
PQ_Price(1) reasonable prices of food and accommodation in Malaysia	3.38	.843	405
PQ_Price(2) Malaysia is a value for money destination	3.42	.698	405
PQ_Price(3) Malaysia has a high quality of infrastructure	3.47	.729	405
PQ_Price(4) Malaysia has a well-developed transport system	3.36	.840	405
PQ_Price(5) Taxi fare in Malaysia is reasonable	3.43	.737	405

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PQ_Price(1)	13.68	6.427	.739	.863
PQ_Price(2)	13.63	7.160	.710	.870
PQ_Price(3)	13.59	6.995	.719	.867
PQ_Price(4)	13.70	6.666	.675	.879
PQ_Price(5)	13.62	6.626	.825	.843

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.05	10.299	3.209	5

## Reliability

### Safe Destination

#### Reliability Statistics

Cronbach's Alpha	N of Items
.896	7

#### Item Statistics

	Mean	Std. Deviation	N
PQ_Safety (3) Malaysia is clean country	3.72	.823	405
PQ_Safety (2) Malaysia is a safe place to visit	3.65	.829	405
PQ_Safety (4) Malaysia has low level of crime	3.33	.759	405
Politcal (1) Malaysia is a politically stable country	3.61	.870	405
Politcal (2) Malaysia is a progressive country	3.68	.767	405
Politcal (3) Malaysia is an orderly country	3.76	.794	405
Enviro (4) Malaysia is a peaceful place	3.90	.847	405

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Safety (3)	21.93	14.757	.719	.878
Safety (2)	21.99	14.799	.704	.880
Safety (4)	22.32	16.094	.544	.897
Politcal (1)	22.03	14.435	.724	.878
Politcal (2)	21.96	15.021	.735	.877
Politcal (3)	21.89	14.757	.753	.874
Enviro (4)	21.75	14.684	.706	.880

## **Reliability**

### **Food Culture**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.898	4

#### **Item Statistics**

	Mean	Std. Deviation	N
PQ_Food (1) Food is exotic in Malaysia	3.55	.718	405
PQ_Food (2) There are wide selection of restaurants in Malaysia	3.53	.749	405
PQ_Food (3) Arabic Restaurants are available in Malaysia	3.54	.718	405
PQ_Food (6) Food premises in Malaysian are clean	3.53	.736	405

#### **Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PQ_Food (1)	10.61	4.135	.645	.913
PQ_Food (2)	10.62	3.721	.779	.866
PQ_Food (3)	10.61	3.842	.773	.868
PQ_Food (6)	10.62	3.508	.902	.819

#### **Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
14.15	6.536	2.557	4

## **Reliability**

### **Suitable Destination**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.856	3

#### **Item Statistics**

	Mean	Std. Deviation	N
(LSR8) Malaysia is a suitable destination for family	4.04	.917	405
(LSR10) Malaysia is a suitable destination for business men (MICE)	4.05	.894	405
(LSR12) Malaysia is a suitable destination for health tourism	4.04	.899	405

#### **Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
(LSR8)	8.10	2.513	.808	.721
(LSR10)	8.08	2.892	.661	.860
(LSR12)	8.09	2.744	.722	.805

#### **Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.14	5.702	2.388	3

## Reliability

### Cultural Environment

#### Reliability Statistics

Cronbach's Alpha	N of Items
.819	3

#### Item Statistics

	Mean	Std. Deviation	N
Culture_enviro (1) There are a lot of cultural attractions in Malaysia	3.49	.740	405
Culture_enviro (2) There are interesting cultural activities in Malaysia	3.45	.738	405
Culture_enviro (3) There are a lot of unique heritage building in Malaysia	3.46	.746	405

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Culture_enviro (1)	6.92	1.577	.811	.603
Culture_enviro (2)	6.95	1.926	.567	.854
Culture_enviro (3)	6.94	1.779	.652	.771

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.40	3.633	1.906	3

## **Reliability**

### **Local Hospitality**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.891	4

#### **Item Statistics**

	Mean	Std. Deviation	N
LP1. Local people are friendly in Malaysia	3.66	.905	405
LP2. Local people are courteous in Malaysia	3.60	.753	405
LP3. Local people are honest in Malaysia	3.45	.797	405
LP4. Local people are helpful in Malaysia	3.37	.768	405

#### **Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LP1.	10.43	4.191	.773	.859
LP2.	10.48	4.671	.811	.844
LP3.	10.63	4.624	.764	.859
LP4.	10.72	4.877	.710	.878

#### **Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
14.09	7.876	2.806	4

## Reliability

### Communication and Language

#### Reliability Statistics

Cronbach's Alpha	N of Items
.866	3

#### Item Statistics

	Mean	Std. Deviation	N
PQ_Comm(1) Many people speak English language	3.29	.797	405
PQ_Comm(2) It's easy to communicate with the local residents	3.30	.819	405
PQ_Comm(3) There are few problems with communication	3.31	.790	405

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PQ_Comm(1)	6.60	2.007	.852	.710
PQ_Comm(2)	6.59	2.376	.603	.940
PQ_Comm(3)	6.59	2.115	.796	.765

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.89	4.567	2.137	3

## Reliability

### Islamic Elements

#### Reliability Statistics

Cronbach's Alpha	N of Items
.843	3

#### Item Statistics

	Mean	Std. Deviation	N
Islam (1) It's easy to find a <i>Halal</i> food in Malaysia	3.96	.886	405
Islam (2) Mosques are everywhere in Malaysia	3.95	.890	405
Islam (3) Majority of Malaysian are Muslims	3.96	.899	405

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Islam (1)	7.92	2.874	.594	.886
Islam (2)	7.92	2.615	.708	.781
Islam (3)	7.91	2.341	.834	.652

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.87	5.444	2.333	3

## **Reliability**

### **Tourist's Information and Services Availability**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.783	3

#### **Item Statistics**

	Mean	Std. Deviation	N
(LSR3) There are many packaged tours available in Malaysia	3.82	.869	405
(LSR4) The tourists information is available in Malaysia	3.65	.847	405
(LSR5) The tourist services are available in Malaysia	3.77	.750	405

#### **Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
(LSR3)	7.42	2.047	.584	.750
(LSR4)	7.60	1.900	.701	.613
(LSR5)	7.47	2.344	.588	.743

#### **Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
11.25	4.256	2.063	3

## Reliability

### Pleasant Atmosphere

#### Reliability Statistics

Cronbach's Alpha	N of Items
.754	3

#### Item Statistics

	Mean	Std. Deviation	N
Enviro (6) Malaysia has a pleasant weather	3.76	.891	405
Enviro (7) Malaysia has restful atmosphere	3.79	.871	405
PQ_Food (4) Malaysia offered great choices of tasty food	3.45	.784	405

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Enviro (6)	7.24	1.900	.676	.555
Enviro (7)	7.20	1.924	.692	.536
PQ_Food (4)	7.55	2.699	.405	.849

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.00	4.356	2.087	3

