

How do Motivation, Pre-Visit Information Search and Destination Image affect Post-Visit Behavioural Intention?

The case of an island destination

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Abstract

The purpose of this study is to examine tourists' pre and post visit behaviours in Kinmen and the change of their perceived destination image about the place. Questionnaire interview was used to survey international tourists to Kinmen, Taiwan. The relevant survey was based on a self-administered questionnaire that finally generated 563 responses out of initially 610 questionnaires that were distributed. Thus, the return rate was 94%. The results indicate that pre-visit behaviour (comprised of motives, information search, and destination image) can influence post-visit behavioural intention directly and through decision making. Decision making also possess direct impact on post-visit behavioural intention, but has no mediating effect. The study has also indicated that certain socio-demographic variables possess significant influence on tourists' pre-visit behaviours. Firstly, young and non-married respondents with less monthly salary are more likely to visit Kinmen for learning motives. Secondly, education level is the strongest predictor for tourists' information search behaviours. Finally, socio-demographic variables possess little impact on destination image.

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Keywords: destination image; decision making; information search; motives

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Introduction

Understanding the factors that serve as

antecedents of post-visit behavioural intention of choosing a travel destination can be very

beneficial both for tourism destinations marketing and management (Lam & Hsu, 2006). It is true that decision making process for visiting a tourism destination and more specific the analysis of revealing the factors influencing (re)visit intentions are quite challenging (Vassiliadis *et al.*, 2013; Chi & Qu, 2008). In this endeavour of capturing most of tourists' behavioural aspects many models have been proposed and applied based on consumer behaviour theories and research frameworks (Lin, 2013; Assaker *et al.*, 2011; Han & Kim, 2010; Hung & Petrick, 2012; Li *et al.*, 2010; Kuo *et al.*, 2011; Bigne *et al.*, 2009; Lee *et al.*, 2007; Hutchinson *et al.*, 2007; Sirakaya & Woodside, 2005; Um *et al.*, 2006; George & George, 2004; Anton *et al.*, 2007; Castro *et al.*, 2007; Bagozzi, 1992). Some examples of these models are the ones associated with the Theory of Reasoned Action, the Theory of Planned Behaviour, and the Motivation-Opportunity-Ability framework (Fishbein & Ajzen, 1975; Ajzen, 1991; MacInnis & Jaworski, 1989).

The survey of 2010 domestic travelling conducted by Taiwan's Tourism Bureau has indicated that 93.9% of Taiwanese citizens commenced in tourism activities at an average rate of 6.08 times per year (*tpy*), increased by 1.23 tpy compared to the relevant 2009 figure. This number is equivalent to 1.2 hundred million tourists per year, which corresponds to a 26.5% growth compared to 2009. In 2010, 79% of domestic travelling was promoted by tourism related motives and 88% of them chose to plan their trip on their own. Approximately 63% of domestic tourists visit a destination in the vicinity of their residence. It is also evident in that report that most domestic tourists have visited Northern Taiwan, whereas peripheral islands such as Kinmen receive only 0.4% of total domestic tourists. This means that the tourism potential of Kinmen is yet to be developed. Therefore, it is important to understand how to communicate in a more effective way with that market and how domestic tourists view Kinmen as a tourism destination (Fotiadis *et al.*, 2014). The purpose of this study is then to understand tourists' pre-visit information search and decision making behaviour in Kinmen. Furthermore, the study

examines the pre and post-visit destination image of the tourists.

Literature Review

Socio-demographic variables and pre-visit behaviours

Hedlund, Marell, and Gärling(2012) assert that a strong relationship exists between socio-demographic variables and consumer behaviours. Other researchers (Berman & Evans, 1995) supported that socio-demographics can influence individual's problem recognition phase of decision making and thereby shape their motivations(Carneiro & Eusébio, 2012) for shaping certain product or service preference.

Another interesting aspect arises when people plan their trip; socio-demographics often play an important role in their preference of information source (Lo, Cheung, & Law, 2004). The information search variables can affect what source people choose and how they conduct their search (Fodness & Murray, 1999).

Moreover, the connection between tourists' socio-demographics and destination image was largely researched by Prayag (2012). It has been claimed that socio-demographic variables greatly determine people's perceptions (Baloglu & McCleary, 1999).

Pre-visit behaviours and decision making process

It has been supported that motive is the internal push factor that actually initiates the desire of the individual to engage in tourism activity in order to satisfy various needs (Schiffman & Leslie, 2000). This study adopts the measurement instrument developed by Beard and Ragheb (1983) that was further modified to accommodate the special destination characteristics of Kinmen. Tourists' motive dimension is comprised of physical, psychological, education and culture, social interaction, and self-development elements. These motives determine how individuals evaluate various destination choices and make their final decision. Dann (1981), Yuan and McDonald (1990), as well as Pearce and Lee (2005) supported that self-development, novelty, relationship and relaxation & escape

are the core travel motivational factors. Additionally, Dunn Ross and Iso-Ahola (1991) claimed that tourists' motivational factors mainly consist of self-determination, sense of competence, challenge, learning, exploration and relaxation. Therefore, it is derived that self-development, relaxation, learning, and exploration are widely accepted as core factors of motivation.

Information search is well known in the area of consumer behaviour (Stigler, 1961) and it basically supports that consumers will continue to allocating resources for search until the utility gained from the search exceeds the relevant cost (Money and Crotts, 2003). Fodness and Murray (1999) recognize the supportive and decisive role that information plays on decision making process. It is also considered as the second stage of consumer decision process at the EBM model (Engel, Miniard, & Blackwell, 2001) and it has been referred to be of great interest when exploring tourists' consumer behaviour (Xiang and Gretzel, 2010; Goossens, 2000; Dimanche and Havitz, 1995). In the tourism industry there are four types of information search that have been suggested by various scholars (Kerstetter and Cho, 2004; Crotts, 1999; Fodness and Murray, 1998): passive search, active search, prior experience and word-of-mouth advice. Passive search refers to mass media advertising used by tourism suppliers to communicate with general public (Moorthy *et al.*, 1997). Active search refers to communication channels that tourists who are interested can access the information when they need to, such as Internet, blog, travel magazine, etc. (Kim *et al.*, 2007). Tourists may use their or other people's past experience as guidance for information search (Lehto *et al.*, 2006). Additionally, word-of-mouth in its traditional form, as well as in the modern electronic form through internet and particularly via social media has been referred to be an important source for information search (Gursoy and McCleary, 2004; Litvin *et al.*, 2008). In our case, given the fact that the field research study took place in Kinmen, an island that receives small portion of total domestic tourism of Taiwan, there are many uncertainties regarding destination choice, transportation methods, and other considerations compared to other tourism

destinations of Taiwan. It is reasonable to ascertain that tourists turn over certain amount of their attention to pre-visit information search in order to minimize the risks of unexpected trouble during their travel (Jang, 2005). The current study has adopted the model proposed by Fodness and Murray (1999) and has categorized information search into search source limit, search time limit, and search routine.

Destination image is another construct considered as a key component in determining destination choice (Baloglu & Mangaloglu, 2001; Kamenidou *et al.*, 2009; Pike, 2002). It is regarded as the subjective mental interpretation of beliefs, feelings and actions towards a destination (Agapito *et al.*, 2013; Lai and Li, 2012; Žabkar *et al.*, 2010). Leisen (2001) asserted that destination image helps tourists in their evaluation and decision making process. Tourists' personal experiences and their relevant information search helps them to form their perceptions of destination image that not only attract people to visit a destination, but also contribute to their willingness for repeat visitation (Fakeye & Crompton, 1991).

The antecedents of post-visit behaviours

Engel *et al.* (2001) proposed that post-consumption evaluation is the stage where customers decide whether they are satisfied or dissatisfied with the goods possessed or services received. The consistency between customer expectation and post-consumption evaluation yields positive satisfaction, but failure of the products to meet customers' expectations will result in dissatisfaction. In general, customers incorporate the consumption experiences and satisfaction in their future decision making. Furthermore, customers tend to reciprocate the satisfaction by certain loyalty behaviours, such as repeat purchasing as well as advocating the products within their social environment.

Satisfaction is often being used as an indicator for evaluating tourists' experiences and measuring the quality of tourism product. Baker and Crompton (2000) point out that satisfaction is formed by tourists' personal interaction with the attributes of a destination. The pre-visit information search through advertising,

brochures, and word-of-mouth recommendations helped in forming an expectation which is subsequently evaluated against the actual experiences towards assessing satisfaction (Akama & Kieti, 2003). This study also adopts the views of scholars with respect to satisfaction, as an aspect of post-visit behaviour that is measured by the gaps between expectation and actual experiences. Engel *et al.* (2001) have supported that behavioural intention is an individual's subjective judgment for future actions comprised of cognition, affection and intention.

Behavioural intention gradually consolidates to attitude which affects how one behaved. In marketing sense, the degree of satisfaction is a key contributor for repeat purchase and other loyalty behaviours.

On the basis of the variable relationships constructed in the research framework and the previous literature that was reviewed, the following hypotheses are offered:

Sampling Methods and Survey

The field research location is the island of Kinmen at the West of Taiwan. The

H₁

- H₁₋₁: Tourists' socio-demographics affect their motivation.
- H₁₋₂: Tourists' socio-demographics affect their information search behaviours.
- H₁₋₃: Tourists' socio-demographics affect their destination image.

H₂

- H₂₋₁: Tourists' motives affect their decision making.
- H₂₋₂: Tourists' information search affects their decision making.
- H₂₋₃: Tourists' destination image affects their decision making.

H₃

- H₃₋₁: Tourists' motives affect their post-visit behavioural intention.
- H₃₋₂: Tourists' information search affects their post-visit behavioural intention.
- H₃₋₃: Tourists' destination image affects their post-visit behavioural intention.

H₄

Tourists' decision making affects their post-visit behavioural intention.

H₅

- H₅₋₁: Tourists' decision making is a mediator between their motives and post-visit behavioural intention.
- H₅₋₂: Tourists' decision making is a mediator between their information search and post-visit behavioural intention.
- H₅₋₃: Tourists' decision making is a mediator between their destination image and post-visit behavioural intention.

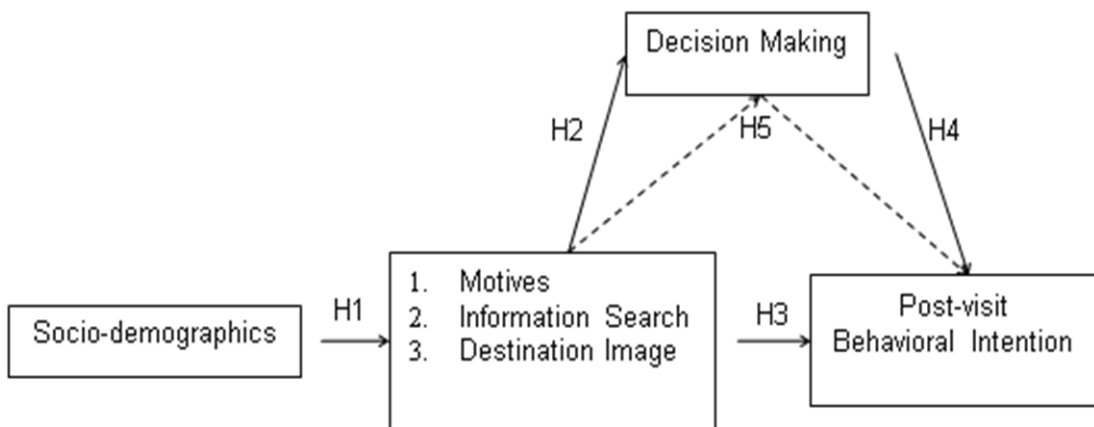


Figure 1. *The Research Framework*

researchers have travelled as individual tourists and interviewed other travellers during their trips. This procedure took place on ferries connecting mainland Taiwan with Kinmen island in both directions. Two 3-member-teams comprised of field researchers were asking every third passenger entering first class and economy class lounges of the ships to fill out the questionnaire. Given that decision making is a vital part of the research theme, the researchers have targeted travellers of 15 years of age and older that can actually make a decision for themselves concerning their vacations destination. The field research took place in two stages. The first stage was commenced in February 2012. The second survey was carried out between March and April 2012. Then, 596 questionnaires were finally gathered out of 610 tourists that were approached in total, resulting to a 97.7% return rate. After collecting the questionnaires, it was detected that some of them were almost totally incomplete due to lack of time or late refusal to complete the questionnaire on behalf of the respondents. Thus, a total of 563 valid questionnaires have been confirmed to be usable.

Questionnaire design

The questionnaire has been designed based on loans from literature review and is comprised of six parts: (1) decision making, (2) motivation, (3) information search, (4) destination image, (5) post-visit behavioural intention, and (6) socio-demographic information. The first and last sections of the questionnaire are comprised of ordinal, nominal, and open-ended questions. The main section related to the model's variables is comprised solely of 5- point Likert scale type questions.

Data Analysis

Sample Characteristics

The survey resulted to a collection of 563 valid responses, where 305 from female (54.17%) and 258 from male (45.83%) interviewees. Moreover, the sample is comprised of 266 (47.25%) non-married respondents and 297 (52.75%) married ones. The majority of respondents are between the ages of 20 to 59 years old, counting approximately for 70% of

the sample. Five of the respondents (0.89%) are under 19 years old and 7 of them (1.24%) over 70 years old. There are 141 respondents (25.04%) between the age of 20 and 29, 153 respondents (27.18%) between 30 and 39 years old, 104 respondents (18.47%) between 40 and 49 years old, and 120 respondents (21.31%) between the age of 50 and 59.

Testing Hypothesis H_1

Hypothesis H_1 is to investigate the impact of socio-demographic variables on various pre-visit behaviours. Hypotheses 1-1, 1-2, and 1-3 were tested using an independent sample t-test and ANOVA, as presented on Tables 1, 2 and 3.

As mentioned before, the construct of motives has been analysed into four sub-dimensions namely self-development, relaxation, learning, and exploration. Data analysis indicates that female respondents tend to possess a slightly higher level of motivation than males do with respect to the first three dimensions of motives (Table 1). However, only one case of mean difference is statistically significant where female respondents are more interested in relaxation motive ($t=-2.218^*$). In terms of marital status, non-married respondents are more likely to be motivated by learning dimension of motivation than singles ($t=3.318^*$). Respondents' monthly income also seems to exert a significant influence on only one category of motives, namely learning. In detail, the post-hoc (Scheffe) test has shown that respondents with a monthly income of NT\$ 65,000 or less are more likely to be motivated by their learning needs in comparison to respondents that earn NT\$ 95,001 or more per month. Age also affects significantly tourists' learning motive. In particular, respondents that are younger than 29 years old are more likely to be motivated by their learning motive than respondents between 40 and 49 years of age. Moreover, it is revealed that tourists' level of education does not significantly influence the four sub-dimensions of motives. As a whole, data analysis has shown that H_{1-1} is partially supported by the empirical data.

Table 1. Socio-demographic Variables and Motives

Motives	Self development	Relaxation	Learning	Exploration
<i>Average</i>	3.455	4.134	4.044	4.108
<i>Gender</i>				
(a)Male (258)	3.443	4.076	4.017	4.112
(b)Female (305)	3.465	4.184	4.066	4.104
t-value	-0.388	-2.218*	-0.836	0.168
Mean difference	-	b>a	-	-
<i>Marital Status</i>				
(a)Single (266)	3.456	4.151	4.143	4.155
(b)Married (297)	3.455	4.119	3.955	4.066
t-value	0.013	0.653	3.318*	1.714
Mean difference	-	-	a>b	-
<i>Monthly Income in NT\$</i>				
(a) 35,000or less (260)	3.470	4.141	4.119	4.106
(b) 35,001~50,000(132)	3.512	4.189	4.057	4.178
(c) 50,001~65,000(75)	3.433	4.179	4.100	4.108
(d) 65,001~80,000(39)	3.361	3.959	3.833	4.026
(e) 80,001~95,000(27)	3.401	4.170	3.889	4.130
(f) 95,001 or more (30)	3.302	3.910	3.600	3.900
F-value	0.733	1.976	4.463*	1.175
Scheffe	-	-	a,b,c>f	-
<i>Age</i>				
(a) 29 or less (146)	3.447	4.177	4.188	4.171
(b) 30-39(153)	3.441	4.161	4.042	4.098
(c) 40-49(104)	3.436	4.134	3.933	3.981
(d) 50 or more(160)	3.490	4.070	3.984	4.142
F-value	0.204	1.024	3.577*	2.177
Scheffe	-	-	a>c	-

Note: * $p < 0.05$; () no. of respondents; 1 USD=30NT\$

Testing of H_{1-2} has provided some interesting results that are summarized on Table 2. As aforementioned, four types of information search that have been reported including passive source, active source, past experience, and word of mouth. The results indicate that gender only exert a significant influence on word-of-mouth. Female respondents are more likely to use word-of-mouth as a source of information ($t=-2.810^*$). In terms of marital status, non-married tourists are more likely to use active source to search for information

($t=2.099^*$). Monthly income and age exert no statistically significant influence on information search behaviours. On the other hand, the level of tourists' education significantly affects active information sourcing, past experience and word-of-mouth communication. In particular, respondents with higher level of education is more likely to relied on active source for information, while lower education level respondents tend to use their past experience and word of mouth. Therefore, hierarchical analysis of data supports H_{1-2} only partially.

Table 2. Socio-demographic Variables and Information Search

Information Search	Passive source	Active source	Past experience	Word of mouth
<i>Average</i>	3.575	3.864	3.116	3.942
<i>Gender</i>				
(a)Male (258)	3.555	3.854	3.175	3.860
(b)Female (305)	3.591	3.873	3.066	4.012
t-value	-0.617	-0.335	1.350	-2.810*
Mean difference	-	-	-	b>a
<i>Marital Status</i>				
(a)Single (266)	3.543	3.924	3.083	3.932
(b)Married (297)	3.603	3.810	3.145	3.951
t-value	-1.026	2.099*	-0.772	-0.352
Mean difference	-	a>b	-	-
<i>Education Level</i>				
(a) High school or less (134)	3.629	3.742	3.284	4.078
(b) Junior college (118)	3.612	3.809	3.123	3.898
(c) University (311)	3.537	3.938	3.040	3.900
F-value	1.033	4.810*	3.039*	4.081
Scheffe	-	c>a	a>c	a>c

Note: * $p < 0.05$; () no. of respondents; 1 USD \approx 30NT\$

Table 3. Socio-demographic Variables and Destination Image

Destination Image	Accessibility and comfort	Entertainment	History and culture
<i>Average</i>	4.035	3.654	4.183
<i>Gender</i>			
(a)Male (258)	4.058	4.035	3.696
(b)Female (305)	4.035	3.603	4.183
t-value	0.013	-1.408	-0.015
<i>Marital Status</i>			
(a)Single (266)	4.086	3.702	4.226
(b)Married (297)	3.989	3.610	4.145
t-value	1.966*	1.387	1.654
Mean difference	a>b	-	-

Note: * $p < 0.05$; () no. of respondents; 1 USD \approx 30NT\$

The third part of hypothesis H_1 is devoted to examining the influence of socio-demographic variables on tourists' perceived destination image. As indicated on Table 3, only marital status significantly affects tourists' accessibility

and comfort aspect of destination image. Singles are more likely to express a high evaluation on the destination's accessibility and comfort ($t=1.966^*$) than tourists that are married. Therefore, H_{1-3} is partially supported.

The Impacts of Motives

The impacts of motives on decision making (H_{2-1}), post-visit behavioural intention (H_{3-1}), and the mediating effect (H_{5-1}) were tested employing hierarchical regression analysis. The first group of relationships, concerning sub-models 1-1, 1-2 and 1-3 examine possible influences of tourists' motives on their decision making. Data analysis ($R^2=0.053$, $F=7.580$, $p<0.001$) indicates that the causal relationship between motives and decision making is statistically significant. In detail, self-development and relaxation motive sub-dimensions tend to have a positive impact on tourists' decision making including their repeat visitation, days spent at destination, and expenditure. On the other hand, motives have no significant impact on the days spent by tourists in Kinmen island. Therefore, H_{2-1} is partially supported.

Statistical analysis related to model 2 is presented on Table 4 and it indicates that

motives significantly affect tourists' post-visit or revisit behavioural intention ($R^2=0.201$, $F=34.262$, $p<0.001$). Therefore, H_{3-1} is confirmed.

Model 3 related statistics included on Table 4 examine hypothesis H_{5-1} , assuming that tourists' decision making is a mediator between their motives and post-visit behavioural intention. Summary statistics of model 3 ($R^2=0.214$, $F=21.022$, $p<0.001$) indicates that both motives and related decision making exert a strong influence on tourists' post-visit behavioural intention as it has been determined previously. A comparison of the indices for models 2 and 3 reveals that β values of motives have not decreased and at the same time the R^2 value has increased from 0.201 to 0.214. Therefore, a mediating effect cannot be statistically supported, meaning that H_{5-1} is rejected.

Table 4. Hierarchical Regression to test the possible Impacts of Motives

Independent Variables	Dependent Variable					
	No. visit	Days visit	Expenditure	Behavioural intention	Behavioural intention	
	model 1-1	model 1-2	Model 1- 3	model 2	model 3	
	B	β	β	β	β	
(Constant)						
Motives	Self development	0.159*	0.073	0.138**	0.101*	0.102*
	Relaxation	0.135*	0.055	0.076	0.138*	0.135*
	Learning	-0.146*	0.066	-0.106	0.185*	0.180*
	Exploration	-0.188*	-0.038	-0.098	0.146*	0.150*
Decision Making	No. visit					0.067
	Days visit					0.042
	Expenditure					-0.107*
Summary of model	R^2	0.053	0.020	0.023	0.201	0.214
	Adjusted R^2	0.046	0.012	0.016	0.195	0.203
	F	7.580*	2.720*	3.271*	34.262*	21.022*
	ΔR^2	-	-	-	0.201	0.013
	ΔF	-	-	-	34.262*	2.892*

Note: * $p<0.05$

Table 5. Hierarchical Regression to test the possible Impacts of Information Search

Independent Variables		Dependent Variable				
		No. visit	Day visit	Expenditure	Behavioural intention	Behavioural intention
		model 1-1	model 1-2	Model 1- 3	model 2	model 3
		β	β	β	β	β
(Constant)						
Information Search	Passive source	0.137*	0.031	0.110	0.068	0.072
	Active source	-0.106	0.111*	-0.109*	0.280*	0.264*
	Past experience	0.040	0.004	0.147*	-0.066	-0.053
	Word of mouth	0.024	-0.069	-0.001	0.245*	0.249*
Decision Making	No. visit					0.036
	Day visit					0.077
	Expenditure					-0.101*
Summary of model	R ²	0.019	0.015	0.038	0.227	0.239
	Adjusted R ²	0.011	0.007	0.031	0.222	0.229
	F	2.578*	2.020	5.416*	40.194*	24.402*
	ΔR^2	-	-	-	0.227	0.012
	ΔF	-	-	-	40.194*	2.813*

Note: * $p < 0.05$

The impacts of information search

The impacts of information search on decision making (H_{2-2}), post-visit behavioural intention (H_{3-2}), and the mediating effect (H_{5-2}) were also tested using hierarchical regression analysis. As explained earlier, four types of information search behaviours were used as independent variables and decision making behaviours as dependent variables. As indicated on Table 5, the summary of statistics for model 1-1 ($R^2=0.019$, $F=2.578$, $p<0.05$) supports that it is statistically significant suggesting that information search behaviours affect tourists' repeat visitation. As whole, results present that H_{2-2} is only partially supported.

Hypothesis H_{3-2} has been included in this study in order to examine the causal relationship between information search and post-visit behavioural intention. As indicated in model 2 of Table 5, the causal relationship between the two variables is significant ($R^2=0.227$,

$F=40.194$, $p<0.001$). Thus, H_{3-2} is confirmed by data analysis.

Finally, the mediating effect of decision making on information search and post-visit behavioural intention is examined by using hierarchical regression. It is derived that similarly to model 2 related statistical analysis, the summary of statistics for model 3 is also significant ($R^2=0.239$, $F=24.402$, $p<0.001$). What is more, a comparison of the β values for models 2 and 3 does not show a statistically significant decline and at the same time R^2 values for these two models increase from 0.227 to 0.239. Consequently, the mediating effect is not confirmed and therefore H_{5-2} is not supported.

The impacts of destination image

The investigations of the impacts exerted from destination image on decision making (H_{2-3}), post-visit behavioural intention (H_{3-3}), as well as

image's involvement in the mediating effect with decision making (H_{5-3}), are considered to be of crucial importance. Destination image attributes have been grouped into three dimensions, namely accessibility & comfort, entertainment, and history & culture. Statistical analysis for models 1-1, 1-2, and 1-3 (Table 6) is related to the examination of H_{2-3} . The summary of statistics for models 1-1 and 1-2 ($R^2=0.014$; $F=2.650$; $p<0.05$) indicates significant causal relations between destination image and decision making. Further examination of the β values reveals that "Do It Yourself" (DIY) tourists did not visit Kinmen for its entertainment attributes.

Then, model 2 of table 6 has been constructed to test H_{3-3} . The relevant model summary ($R^2=0.239$, $F=57.933$, $p<0.001$) indicates a strong relationship between destination image and post-visit behavioural intention.

Hierarchical regression has been also employed to reveal any mediating effects of

decision between destination image and post-visit behavioural intention. Model 3 statistics summary depicted on Table 6 indicates a significant causal relationship between destination image and post-visit behavioural intention ($R^2=0.248$, $F=30.229$, $p<0.001$). However, β values of two models are quite similar and the R^2 values increase from 0.239 to 0.248, suggesting that the mediating effect of decision making is not supported. Based on this result and the previous evidence, the study can conclude that decision making does not serve as a mediator between pre and post visit behaviours.

A last interesting relationship concerns decision making and post-behavioural intention. Analysis for model 3 investigating antecedents of behavioural intention (Tables 4, 5 and 6) provides us with the following conclusion: in all three alternatives of post-behavioural intention modelling there are strong direct causal and statistically significant relationships between decision making and post-behavioural

Table 6. Hierarchical Regression to test the possible Impacts of Destination Image

Independent Variables		Dependent Variable				
		No. visit Model 1-1	Day visit model 1-2	Expenditure Model 1- 3	Behavioural intention model 2	Behavioural intention model 3
		β	β	β	β	β
(Constant)						
Destination Image	Accessibility and comfort	0.096	0.183*	-0.017	0.391*	0.378*
	Entertainment	-0.164*	-0.085	-0.018	-0.067	-0.058
	History and culture	0.047	0.012	0.023	0.199*	0.199*
Decision Making	No. visit					0.043
	Day visit					0.043
	Expenditure					-0.095*
Summary of model	R^2	0.014	0.020	0.001	0.239	0.248
	Adjusted R^2	0.009	0.014	-0.005	0.235	0.239
	F	2.650*	3.705*	0.147	57.933*	30.229*
	ΔR^2	-	-	-	0.239	0.009
	ΔF	-	-	-	57.933*	2.160

Note: *** $p<0.001$, ** $p<0.01$, * $p<0.05$

intention. Thus, H_4 is confirmed by data analysis.

A summary of all results is presented on Table 7.

Conclusions and Suggestions

Concluding remarks

The results indicate that pre-visit factors (motives, information search, and destination image) exert some significant influence on tourists' decision making and post-visit behavioural intention, also confirmed by Moutinho (1987), Cai *et al.* (2004), Li *et al.* (2010) and Murphy *et al.* (2007).

Some of the socio-demographic variables significantly impact pre-visit behavioural factors, thus confirming other studies of Yuan *et al.* (2008), Su and Wall (2009), Mules *et al.* (2007) and Andriotis & Agiomirgianakis (2010). However, there is only partial support for the hypotheses assuming significant influences of socio-demographics on motivation, information search and destination image. For example, H_{1-1} indicates that young and non-married respondents with lower monthly salary are more likely than any others to visit Kinmen driven from their learning motives. Similar conclusions have been reported by Stronza (2007), Wang (2004) and Loker-Murphy and Pearce (1995).

Then, pre-visit behavioural factors have been confirmed to exert some impact on tourists' decision making. Hypothesis H_{2-1} indicates that

motives can significantly influence tourists' willingness for repeat visitation. Lau and McKercher (2004) and Fakeye and Crompton (1991) have also come to this conclusion. Then, H_{2-2} indicates that some information search factors impact on tourists' expenditure. However, investigation of destination image impact on decision making by H_{2-3} provides partial support to the argument and it does not make clear if Kinmen's destination image plays a significant role in tourists' decision making, which is similar to the claims of Chalip *et al.* (2003). This should probably be due to the fact that till now there is not a specific strategy for constructing a favourable destination image for Kinmen in Taiwanese people's minds.

Third, it appears that pre-visit behaviour can directly influence tourists' post-visit behavioural intention, similarly to research conclusions of Chen and Tsai (2007). Hypothesis H_{3-1} has been supported by data analysis indicating a strong causal relationship between the two stages of behaviour. Moreover, H_{3-2} indicates that active search and word-of-mouth are those information search types that exert a significant positive impact on post-visit behavioural intention. Romanazzi *et al.* (2011) and Tham *et al.* (2013) have also come to this conclusion concerning electronic and social media word-of-mouth. Hypothesis H_{3-3} indicates that tourists are not attracted by Kinmen's entertainment attribute.

Hypothesis H_4 is fully supported suggesting a

Table 7. Summary of Results

Hypothesis	Content	Result
H_{1-1}	Socio-demographics → motivation	Partially supported
H_{1-2}	Socio-demographics → information search factors	Partially supported
H_{1-3}	Socio-demographics → their destination image	Partially supported
H_{2-1}	Motives → decision making	Partially supported
H_{2-2}	Information search → decision making	Partially supported
H_{2-3}	Destination image → decision making	Partially supported
H_{3-1}	Motives → post-visit behavioural intention	Confirmed
H_{3-2}	Information search → Post-visit behavioural intention	Partially supported
H_{3-3}	Destination image → post-visit behavioural intention	Partially supported
H_4	Decision making → post-visit behavioural intention	Confirmed
H_{5-1}	Decision making is a mediator between their motive and post-visit behavioural intention	Not supported
H_{5-2}	Decision making is a mediator between their information search and post-visit behavioural intention	Not supported
H_{5-3}	Decision making is a mediator between their destination image and post-visit behavioural intention	Not supported

causal relationship between decision making and post-visit behavioural intention. Hypothesis H_5 is not supported indicating that decision making is not a statistically significant mediator between pre- and post-visit behavioural constructs. Sparks (2007) has similarly concluded that attitude does not mediate between pre-visit expectations and post-visit intentions.

From these results, the study can conclude that decision making can help to influence post-visit behavioural intention, but is not able to amplify the impacts of pre-visit behaviours on post-visit behavioural intention.

Managerial Implications

The results clearly indicate that tourists are more interested in the history and cultural aspects of Kinmen. Therefore, there are two possible approaches to improve Kinmen's attractiveness. First, destination managers planning Kinmen tourism product can base their efforts on island's historical and cultural values and possibly use them as a theme for their advertisement. These suggestions agree with similar results published by Stylos & Andronikidis (2013), Vassiliadis *et al.* (2013), as well as Priporas *et al.* (2012).

In terms of information search, it is evident that respondents mostly rely on active search and word of mouth information types, confirming previously published research that specifically underlines the contribution of electronic communications in influencing tourists' decision making (Medhekar & Newby, 2011; Sarma, 2007; Zins, 2007; Thapa *et al.*, 2002). This potentially suggests that many tourists probably plan to visit Kinmen, largely associated with actively receiving information from people that previously visited Kinmen. Thus, it seems that Kinmen's island tourism product is currently at an early growth stage with a large future potential.

Finally, due to the fact that Kinmen is an island with insufficient connections of transportation means, accessibility is probably the most important concern for all potential Kinmen tourists. Frequent airline connections between Kinmen and Taiwan would obviously facilitate tourists revisiting again in the future.

Research limitations and suggestions for future research

The study has focused on DIY tourists. This is due to the fact that Kinmen is a very small island and receives only a small portion of Taiwan's domestic tourists. Therefore, marketing Kinmen as a mass tourism destination is still yet to be discussed. Therefore, it would be interesting if some future research studies could include this type of tourism.

Another useful aspect for future research would be investigating the tourists' expenditure while staying at the island of Kinmen in their specific types, such as entertainment, shopping, purchase of local products, as well as souvenirs to take away, apart from lodging, vehicle hires or other forms of transportation.

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