

Post Visit Assessment: The Influence of Consumption Emotion on Tourist Future Intention

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Abstract: *Tourism is essentially experiential based whereby tourist visit experience is influenced by the outcome of their encounters with the destination's elements. It is suggested that these encounters lead to various tangible and intangible experiences, thus it is vital to ensure that visitors had exquisite encounters during their stay at the destination. This paper empirically examines post visit evaluation of 501 international and domestic tourists at a well-known island resort destination in Malaysia. A survey method was employed to collect data regarding tourist demographic details as well as perceived performance of the destination's elements, post consumption emotions and their future behavioral intention. The study shows that tourists' consumption emotions are derived from their perceived performance of the destination products and services. The emotions which are grouped into positive and negative emotions eventually influence their future intentions. Results of this research are beneficial to various stakeholders such as the tourism and hospitality agencies and businesses. They must realize that the emotional outcome after consuming the products and services is influential in producing memorable visit experience which eventually leads to various tourist future behaviors.*

Keywords: *Behavioral intention, destination, emotion, tourist, visit assessment.*

I. Introduction

Destination is a vital element in tourism because it acts as the host to all tourism activities. Tourist participation and engagements with these activities would eventually influence their visit experience. Hence, in order to make a visit meaningful, it is imperative for destinations to provide relevant products and services as well as suitable activities and facilities that can satisfy the tourist.

At the end of a visit, tourists usually make a reflection on their visit experience. In this case, they normally evaluate their experience with the various destination elements that they have encountered. Since many tourism activities are experiential based, it is likely that these experiences will elicit numerous emotions depending on the situation, nature and outcome of the activities. Ultimately, it is expected that performance of the destination elements and emotions would have an influence on tourist future behavioral intention. This study therefore investigates the influence of tourist perceive destination elements performance and emotions on their future intention. In doing so, the following section will initially provide conceptual discussion about destination elements, emotions and future intention and subsequently the research model is proposed.

II. Literature Review

1. Destination Elements and Visit Experience

Destination is commonly referred as a place where one visits for holiday. More specifically, it is referred as a geographic area that contains a number of elements or features that are able to attract visitors with distinguished facilities and services (Carlsen 1999; Cooper et al., 2005; Gunn 1994; Leiper, 1990). The success of a destination has much to do with having and maintaining the primary products and services that are designed to meet the needs and satisfy the travelers' objective and eventually deliver the added value to the visit (Holloway, 2006; Laws, 1995; Murphy et al., 2000; Weaver and Lawton, 2006).

Generally, tourism literatures refer destination elements as products or features that have the appealing and attractive effect that draw people to the destination (Cooper et. al, 2005; Weaver and Lawton, 2006). Past studies suggest that these products can be categorized as attraction, facilities, infrastructure, transportation and hospitality (Carlsen, 1999; Formica, 2002; Gunn, 1994, 1997; Gunn and Var, 2002; Mill and Morrison, 2002; Weaver and Lawton, 2006). Formica (2002) suggests that the word 'infrastructure' is also used to describe the superstructure facilities that are specially installed for tourists. Ultimately, for the purpose of this study, destination features are grouped into the following elements; attractions (natural and man-made), infrastructure and superstructure and hospitality (service and hospitality).

The attractiveness of a destination is influenced by its primary and secondary features (Laws, 1995). Appealing features or factors of the natural and cultural elements that pull tourist to the destination are referred as the primary features. These include climate, ecology, cultural tradition, traditional architecture and its land forms. The secondary features are amenities that are specially developed for tourists, such as hotels, catering, transport, performance, activities and amusements. Both features are important in order to generate the

wholesomeness of the visit experience particularly during tourist encounters with physical plant, service and hospitality. In order to provide a memorable experience, the destination's natural resources and man-made facilities need to be managed by technically competent people (service) with the right attitude (hospitality). In this case, the destination mix known as the 4As; attraction, amenities, access and ancillary services should complement each other at an acceptable quality standard, at all points of the service delivery process for a meaningful visit experience (Cooper et al., 2005; Smith, 1994). Overall, it is suffice to say that tourist encounters with the destination features would influence their overall visit experience due to their contact with the various physical structures and services at the destination (Gunn and Var, 2002; Murphy et al., 2000; Peattie and Moutinho, 2000). This is plausible since tourism is an experience-based activity.

In terms of evaluation method, perceived features performance is regarded as one of the most sensible indicator for consumption experience (Swan and Combs, 1976; Yuksel and Rimmington, 1998; Page and Spreng, 2002). In this case, Yuksel and Rimmington (1998) who examined the relative validity of six alternative models (performance only, performance-importance, importance minus performance, direct confirmation-disconfirmation, confirmation-disconfirmation weighted by importance, and performance minus predictive expectation) found that the performance model offers a better framework for measuring customer satisfaction as an outcome of purchase experience. Similarly, Murphy et al., (2000) conclude that perceived performance quality of various destination products, determines visitors visit satisfaction and their behavioral intention.

As for the emotions, on a handful of research has been conducted to study the effect of posts consumption on emotion. A study by Liljander and Bergenwall, (1999) on emotions and satisfaction for example suggest that perceived performance of of the flight service and destination elicit positive and negative emotions. Hence, it is reasonable to explore the role of emotion in post visit evaluation.

II. Emotions

There is a growing interest on the affective dimension; i.e. emotions in the current post-consumption studies. The term emotion is frequently used interchangeably with affect and mood (Oliver, 1997). However, *affect* can specifically referred to a broad range of moods, emotions, feelings and drives that emerge as a person evaluates the meaning, causes and consequences of certain events (Maute and Dube', 1999; Oliver, 1997). *Mood* is often the mild and temporary state of pleasant or unpleasant disposition (Liljander and Bergenwall, 1999; Sirakaya et al., 2004). *Emotions* on the other hand are more intense and stimulus specific than mood elicited from cognitive interpretations of events which are influenced by the internal (e.g. personality, beliefs, goals) and external (e.g. products performance, responses of other person) conditions which are cognitively assessed and interpreted as being harmful or beneficial (Bagozzi et al., 1999; Lazarus, 1991; Liljander and Bergenwall, 1999; Mathews and MacLeod, 1994; Oliver, 1997). The outcome of this evaluation may be in the form of positive and negative emotions. The specific emotion outcome obtained during product consumption is called consumption emotion (Westbrook and Oliver, 1991).

The literature suggests that emotions can be classified either by the specific emotional and expression (e.g. happy, dissappointed, exited, angry, etc.) which can be further categorised as negative or positive emotions; or by the emotional dimension such as arousal – sleepiness; pleasure – displeasure; pleasantness – unpleasantness; calmness - excitement etc. Nonetheless, it is suggested that the categorical approach, with the negative and positive dimensions of emotions is commonly used in the consumer consumption studies (Westbrook and Oliver, 1991; Liljander and Bergenwall, 1999).

Past studies indicate that post consumption evaluation leads to future intention (Baker and Crompton, 2000; Crompton, 2003; Cronin et al., 2000; Kozak and Rimmington, 2000; Murphy et al., 2000; Yuksel and Yuksel, 2001; Rittichainuwat et al. 2002). A number of studies within service environments such as dentistry (Alford and Sherell, 1996), image of the destination (Baloglu and McCleary, 1999), labor force bureau (Liljander and Strandvik, 1997), adventure tours (Williams and Soutar, 2000), holidays (Liljander and Bergenwall, 1999; Petrick, 2004; Sirakaya et al., 2004) and destination features (White, 2003) indicate that product and service features performance elicit emotions responses and in turn influence future behavior. Indeed, tourism which involves experience based activities holds the potential to elicit strong emotional outcome (Otto and Ritchie, 1996). Therefore, this study postulates that tourists' performance evaluation of the destination features would elicit emotion and eventually influence their future intention.

III. Future intentions

Literatures suggest that the study on post purchase evaluation is important for various managerial reasons. Previous studies show that customer behavioral responds in terms of repeat purchases and word-of-mouth (WOM) publicity, repeat sales and customer loyalty are based on their post purchase evaluation outcomes (Anderson and Sullivan, 1993; Cronin and Taylor, 1992; Halstead et al., 1994; Liljander and Strandvik, 1995; Yoon and Uysal, 2005). Similarly, research in tourism indicated that post visit evaluation

would lead to tourists' intention to recommend and revisit a destination (Weber, 1997; Kozak and Rimmington, 2000, Hui, Wan and Ho, 2007).

As for the influence of emotion, there are evidence from previous studies which show that cognitive performance appraisal of relevant features leads to three possible outcomes; subjective experience (affect), action tendencies (e.g. the urge to attack when angry), and physiological responses (e.g. increased heartbeat, facial expressions). These three responses will elicit emotions and depending on the intensity and the types of emotion evoked, consumers produce certain responses such as complaints, word of mouth and repurchase intention (Mathews and MacLeod, 1994, Nyer, 1997; Oliver, 1997).

Thus far, the components that made up the research framework have been discussed. Diagrammatically, this is illustrated in fig. 1, which indicates that perceived performance of destination features would elicit positive and negative emotions and eventually influence the tourist future intention.

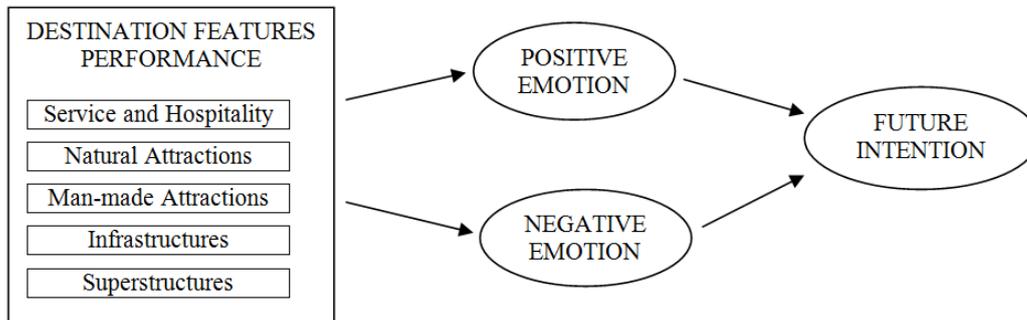


Fig. 1: Research framework

Having outlined the research framework, this paper moves on to the methodology of the study. The following section explains the measurement and the process involved in the data collection.

IV. Methodology

Relevant data for this study is collected using the survey method with closed ended questionnaire. This method allows the researcher to reach a large number of respondents, which is less feasible with other methods, such as interviews. Besides, this approach is logical for research with financial limitation and time constrains (Collis and Hussey, 2009).

As noted, tourists evaluate visit experience based on their encounters with the destination features. In accordance to the literature, destination features are divided into 5 components namely; service and hospitality, natural attraction, man-made attraction, infrastructure and superstructure. The 7 point Likert-type scale of 1 = strongly disagree to 7 = strongly agree, is used. Respondents were asked to answer 25 statements (items) related to perceived performance of these components.

Measurement for emotion components is referred to previous studies on positive and negative consumption emotion namely Russell (1980), Watson and Tellegan (1985) and Liljander and Bergenwall (1999). Accordingly, 7-point intensity scale as used by Liljander and Bergenwall (1999) is utilised to measure 11 items, consisting of 5 positive emotions (joy, happiness, excitement, calm, pleasant surprise) and 6 negative emotions (annoyance, upset, frustration, anger, sadness, boredom). The scale requires respondents to answer the intensity of the 11 emotions while at the destination ranging from 'I have not experienced the emotion at all' (1) to 'I have strongly experienced the emotion' (7).

As for future behavioral intention, 5 items are measured based on the 7 point measurement scale as used in previous studies (Kozak and Rimmington, 2000; Bigne et al, 2001; Petrick et al., 2001). The items namely *likeliness to say positive things about the destination, choose the destination for their next trip, encourage others to visit the destination, revisit the destination, and recommend the destination to others* are measured using 'definitely' to 'not at all likely' statements.

In order to reach potential respondents, this study used sampling technique. Sampling allows a certain number of people or objects to represent a large population, economical and provides quicker results than censuses, as the data can be collected and processed quicker from a smaller group of respondents than when using the whole population. Ideally the sample should be drawn from all destinations in the country. However, due to time and budgetary limits, a sample of tourist visited Langkawi Island; a popular beach resort destination in the northern region of Malaysia is used. In 2012, Langkawi received 3.06 million international and domestic tourists (LADA, 2013). Due to this huge number of population, sampling is deemed appropriate.

Generally, the size of a sample is determined by the variation in the population parameters under study and the degree of precision that the researcher can tolerate (Cooper and Schindler, 1998). Accordingly, it is proposed that for the unknown population size, a sample error of 6.33% for a confidence level of 95.5% ($p = q =$

50) is considered acceptable (Bigne et al., 2001). Nonetheless, Collis and Hussey (2009) suggest that it would be beneficial to refer to past studies in related areas. In this case, majority of the studies about post consumption and future visit intention used over 100 respondents.

Selection of the respondents was made using the purposive-convenient sampling method. In this case, respondents must meet certain criteria and willing to participate. Principally respondents must be tourist who had used relevant products and services at the destination. Logically, due to the relatively small size of the destination and the extent of the facilities and attractions at the destination, tourist would be able to sample or utilize majority of the products and the services in 2 days. Therefore, only those who have stayed for 2 nights or more are eligible and were invited to participate in the survey. Secondly, the respondents should recently complete their visit to ensure that they are able to remember vividly their experience. Hence, the respondents were approached at the end of their visit before leaving the destination. Since tourists in Langkawi can only enter or leave the destination via sea and air terminals, the survey were carried out at the departure halls of the ferry and airport terminals. In this instance, every adult tourist was randomly approached and requested to participate in the survey. However, one in every four people approached refused to take part. After all these conditions have been administered, this study managed to obtain 501 useable questionnaires.

IV. Discussion Of Findings

Initially the socio-demographics data was analyzed to draw the background information about the sample's characteristics. This includes data related to gender, age, geographical origin, travel companion and duration of visit. The result as depicted in table 1 shows that the sample is represented by slightly more male respondents (57.3% -287) than female respondents (42.3% - 214). As observed, this is due to the male dominance in group traveler (travel with spouse or family). They prefer their male companion to complete the questionnaire. In terms of age group, those who are between 26 to 40 years old (55.9%) are the majority while the smallest group of respondent is the senior citizen (6.2%). International tourist represents more than half of the total respondents (54.3%) and the other 45.7% are domestic tourists. The data also shows that respondents who travel with spouse are more (36.5% -183) compared to those who travel with family and children (23.8 - 119), with friends (22% - 110), travel alone (12% -60) and with parents (5.8% - 29). Most respondents (36.7% - 184) stayed for 3 to 4 nights. The second largest group is represented by those who stayed for 2 nights (28.3% - 142). Others (19% -98) stayed for more than 7 nights and between 5 to 7 nights (15.4% - 77) respectively.

Table 1: Socio-Demographic Characteristics

Variable	Description	No. of respondents	%
Gender	Male	287	57.3
	Female	214	42.3
Age group	Less 25	94	18.8
	26 – 40	280	55.9
	41 – 55	96	19.2
	56 and over	31	6.2
Geographical origin	Domestic	229	45.7
	International	272	54.3
Travel companion	Alone	60	12.0
	Family with children	119	23.8
	With friends	110	22.0
	With parents	29	5.80
	With spouse/partner	183	36.5
Duration of Stay	2 nights	142	28.3
	3-4 nights	184	36.7
	5-7 nights	77	15.4
	Over 7 nights	98	19.6

Mean scores of tourist future intention are depicted in table 2. The overall results suggest that the respondents are likely to say positive things about the destination, encourage others to visit the destination, and revisit and recommend the destination to others. However, respondents appear to be unsure about choosing the destination for their next trip (mean score of 4.68). Such respond as shown by both the domestic and international respondents may indicate that they are variety seekers, who would choose other destination and try

different experience for their next trip. Interestingly, although the domestic and international tourists have similar score for revisit intention (mean 5.38), the domestic tourists are more likely to choose the same destination for their next trip. This may be due to the close proximity of the domestic tourists to the destination. The international respondents, on the other hand, have higher average means for their intention to say positive words, encourage others to visit and recommend the destination to others. In comparison, tourist future intentions seem to differ between the domestic and international respondents, except for 'revisit intention'.

Table 2: Future intention (mean)

Future Intentions Variables	Overall	Domestic	International
Positive words	5.61	5.20	5.95
Choose the destination for next trip	4.68	4.86	4.46
Encourage others	5.43	5.10	5.69
Revisit	5.38	5.38	5.38
Recommend	5.39	5.34	5.89

Tourist emotional responses are expressed as positive and negative emotions. This study, estimates that these emotions are explained by perceived performance of destination elements namely service and hospitality, natural attraction, man-made attraction, infrastructure and superstructure. The regression analysis indicates that the model explains 36.1% of the variance in tourist positive emotions (table 3). It is noted that destination elements of service and hospitality, natural attraction and superstructure are significantly influential in eliciting positive emotions.

Table 3: The influence of destination elements on positive emotions

	Destination Elements	Beta	Sig.	VIF
Destination Elements	Service and Hospitality	.218	.000	1.87
	Natural Attractions	.141	.006	2.06
	Man-made Attractions	.019	.700	1.92
	Infrastructure	.036	.494	2.18
	Superstructure	.301	.000	2.30
Note: R=.606; R-square = .361, F=57.50 p <.001				

A similar procedure was carried out on the negative emotions. Although the regression model is significant at p < .001, the R-square reading of 10.9% is relatively low. This indicates that the model is marginally significant in explaining the variance in negative emotions. In terms of individual contribution, service and hospitality and superstructure are noted to have significant inverse relation with negative emotions which indicates that unsatisfactory performance of the 2 elements may elicit negative emotion. Other elements do not record significant influence in the prediction of negative emotion. This analysis is summarized in table 4.

Table 4: The influence of destination elements on negative emotions

	Destination Elements	Beta	Sig.	VIF
Destination Elements	Service and Hospitality	-.124	.033	1.87
	Natural Attractions	-.051	.400	2.06
	Man-made Attractions	-.084	.051	1.92
	Infrastructure	-.069	.270	2.18
	Superstructure	-.156	.033	2.30
Note: R=.330; R-square = .109, F=12.07, p <.001				

Finally, it is estimated that destination elements performance and emotions may influence tourist future intentions. Hence, these components were utilized as predictors in the regression analysis. As a whole the analysis indicated that the model is significant in determining tourist future intention. The R-Square value of .496 indicates that the tourist future intention is explained by 49.6% of the variance in the model. The results are shown in table 5.

Table 5: The influence of destination elements and emotions on tourist future intentions

Components	Variables	Beta	Sig.	VIF
Destination Elements	Service and Hospitality	.172	.000	1.96
	Natural Attractions	.075	.105	2.09
	Man-made Attractions	.092	.038	1.92
	Infrastructure	.046	.329	2.18

	Superstructure	.157	.005	3.12
Emotions	Positive Emotion	.301	.000	1.59
	Negative Emotion	-.093	.006	1.12
Note: R=.704; R-square= .496, F=69.38, p <.001				

In specific, within the destination elements, service and hospitality, man-made attractions and superstructure elements are significantly influential in determining tourist intentions. Two other elements (natural attractions and infrastructure) do not significantly contribute to the formation of tourist future intentions. Both types of emotions contribute significantly towards the prediction of tourist future intentions. In this case, positive emotion would influence favorable future intentions, while negative emotions would encourage unfavorable future intentions.

V. Conclusion

It is common that tourists evaluate their experience at the end of their visit based on their encounters with the various elements at the destination. This study demonstrates that destination elements and emotion are influential in determining tourist future intentions. It is sensible to conclude that satisfactory performance of destination features would elicit the right emotions and ultimately lead to favorable future behavioral intentions. Tourists who went home with positive emotions are likely to act favorably for the destination in terms of talking positively about the destination, choosing the destination for their next trip, encourage others to visit the destination, revisit the destination, and recommend the destination to others. Nonetheless, this exploratory study could be improved further by introducing visit satisfaction as another predictive component in the model. This is plausible since the literature suggests that satisfaction may be emotionally driven. Additionally, a number of external and internal factors related to the tourists such as such as budget, visit motives and types of activities performed during the visit could mediate visit experience. Hence attention could be given to these factors in future studies.

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