

Structural Relationship between Cognitive Image, Destination Personality and Tourists Motivation

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Abstract *This research work was an extract from a major research on understanding personality and image of destination. This portion of research intended to identify a theoretical model consisting of cognitive destination image, destination personality traits and tourists motivation in destination branding context and to validate it hypothetically. This research was carried out in Coimbatore District – an emerging destination in Tamil Nadu, India between 2018 and 2019. Flourishing erratic tourism industry's scenarios and the need for academic research blended as the motive for this for this model-based study. Evidence was found in the literature that tourists' belief about the destination, tourists' motivation and perceived destination personality traits were found interrelated. Thus, the theoretical model was found. For validating the proposed model, a questionnaire confirmed through pilot study containing the required study variables was circulated to the tourists who visited the destination for tourism purposes. With the sample size as 448 after screening and eliminating the illegible responses, three stage process of analysis that include Exploratory Factor Analysis, Confirmatory Factor Analysis and Structural Equation Modeling had been performed. The conceptual model was validated and found that there existed the interrelationship between tourists' perceived cognitive image, perceived personality traits of the destination and tourists' motivation to tour. Marketers of destinations were suggested to use the model for formulating branding and marketing activities. The scope for further research was pointed out on expanding the research model with other destination perspectives considering the outcome as base.*

Keywords: *Destination, Cognitive Image, Personality Traits, Tourists Motivation, Destination Branding*

INTRODUCTION

Tourism and Hospitality industry is one of the largest, perhaps vibrant, and fast-growing industries in the World Commerce (Shankar, 2021). Now, Countries are at the outset to identify their unique competitiveness, promote and position their destinations in the global market which would result in destination development, generating revenues, foreign direct investments, boosting local economies, sustainability of natural resources and so on. Branding efficiency intrudes the significance of businesses' success and its value. For example, branding even stands on a critical note on politics

(Gopal & Verma, 2018). In the context of hospitality and tourism, destination branding, being one of the strategic processes of destination marketing, is the most lucrative tool to achieve the frontier. It helps the marketers to promote the destinations by carefully combining the brand elements that impact the tourists' perception and behavior, differentiating the uniqueness of the tourists' attractions and positioning the destinations with the comparative values in competitive tourism market without wrecking its sustainability. Destination branding also helps the marketers in increasing destination loyalty (Pike, 2009) and in other lucrative aspects such as up scaling tourists' inflow. Accordingly, Destination

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branding facilitates in the Sustainability of Tourism Destinations – the most essential and governing factor of Tourism Destinations Management (Shankar, 2021). It benefits the tourists by easing their choice process, search cost and drastically reduce the risk (Pike, 2009). The industry has also seen the tourists' complexity in destination choice and decision-making process and increasing disparate tourists' motivation to tour. Though this arena has been witnessing the colossal researches on distinct perspectives that support destination marketers, governments, stakeholders, tourists and other thereof, still the scope of further intensive research execution and gargantuan outcomes are required to enhance the industry effectiveness on serving the consumers' needs and wants. However, it is critical for the thereof to understand the market perception, motivation, and behavior changes towards their destination time to time. This piece of research focuses on building a model which links the tourists' perceived image and personality of destination and tourists' motivation to tour. Image and personality of the destination were found as interrelated concepts (Chen & Phou, 2013). Tourists' motivation had been considered as the primary factor in understanding tourists' behavior (Lee, 2009). Combination of these three factors viz; destination image, destination personality and tourists' motivation, as a model would not only add the value to the literature of destination but also benefit tourism industry's stakeholders, practitioners, and academic researchers. Also, the outcome would mainly facilitate the marketers in understanding how the tourists' perception of image and personality of the destination influence their distinct motives to tour.

REVIEW OF LITERATURE

Model building involves 2 predominant phases first, it requires the extensive analysis of literary conceptualization of the factors and second, to validate the identified model hypothetically. Since this research is on understanding how the perceived destination image and personality impact tourists' motivation, an intensive review on these factors and its interrelationship have been viewed.

Cognitive Destination Image

Kim and Richardson (2013) defined destination image as “*totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time*”. According to Echtner and Ritchie (1991), destination image is “*the perceptions of individual destination attributes and the holistic impression made by the destination*” In other words, destination image is “*A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception*” (Murphy, Pritchard & Smith, 2000).

The above definitions enumerate the components such as attributes, associations, beliefs, feelings, and perception of and about the destinations. However, the attributes or the attractions of the destination is considered as the tangible factor where as beliefs and feelings are intangible in nature. Some of the destination attributes include infrastructure, natural attractions, landscapes, accommodations, shopping facilities and historical buildings etc., (Shankar, 2019). Understanding of the perceived destination image is more of the intangible factors analysis but has a significant connect with the tangible factors. That is, image inculcates 2 predominant perspectives such as Cognitive and Affective (Crompton, 1979 and Hosany, Ekinci & Uysal, 2006). According to Baloglu & McCleary (1999), Cognitive image was portrayed as *the basic belief and knowledge about the destination attributes and affective image was the feelings towards the surrounding environment*. This ideology had been followed by many researchers including Hosany, Ekinci and Uysal (2006) in understanding the perceived destination image. Baloglu and McCleary (1999) stated that overall image of a place had been conceived by combination of cognitive and affective evaluation. However, there are studies that focused on the three approaches of destination image such as cognitive, affective and conative (Basaran, 2016 and Gartner, 1993). A research work by Woosnam, Styliadis and Ivkov (2020) inferred that cognitive image was one among the other image (affective) that contributed to the understanding of conative image of the destination. Studies also stated that cognitive destination image is the acquirement of individual attributes of the destinations (Echtner & Ritchie, 1993) and considered more highly critical than the other image aspects. Also, in this modern era, online sources of information or online tourism service providers (For ex; TripAdvisor) contribute to tourists perception about the destination image attributes, perhaps cognitive attribution (Kladou & Mavragani, 2015). Surprisingly a study by Yang (2015) found that tourists' interactions with tourists would also pave influence for cognitive image formation process about the destination. Also, tourists or prospects familiarity with the destination's attributes do create stringent perceptions (cognitive) about the destinations (Kim, Lehto & Kandampully, 2019). However, cognitive image had been highlighted in many researches than the affective image (Walmsley & Young, 1998 and Shankar, 2019) because belief would be complex to form and stay longer in tourists mind (Baloglu & McCleary, 1999). On account of this, researchers developed various scaling attributes and items for measuring the cognitive evaluations- Calantone et al. (1989) – 13 attributes, Fakeye and Crompton (1991) – 23 items, Baloglu and Mangaloglu (2001) – 14 items, Beerli and Martin (2004) – 21 items, Chi and Qu (2008) – 37 items etc., These attributes or items were based on destinations' infrastructure, natural attractions, historical, cultural or religious attractions, entertainment features etc.,

However, these attributes/items were developed based on the destinations' locations and characteristics and hence a consistent scale was not been evidenced. Understanding the tourists' perception of the destination image is essential for the marketers because evidence says that it impacted the tourists' decision making processes and behavior (Castro, Armario & Ruiz, 2007) and tourist tend to choose the destination to tour which has positive image (Alhemoud & Armstrong, 1996).

Destination Personality

Personality – in general, is the traits of human characteristics. In consumer goods market, brand personality differentiates the product from competing brands and the same lay a stringent base for destination brands as well (Murphy, Moscardo & Benckendorff, 2007). According to Aaker (1994), brand personality had been defined as “*the set of human traits associated with a brand or product or service*”. In terms of tourism research, destination personality had been defined as “*the set of human characteristics associated with a destination perceived from a tourist viewpoint*” (Ekinici & Hosany, 2006). Literary sources in destination branding studies found that destination personality concept was not only highly relevant in understanding tourists' behavioral intentions (Papadimitriou, Apostolopoulou & Kaplanidou, 2015) but also in branding the destinations in competitive tourism market (Pike & Page, 2014). Though the present research studies on investigating personality traits of the tourism destinations, the base framework on measuring the destination personality traits was found by Aaker in 1997. Aaker (1997) developed a Brand Personality Scale (BPS) which include *Sincerity, Excitement, Competence, Sophistication, and Ruggedness*. Though this scale was not developed to understand the personality traits of the destinations, perhaps, many researchers used this scale as the base for their research and new scale developments (Soundari & Shankar, 2019 and Hultman, Skarneas, Oghazi & Beheshti, 2015). However, few studies contributed to the scales development on measuring destination personality traits. Some of those are; Lee et al (2010) proposed a BWS (Best Words Scale) that facilitated in measuring the personality traits of the destination that comprises of 8 dimensions of destination personality such as *trendy, likeable, sophisticated, competent, ragged, lively, genuine, and peaceful*. Similarly, Usakli and Baloglu (2011) used 5 dimensions on measuring the destination personality traits such as *vibrancy, sophistication, competence, contemporary, and sincerity* for studying the significance connect between destination personality, self-congruity, and tourist's behavioral intentions. Contrastingly, Lee and Kang (2013) proposed and used 18 personality traits of the destination, perhaps under 4 dimensions such as *ingenious, healthy, noble, and nostalgic* for identifying the impact of destination

personality, cuisine experience and psychological well-being on tourists' revisit intentions. This study was intended specifically for hot springs destination in Taiwan. Baloglu et al. (2014) performed a research work to evaluate Jamaica's destination image and personality characteristics, and their relationships with future tourist behavior using Aaker's (1997)'s Brand Personality Scale. However, the scaling of personality traits of the destination was also acquired from Hosany et al.'s (2006) approach of measuring destination personality. Though this studies focusing on destination personality aspects are at the up scaling phase in India, there are countable studies evidenced. In such context, Kumar and Nayak (2014) attempted to develop a standardized scale for measuring destination personality traits in India. The outcome revealed that the personality traits that affixed Indian destinations would concentrate on 6 dimensions such as *courteousness, vibrancy, conformity, liveliness, viciousness, and tranquility*. Hultman et al. (2015) identified 6 dimensions of personality such as *excitement, sophistication, activeness, ruggedness, dependability, and philoxenia*. These dimensions were based on Aaker (1997) and Hosany et al. (2006) scaling. Like destination image, destination personality traits do differentiate destinations (Murphy, Moscardo & Benckendorff, 2007) and enhances the marketers to position their destination in competitive tourism market (Chen & Phou, 2013). In tourists behavioral perspective, destination personality traits were found as influencing factor on tourists intention to recommend the prospective - post touring behavior (Bekk et al., 2015) Also, studies found that tourists' preference of destinations would based on how well the preferred destinations reflect their social status, personality and lifestyle (Ekinici, Sirakaya-Turk & Preciado, 2013). Papadimitriou et al. (2015) portrayed that destination personality could facilitate the thereof in predicting tourists' overall image about the destinations.

Tourists Motivation

The tourism industry is witnessing the distinct emerging motives among the tourists (Shankar, 2020b). Tourists Socio demographic characteristics impact tourists motivation, for example, personal factors impact the tourists' motivation to participate in the cultural events (Verma, Verma & Khurana, 2018). Tourists' motivation was considered as the essential variable in understanding tourists' decision making process and tourists' self-congruity (Murphy, Moscardo & Benckendorff, 2007 and Frochot & Morrison, 2000). Also, tourist motivation had significant role in tourists' satisfaction and loyalty (Yoon & Uysal, 2005). Understanding the tourists motivation was convoluted perhaps varied too (Uysal, Gahan & Martin, 1993). However, tourists Motivation had been widely looked through Crompton's Push-Pull Model (1979) and was considered as the relevant approach (Yoon & Uysal, 2005). Push factors are the internal drivers which intrudes

the tourists to seek the experience whereas Pull factors are external attributes of the destination which attracts tourists push factors (Kozak, 2002). In other words, researchers found that tourists travel when they were “pushed” by psychological influencers and “pulled” by the destination attributes (Uysal & Jurowski, 1994 and Yoon & Uysal, 2005). However, researchers intended to produce scales to measure the tourists’ motivation, perhaps with significant limitations. For example, Otoo, Kim and Choi (2020) recently researched on developing a multidimensional scale that measures the diaspora tourists’ motivation. The outcome of scale development resulted with 5 factors such as *motivation of achieving a sense of pride and learning, motivation of escaping, motivation of seeking connectedness, motivation of attending diaspora events and exploring and spirituality, and finally, motivation of seeking a memorable experience*. Ying and Wen (2019) conducted a research on exploring the Chinese tourists (male tourists) motivation for commercial sex. However, the researchers intended to develop a scale for measuring such motivations and that resulted with 8 dimensional factors such as socialization, relaxation and escape, travel-related novelty, sexual desire fulfillment/excitement seeking, sex-related learning, sexual mastery, social prestige, and business/pragmatic purpose. There were other scaling used for measuring tourists’ motivation such as self-perception (SP) and importance-rating (IR) approaches (Sam, 2009). Accordingly, Kim, Goh and Yuan (2010) intended to construct a scale measuring the tourists’ motivation, specifically food tourists. This study resulted with three predominant factors such as *Knowledge and Learning, Fun and New Experiences, and Relaxation with Family*. However, the authors had indicated that the scale development was based on push and pull theory. Similarly, a scale developed by Wen, Meng, Ying, Qi and Lockyer (2018) on measuring drug tourism motivation resulted with 6 motivational factors such as spiritual and emotional healing, social prestige, relaxation and escape, cannabis authenticity, commercial cannabis availability, and, cannabis experimentation. There are distinct motives for the tourists to travel. For example, Wine lovers tour to different destinations to explore wine tourism experience (Charters & Ali-Knight, 2002). Some motivation factors include relaxation, knowledge seeking, exploring new society, developing social contacts and some tour for prestige even and these motivations tend to segment tourists (Yoon & Uysal, 2005 and Hanqin & Lam, 1999). As an interesting note, some tourists’ motivation is based on genealogy. That is, they are motivated to search their family history. Based on the exploration of distinct motives, researchers develop scales to measure the tourists’ motivation. However, the motives differ, it is essential for the marketers to understand the tourists’ distinct motivations to tour the destination and that helps in strategizing their branding process.

Modeling Destination Image, Destination Personality and Tourists Motivation (Inter Relationship)

Hosany, Ekinici and Uysal (2007) in their research work on understanding the relationship between destination personality and destination image stated that, there was a lack of empirical evidence and conceptualizations that enumerated the interrelationship between the factors personality and image of the destinations. Further, the researchers found the existence of relationship between the 2 factors of destination image and three aspects of destination personality. However, the destination image was inculcated with cognitive and affective evaluations. It has been noted from the literature that a destination’s brand image is defined in terms of brand personality and these 2 terms (image and personality) were used interchangeably (Upshaw, 1995). A research in destination branding arena found that, image and personality significantly impacted each other (Ekinici & Hosany, 2006) and was interrelated (Plummer, 1985 and Patterson, 1999). An empirical research by Makarand (2012) on the influence of destination image on destination personality found the significant relationship, perhaps impact and pointed out that tourist’s tendency to perceive the image of the destination was based on the personality formed. Similarly, Souiden, Ladhari and Chiadmi (2017) indicated that the destination image acted as an antecedent for destination personality. Eventually, a research study by Artuger and Cetinsoz (2014) found that destination image had impact on destination personality. However, the stringent impact was found on the impact of cognitive image rather than the affective aspects. These finding had been supported by the research outcomes of Ekinici, Turk E and Baloglu (2007) and Xie and Lee (2013). Similarly, cognitive image of the destination had significant impact on the destination personality traits (Chen & Phou, 2013). Thus, this discussion leads to the following hypothesis.

H1: There is Significant Relationship between Destination Image (Cognitive) and Destination Personality

Tourists’ motivation had been considered widely in research tourist behavior towards the destination selection process (Eagles, 1992). Researchers argued that factors constituting the perceived image of a destination significantly influenced the tourists’ behavioral intentions (Chi & Qu, 2007). The findings of Chen and Tsai (2007) reported that the perceived image directly affected the quality of tour and indirectly impacted the value as perceived by the tourists. This indicates that the perceived image acts as an antecedent of tourists’ future intention (Lee, 2009) which include their motivation to tour. Similarly, a research on understanding the impact of perceived destination personality traits on tourists’ behavior confirmed this inference (Shankar,

2020c). Either, perceived image of the destination was found connected to the individual's motivation to tour (Beerli & Martin, 2004). Baloglu (1997) indicated that tourist motivation significantly impacted the perception of affective aspects of the destination. Similarly, a research study also indicated that tourists who gained positive image about the destination had been motivated to prefer the same destination (Alhemoud & Armstrong, 1996). Even though the push factors of motivation compel the tourist to tour, the pull factors indicates tourists to select the destination based on their perceived attributes of the destination (Crompton, 1979 and Kozak, 2002). As word-of-mouth source of information influence tourists perception where they acquire the cognitive belief about the destination's attributes, that could perhaps influence tourists motive to tour (Baker & Crompton, 2000 and Cai, Wu & Bai, 2004). A recent model-based study on understanding the relationship between destination image and tourists motivation found that cognitive image had significant relationship with tourists' motives to travel (Shankar, 2020a). However, the basic belief intrudes the tourists' motivation to tour. Thus, the below hypothesis has been formulated.

H2: There is Significant Relationship between Destination Image (Cognitive) and Tourists Motivation

Travel motivations lay a space for varied perceptions of the personality traits of the destinations (Yoon & Uysal, 2005 and Ye, 2012). A study by Murphy, Benckendorff and Moscardo (2007) on understanding the linkage between tourists self-image, tourists motivation and destination personality revealed the significance of tourists motivation. The study also pointed out the need to analyze the interrelationship between tourists' motivation and perceived destination personality traits. Generally, marketers segment their markets based on tourists' needs and wants which are based on their distinct motives. This theory is applicable in tourism industry (Frochot & Morrison, 2000) as tourists perceive an image or personality of the destination based on their motives. A research by Sirgy and Su (2000) found that self-congruity connects tourists' needs and perceived destination personality. Beerli and Martin (2004) indicated that the tourists' motivation had significant influence on destination image. However, there was no such proposition on findings about the personality traits. Baloglu and McCleary (1999) in their research work on model of destination image found that the tourists' motivation had a modelling impact on the perceptual evaluations. Even though, the relationship researchers argued that destination personality traits and destination image attributes are significantly related (Hosany, Ekinci & Uysal 2007), research lacks evidence in highlighting the direct relationship between motivation and personality. However, research work by Jing and Pimtong (2018) found a moderate relationship between the destination personality trait – ruggedness and tourists motivation and behavioral

intention. Similarly, Yuksel, and Bilim (2009) found that tourists motives facilitated in interpreting the destination's personality traits. Thus, it paves for the following hypothesis.

H3: There is Significant Relationship between Tourists Motivation and Destination Personality

Based on the above intensive literature review, the primary objective of the study has been achieved. Hence the following model framed in the Fig. 1 has been found. The model depicts that the perceived destination image (cognitive) has significant impact on tourists' motivation and destination personality traits (H1 and H3). Also, tourists' motivation significantly influences perceived destination personality traits (H2).

The above model has been found theoretically. However, it must be validated hypothetically using the statistics tools and techniques to use this model as the base for further research and to help marketers in understanding their tourists' motives and perception in academics and corporate industry, respectively.

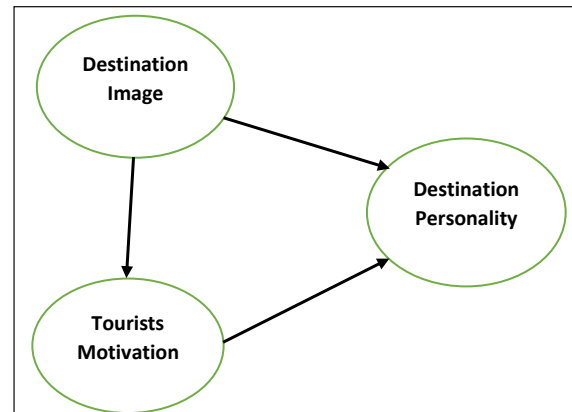


Fig. 1: Theoretical Model Found from Literature Review

RESEARCH METHODOLOGY

Research Type: The critical objective of this research was to explore the model theoretically and validate the same hypothetically. Hence, Empirical research approach was employed.

Sampling Framework and Time: Since this study was based on tourists' insights, Tourists were considered as the Sample. The Sample units consisted of tourists who visited Coimbatore for tourism purposes. Convenient Sampling technique was followed. This research was carried out between the year 2018 and 2019 (November 2018 to May 2019).

Sample Size and Respondent Characteristics: The Sample was rounded to 448 after screening and expelling the illegible

responses screening process. The highest percentage of the respondents was male (53.3%) whereas 46.7% were female respondents. In terms of the respondents' age categories, 42% fell under the age category of 25 to 34 years. Out of 448 respondents, 34.2% were postgraduates and 44.2% were working in private sector. Majority of the respondents (63.6%) were Indian Nationals. According to the responses towards their monthly income, 26.3% were earning more than 65,000 in Indian Rupees (\$4,000 – in terms of USD).

Data Collection Method

A Structured questionnaire was prepared with the factors those derived from the literary sources, that included Cognitive image (24 constructs measuring constructs measuring Quality of Experience, Attractions, Value and Intensity), tourists motivation (26 constructs measuring Relaxation, Excitement, Adventure, Knowledge, Social, Medical, Harmony, and Prestige) and finally, the destination personality traits (24 constructs measuring Sincerity, Excitement, Conviviality, Sophistication, Ruggedness, and Conformity). However, after the pilot study and analysis, some of the statements (including 2 factors in tourists' motivation) were removed based on the factor loadings and reliability values. Since this study focused on the model building aspects, specific approach such as holiday motives or food tourism motives had not been concentrated. The statements were based on the literary evidence derived from database. Further the questionnaire was iterated and revamped with tourists' personal factors (Gender, Age, Education, Occupation, Income, Nationality), statements measuring tourists perceived cognitive image (17 constructs measuring Quality of Experience, Attractions, Value and Intensity), their motives to travel (17 constructs measuring Relaxation, Excitement, Adventure, Knowledge, Social, and Prestige) and perceived destination personality traits (17 constructs measuring Sincerity, Excitement, Conviviality, Sophistication, Ruggedness, and Conformity). The dependent variables were measured on Likert 5-point scaling. The Cronbach Alpha value of the scales measuring the image, motivation and personality were .832, .839 and .855, respectively. The questionnaire was floated to 570 tourists who have visited the tourism destinations in Coimbatore. Based on the first screening for the eligible responses, 448 responses were retained.

Analysis Tools and Techniques: SPSS Software was employed for the data analysis such as Simple Percentage Analysis for understanding the tourists' personal characteristics, Reliability Analysis for understanding the consistency of scales measuring the dependent variables, and Exploratory Factor Analysis to explore the high loading constructs. SPSS AMOS was used for working on Confirmatory Factor Analysis and Structural Equation Modeling.

ANALYSIS AND DISCUSSION

To validate the conceptual model, three stage analysis processes had been carried out. This includes the Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM).

Step 1: Exploratory Factor Analysis (EFA)

EFA is deductive in nature and considered as the data reduction mechanism that minimizes the factors to qualify for the further process. EFA has been executed for the Factors such as Cognitive image, Tourists Motivation and Destination Personality using Varimax rotation. The following are the tables which shows the high loadings derived from the factor analysis.

Table 1: Factor Loadings - Cognitive Image

Cognitive Image	Loadings
Adventure / Fun	.758
Good climate	.753
Good infrastructure	.817
Spiritual destination	.760
Appealing local food	.835
Low cost city	.756

From the above Table 1, it has been found that the cognitive image constructs such as adventure/fun, good climate, good infrastructure, spiritual destination, appealing local food and low cost city have the high loadings of .758, .753, .817, .760, .835 and .756 respectively. Other constructs measuring the perceived cognitive image which do not have the high loading values have been removed. Henceforth, these high loading constructs has been grouped together, named as Cognitive image constructs, and used for further analysis.

Table 2: Factor Loadings – Destination Personality Traits

Destination Personality	Loadings
Outdoorsy	.819
Charming	.815
Religious	.868
Friendly	.839
Reliable	.828
Down-to-earth	.778

From the Table 2, it has been found that the destination personality traits such as outdoorsy, charming, religious, friendly, reliable, and down-to-earth have high loading

values of .819, .815, .868, .839, .828 and .778, respectively. Personality traits which do not have high loadings have been eliminated for the further CFA analysis. Therefore, these high loading traits have been named as Destination Personality constructs measuring the personality traits of the destination.

Table 3: Factor Loadings – Tourists Motivation

Travel Motivation	Loadings
Visit the (friends) unvisited places	.930
Let friends to know about the trip	.915
Adventure, entertainment and fun	.912
Experience new weather	.894
Developing close relationship	.829

Table 3 depicts the high loading values of tourists travel motivations. The 2 constructs measuring the prestige motives of the tourists such as to visit the places which was not visited by friends and let friends know about the trip have high loading values of .930 and .915, respectively. Other constructs such as adventure, entertainment & fun, experiencing new weather and developing close relationship have high loadings of .912, .894 and .829, respectively. Henceforth, these high loading constructs have been grouped together and named as tourists' motivation.

Step 2: Confirmatory Factor Analysis (CFA)

CFA – a multivariate technique, being judicial in nature, uses to confirm the measurement model or confirms the existence of model in each factor. This technique tests the relationship between the observed variables and latent constructs. This analysis requires the factors to acquire some components to fall on acceptable values and those are Absolute Model Fit, Incremental Model Fit and Parsimonious Model Fit. The Table 4 shows the model fit values that can be acceptable. Each component mentioned in the table fall under three predominant fit indices such as Absolute model fit - consists of Chi square value, Root Mean Square of Error Approximation (RMSEA) and Goodness of Fit Index (GFI), Incremental model fit - consists of Adjusted Goodness of Fit (AGFI), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), and Normed Fit Index (NFI) and Parsimonious Fit Indices - consists of Chi Square value divided by Degrees of Freedom (CMIN/df). These fit indices have been considered as relevant for CFA and SEM (Yuan, 2005 and Kenny & McCoach, 2003).

Based on the EFA's high loadings of each factor, the CFA has been performed. All the high loading constructs of respective factors mentioned in the step 1 have been used for performing

CFA to confirm the existence of model in each factor. However, constructs such as good climate and low-cost city of cognitive image, charming and outdoorsy of destination personality traits, and developing close relationship of tourist motivation have been removed after performing the iterations and considering reliability values of the analysis. Constructs such as good infrastructure, appealing local food, adventure/fun, and spiritual destination of cognitive image, religious, friendly, reliable, and outdoorsy of destination personality traits, and visit the (friends) unvisited places, let friends know about the trip, adventure/entertainment/fun, experiencing new weather of tourists motivation have been used for performing the CFA.

Table 4: CFA Acceptable Values and Results for Cognitive Image, Destination Personality and Tourists' Motivation

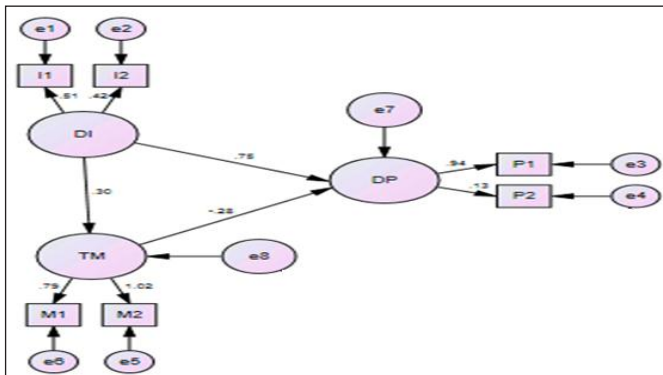
Components	Acceptable Values	CI	DP	TM	Acceptable or Non-Acceptable
Chi Square	More than 0.05	.556	.266	.437	Acceptable
RMSEA	less than 0.08	.000	.000	.000	Acceptable
GFI	Close to 1	.999	.999	.999	Acceptable
AGFI		.993	.989	.993	Acceptable
CFI		1.000	1.000	1.000	Acceptable
NFI		.981	.996	.999	Acceptable
TLI		1.000	.980	.961	Acceptable
CMIN/df	Less than 5	.587	.974	.605	Acceptable

Note: CI – Cognitive Image, DP- Destination Personality, TM – Tourists Motivation.

The above Table 4 shows that CFA results of Cognitive Image are Chi Square = 0.556, RMSEA = 0.000, GFI = 0.999, AGFI = 0.993, CFI = 1, NFI – 0.981. TLI = 1, and CMIN/df = 0.587. Destination personality individual model has the values such as Chi Square = 0.266, RMSEA = 0.000, GFI = 0.999, AGFI = 0.989, CFI = 1, NFI – 0.996. TLI = .980, and CMIN/df = 0.974. Also, the CFA values of Tourists Motivation are Chi Square = 0.437, RMSEA = 0.000, GFI = 0.999, AGFI = 0.993, CFI = 1, NFI – 0.999. TLI = .961, and CMIN/df = 0.605. Referring the modification indices on the high M I Values between the errors, covariances have been drawn between errors of constructs such as Good infrastructure and Spiritual destination of cognitive image, and constructs such as reliable and outdoorsy of destination personality traits to achieve the perfect model fit values. Each factor such as cognitive image, destination personality and tourist's motivation have perfect absolute, incremental and parsimonious fit values and hence, it has been found that models exists in each factor.

Step 3: Structural Equation Modelling (SEM)

SEM is the multivariate statistical analysis technique which tests the structural relationship between measured variables and latent constructs. This technique helps to validate the theoretical model found from the intensive review of literature. Based on the step 2, factors and its constructs derived from CFA have been further analyzed in structural format. The following Fig. 2 represents the structural model validated using SEM.



Note: DI- Destination Image, I1 – Image 1, I2 – Image 2, DP – Destination Personality, P1 – Personality 1, P2 – Personality 2, TM – Tourists Motivation, M1 – Motivation 1 and M2 – Motivation 2.

Fig. 2: SEM of Destination Image, Destination Personality and Tourists’ Motivation

Based on the iterations performed and the reliability values, some of the constructs measuring the factors destination image (such as adventure/fun, and spiritual destination), destination personality (such as reliable and outdoorsy) and tourist motivation (adventure/entertainment/fun and experiencing new weather) have been eliminated for the structural analysis. However, the model has been executed with 2 constructs per factor. Destination Image (DI) consists of 2 constructs such as Appealing Local Food (I1) and Good Infrastructure (I2). Destination Personality (DP) consists of 2 constructs such as Religious (P1) and Friendly (P2). Tourists Motivation (TM) consists of 2 constructs such as Visit (friends) unvisited places (M1) and prestigiously let friends know about the trip (M2). The following Table 5 shows the model fit values of this SEM.

Table 5: SEM Model Fit Values

Components	SEM	Acceptable or Non-Acceptable
RMSEA	.071	Acceptable
GFI	.985	Acceptable
AGFI	.939	Acceptable

Components	SEM	Acceptable or Non-Acceptable
CFI	.976	Acceptable
NFI	.969	Acceptable
TLI	.928	Acceptable
CMIN/df	4.002	Acceptable

From the above Table 5, it has been found that, the model proposed has adequate fit and valid as the values of RMSEA = 0.071, GFI = 0.985, AGFI = 0.939, CFI = 0.976, NFI = 0.969, TLI = 0.928 and CMIN/df = 4.002 are acceptable. Also, the *P Values* that test the relationship between cognitive image and destination personality, cognitive image and tourists motivation, and tourists motivation and destination personality have been found significant (*P Values* are significant and less than 0.05). Hence, the hypothesis H1, H2 and H3 have been accepted. This indicates that, cognitive image significantly impacts tourists motivation to travel, tourists motivation significantly impacts the perceived personality traits of the destination, and perceived cognitive image significantly impacts the perceived personality traits of the destination.

MANAGERIAL IMPLICATIONS

First, the study has found that perceived cognitive image has significant impact on the tourists’ motivation to tour. This inference supports the findings of the research outcomes of Beerli and Martin (2004). This is because perception and motivation, perhaps critical in product branding, are connected to behavior and cognition. The modelling result highlights that the cognitive image components such as adventure/fun and spiritual destination have a significant impact on adventure/entertainment/fun and experiencing new weather statements of tourists’ motivation. This inference indicates the need for the marketers to underline the fact that the image being perceived in tourists perceptual evaluations intrudes motives to tour. Technically, the images of adventure and motive to seek adventure have significance. This could also be inferred as, tourists’ perception aligns with tourists motives. Also, it is decisive for the marketers to understand that cognitive image is the belief about the destination formed through various means of witnessing information. Basically, formation of belief in tourists mind is arduous process. To impact the cognitive belief, the marketers must formulate the advertisement campaigns and promotional strategies by inculcating the destination’s attractions as the brand elements that intrude tourists’ memory. Thereby creating a stringent image of the destinations in tourists’ perception would intrude tourists’ motives to visit the destinations. A research on Impact of Destination Image on Tourists Motivation suggested this inference based on its findings (Shankar, 2020a). Second,

the inter-relationship between image and personality of the destination was found significant. This finding supports Ekinci, Turk E and Baloglu (2007) and Xi and Lee (2013) research outcomes. Considering the final SEM results, the cognitive evaluations such as adventure/fun and spirituality have significant relationship with the personality traits reliable, and outdoorsy. This inference highlights that fact that tourists' evaluation of personality traits is based on their cognitive perceptual evaluations. It is essential to note that, personality traits and image (tourists' present view about the destination) have conditional interference. The perception of image or the belief about destination or even a product is facilitated by the personality traits associated with it, by process. In other words, personality traits conceive stringent image aspects in tourists mind and brunt in mental mapping process – a key marketing perspective. Since personality traits do differentiate the destinations from one to another, it is vital for the destination marketers to discern and analyze the personality traits of the selected destinations from tourists' perspective. Like product brands' advertisement and promotion, destination brands must inculcate its personality traits which influence the tourists' behavioral intensions. Third, the research has found that tourists' motivation has significant relationship with perceived destination personality traits. This finding acts as allied evidence to the research out comes of Yoon and Uysal, (2005), Ye (2012) and Murphy, Benckendorff and Moscardo (2007). However, the findings from the structural model indicate that destination personality traits and tourist motivation are related. Considering the Push/Pull Motivation perspective, tourists motive tend to evaluate the personality traits. In other words, tourists perceive the traits according to their requirements or intended motives or the way they would like to perceive. Basically, tourists of distinct demographic characteristics have differences in perception (Shankar, 2019). In this context, tourists of varied motives perceive the personality traits of destination in different phase because action intended to perform otherwise, called as the stimulus are created out of perception. However, some destinations serve offbeat experiences to tourists. Hence, it is marketers predominant role to understand how possibly the needs and wants of the tourists can be paired with the destination personality traits and destinations' attractions to position the most competitive and alluring image of the destinations in the tourists market, and so as to intrude tourists motives to tour and elevate the tourists inflow. Overall, it is important for the marketers to understand these three aspects such as perceived image and personality and tourists' motives to travel, and this model would facilitate for such requirements.

LIMITATIONS OF THE STUDY AND SCOPE OF FURTHER RESEARCH

This research work was an extract from a major study on understanding the image and personality of Coimbatore

District in Tamil Nadu State as a Tourists Destination. It is decisive to note that, the identified and validated model employed to another destination or on distinct perspective would derive varied outcomes. Basically, the sample size of 448 was fixed by the researcher's own discretion and thereby limits the outcome of this study limited to the sample. Increasing the sample size might produce disparate values. Statistically, the model constructs were chosen based on the reliability values emerged from the three-stage analysis process, typically more than 0.8 or closer to 1. These reliability values tend to vary if the model constructs used for studying on other regions or geographic locations. There are numerous studies that exist in the literature in the arena of destination branding. There are studies referring to countries such as China, Australia, United Arab Emirates, and other countries but studies pertaining to Indian Destinations are limited. Though this is a huge challenge for the researchers to penetrate more on the further research aspects, this void creates an opportunity to explore theories, models and the inferences to Indian context. While review of literature phase, it was noted that studies in Indian context were at growing phases. Hence, there is a huge scope for further research not only to add values or stringent evidence to the literature but also to explore new models with new factors that would have significant impact and benefit on the academic research and industry, mainly in Indian scenarios. Such researches could be imbibing tourists satisfaction parameters, or the role of tourists emotions, perhaps tourists experience certain types of emotions during their travel (Abdulla & Suresh, 2017), culture of tourists, destinations and even the country's cultural values etc., Accordingly, there is also a scope for modelling the impact of e-sources of information, for example; social media, on tourists perception of image and personality of destinations, choice process and decision making. This would benefit the marketers in understanding the role of social media, perhaps the significant influencer (Singh & Yadav, 2018) on tourists' perception before, during and after visiting the destinations.

CONCLUSION

Success of any marketing strategies lies with how well the marketers understand their consumers' characteristics and this applies to destination marketing as well. In tourism industry, the inflow of tourists determines the growth of the sector such as increasing the capacity to earn valuable foreign exchange (Bandaru & Venkateshwarlu, 2020). Accordingly, Perception of image and personality of the destinations, and the motives of tourists have a compelling role in tourists' choice and decision-making process (Baloglu & McCleary, 1999 and Beerli & Martín, 2004). Eventually, these three aspects have a greater role in understanding the most complex perspectives of behavioral science. The research outcomes of this study would support the destination marketers,

stakeholders, government bodies and other thereof by taking into the perception and motivation of tourists as the prevalent factors for branding their destinations. Since this research has portrayed Indian Destinations, it would be highly relevant for the Indian Destination Marketers and other thereof in marketing, promoting and policy making etc. Also, this research has provided a predominant indication to conceive further avenues of research in Indian Destinations Management. This is because, in marketing science, it is believed that, stronger the perception, the higher stimulus to perform to act. Accordingly, extending the research would benefit the policy makers and other government supporting organizations in sustainability and growth of the destinations.

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