

# Novelty Vs Familiarity: Identification of Satisfaction and Loyalty in Context of Visitor's Perception

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**Abstract** *Tourism has gained importance in the recent decades and youth is more concerned about the destinations to be visited. There are two classes of tourists. One, who want to explore new places and others who visit same places they are already familiar with. However, both types of destinations need to provide satisfaction in order to attract tourists in future. The study aimed at studying the opinion towards newness as well as familiarity with tourist places to measure their revisit intentions. The respondents were contacted personally and data was collected from the people came to visit Gwalior and nearby cities for various purposes. The respondents were contacted at tourist places of the city. The respondents were from all over the country and abroad. The modified and standardized questionnaires were adopted to measure responses on an equal interval scale. In order to attain responses from various respondents a care has been taken that 65% responses were taken from tourists belonging to different countries and 35% were Indian tourists from various cities. Being historical city, Gwalior, Agra and Jhansi solved purpose of study regarding collection of data from variety of respondents. The results support the notion that novelty and familiarity affects tourist's satisfaction.*

**Keywords:** *Tourist, Satisfaction, Familiarity, Destination Loyalty and Novelty*

## INTRODUCTION

Tourism industry has gained paramount attention of the world and numbers of visitors are increasing in all the countries offering any kind of attraction in terms of historical significance, safety, new attractions and so on. There are many countries whose main economic contribution comes from tourism. The industry is flourishing significantly. India being rich in cultural, historical base attracts many tourists every year. In the heart of India lies the state Madhya Pradesh (MP), implied meaning is 'at Centre'. A large number of people visit MP, where most of them are interested in visiting Khajuraho, known for its erotic temples from medieval

period. The sites have been listed in UNESCO also. The best route for the same is a journey from New Delhi, Capital of India, than have a stay at Agra to visit Taj Mahal, another world heritage site, than Gwalior, again city of most revered fortress of India, Scindia palace, Tansen Tomb and many more such beautiful and historical monuments. The journey continues to Jhansi, land of brave Queen Laxmibai and then to Khajuraho. The journey offers full package of cultural heritage and natural beauty. The above factors make Gwalior more attractive for tourist and that helps in substantial increase in tourist's footfall.

Even though the place offers many things, travelers always look for other attractions. The Government is working in

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the area of improving facilities along with identifying and redevelopment of sites which were unknown earlier, like Mitavali, Padavali & Bateshwar temples in nearby area of Gwalior. These sites are novel in terms of their structure & beauty. It offers attraction to those even who are already familiar with Gwalior or already visited the city for the purpose of tourism. Though familiarity plays an important role in attracting customers as they already know how things are to be managed. These aspects also contribute in satisfaction of travelers.

## Novelty

Novelty is characterized as the differentiation, the changes that took place from past to present experience (Pearson, 1970). From the definition's point of view, it's conceivable to comprehend that travelers need to encounter somewhat new all the way through the travel (Blomstervik, Prebensen, Campos & Pinto, 2020; Mitas & Bastiaansen, 2018). Crompton (1979) stated that novelty may not be a contribution to new knowledge but it does provide new experience. According to Lee and Crompton (1992) different scope of novelty are thrill, adventure, surprise, and boredom-alleviation. Among other motivators 'novelty' has been the focal part of a motivation to travel and impacts sightseers' basic decision making of travelers (Petrick, 2002). Novelty-seeking identifies with looking for variety, which is the propensity for buyers to change their decision based upon latest event (Ratner, Kahn & Kahneman, 1999).

Novelty-seeking impacts satisfaction in positive manner (Assaker et al., 2011). In case, tourist looking for novelty and familiarity meets or exceeds expectation then he will feel satisfied. Besides, Feng and Jang (2007) affirmed the connection between novelty-seeking and the idea to visit the destination again. It is witnessed that revisit to destination is the part of destination loyalty. Interestingly, in any case, not many investigations have worked or quantified novelty for a tourist destination, from point of view or experience of traveler. This can be clarified by the suggestion that novelty is the divergent idea to familiarity (Lee & Crompton, 1992). In light of this presumption, it isn't important to quantify or measure destination novelty when analysts measure the familiarity of the destination for a tourist. Similarly novelty is importance and it is likewise a predecessor of satisfaction and destination loyalty (Assaker, Vinzi & Connor, 2011). Novelty as a characteristic can be achieved if the traveler reports the difference in the experience in present as compared to past observation and past experience (Pearson, 1970).

## Familiarity

Familiarity is characterized as amount of encounters related to product or the data that measures characteristics of

product (Rao & Sieben, 1992). Baloglu (2001) suggested that destination familiarity is operationalised as a mix of the measure of information and past experience. Familiarity has been estimated utilizing conduct and attitudinal methodologies. The social methodology depends on genuine encounter, and the attitudinal methodology depends on self-reported measure. Various examinations uncovered that familiarity influences different facets of tourist behaviour. For example, familiarity impacts the tourists' data search behaviours. Snepenger and Snepenger (1993) demonstrated that travelers who know about a destination be likely not to depend upon external sources of information. From a different perspective, Baloglu (2001) decided a positive connection between familiarity and image of a destination. Milman and Pizam (1995) also demonstrated that familiarity impacts the probability of visiting destination. Similarly, Mechinda et al. (2009) stated that destination loyalty is influenced by familiarity (Casali, Liu, Presenza & Moyle, 2021).

Despite the fact that visitors look for novelty, they like to visit well-known destination. This gives off an impression of being conflicting superficially. Shimojo and Shimojo (2010) demonstrated an isolation of novelty and familiarity in inclination decisions. Moreover, Shimojo (2008) proposed that novelty and familiarity are different ideas, having strong impact on consumer behaviour. Cohen (1972) classified tourist into four types on their preference on the basis of "familiarity or novelty; the organized mass tourist, the individual mass tourist, the explorer, and the drifter". The organized mass travellers tries to limit introduction to novelty and lean towards familiarity more as it is more comfortable to visit familiar places. The individual tourist or the traveller will in general favor a mix of familiarity and novelty. The explorer and vagabond look for novelty at more, and maintain a strategic distance from the ordinary visitor course. Accordingly, numerous examinations utilized this way to deal with comprehend vacationer conduct (e.g., Basala & Klenosky, 2001).

Many Researchers have concluded that destination familiarity affects different facets of behaviour of a tourist like for example information search process is affected by familiarity. Like tourists if is familiar with the destination are not expected to depend on information from external sources (Snepengar & Snepenger 1993). Familiarity also affects the destination image (Baloglu, 2001). He concluded a constructive association between destination familiarity and destination image, another association they found was between familiarity and the likelihood of visiting a place (Milman & Pizam, 1995). Further, familiarity affects destination (Mechinda et al., 2009). Familiar destinations are also preferred by those tourists seeking for novelty.

## Satisfaction

Satisfaction is one of the much researched but ongoing concept in social sciences. Researchers have defined it in many ways. For example, Han, Back and Barrest (2009) defined Satisfaction as “An overall evaluation of a customer’s experiences with a service provider, as opposed to a transaction-specific satisfaction judgment”. Tourism industry considers satisfaction as a key variable to uphold aggressive business since product and service utility and the selection of destination is affected by tourist satisfaction (Kozak & Rimmington, 2000).

Various experimental researches uncovered that satisfaction affects goal dependability (Bosque & Martin, 2008, Prayag & Ryan, 2012). Gallarza et al. (2006) concluded that Satisfaction was measured in terms of productivity, administration quality, social worth, play, style, money related cost, visible risks, time, exertion and esteem. Tourist will be satisfied if he is satisfied with the availability of different attributes (for example attractions, settlement, availability, comforts and exercises) and met expectations. Tourist satisfaction includes satisfaction with attractions, lodging, food, shopping, openness, exercises and occasions and condition as important attributes (Chi et al., 2008). Tourist satisfaction is nothing but post-utilization assessment of the particular thing (Westbrook & Oliver, 1991) and it is assumed to be one of the key decisions that tourists take while considering tourism management (Yuksel & Yuksel, 2002).

There are many variables influencing the degree of tourist satisfaction. In the travel industry research people measured perceptions towards different criteria. Like, Chi and Qu (2008) picked thirty three destination items for the purpose of measuring tourist satisfaction, and recognized seven key variables: lodging, eating, shopping, attractions, activities and occasions, condition, and accessibility. Ace and Prideaux (2000) chose eight criteria to evaluate Taiwanese tourist satisfaction in South East Queensland. Heung and Qu (2000) inspected the satisfaction levels of Japanese tourists towards around 31 properties of Hong Kong. Mazanec (2006) considered tourist satisfaction through six satisfaction markers: simple entry, circumstance at ticket selling focuses, level and assortment of costs, cableways and ski lifts, skiing zone, skiing runs, services, and restaurants or cafés for Ski resorts. In the hospitality research, Yuksel and Yuksel (2002) further researched on café and restaurants and assessed food service by estimating the degree of tourist satisfaction with eating depending upon 10 factors: service quality, product quality, menu assorted variety, cleanliness, comfort and area, commotion, administration speed, cost and worth, services, and climate.

Satisfaction is a solid indicator of repurchase intentions that includes suggesting the product or services to other

people (Taylor & Baker, 1994). Further, satisfaction is the fundamental segment of loyalty (Anderson & Sullivan, 1993). In similar manner, various other researches uncovered that satisfaction has an affirmative effect on destination loyalty (Yoon & Uysal, 2005; Chi & Qu, 2008; Prayag & Ryan, 2012). In the event where tourists are happy with their involvement, they are bound to come back to a similar goal and to prescribe that goal to other individuals also.

## Destination Loyalty

Loyalty has been discussed rigorously in last five to six decades. Newman and Werbel (1973) defined “loyal customers as those who re-buy a brand, consider only that brand, and do no brand-related information seeking”. Two decades back Oliver in 1999 stated that Loyalty refers to the willingness to purchase a product again and again or having intentions to buy same product repetitively even after situational causes forcing to switch.

Destination loyalty relies upon satisfaction of traveler (for example, satisfaction with attractions, settlement, availability, luxuries and exercises) and met expectation (Chi et al., 2008). Among many attributes Tourist attachment, loyalty, service quality, social worth, play, style, perceived money related cost and risk, time and exertion spent on the visit and esteem (Gallarza et al., 2006); comfort, well-being, social attractions and shopping, vacation destinations and mood and assortment and availability influences visitor faithfulness (Prayag, 2008).

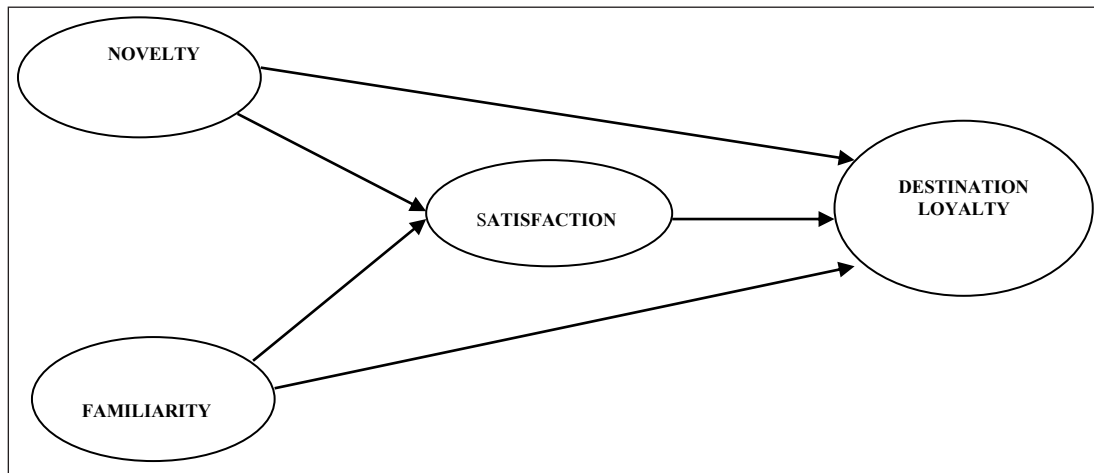
Despite the fact that Mechinda, Serirat and Guild (2009) demonstrated that familiarity impacts destination loyalty, they didn’t inspect the connections among familiarity, satisfaction, and destination loyalty. On the off chance that visitors feel a feeling of familiarity, it can give a sense of security and loyalty, which may prompt satisfaction and loyalty. Faullant, Kurt Matzler and Johann Fuller (2008) had distinguished the effect of destination image and visitor satisfaction on destination loyalty. Destination loyalty is affected a lot by destination novelty and destination familiarity, at the same time novelty affects satisfaction too. Tourist enjoys new experiences, activist etc at a familiar destination.

Loyalty alludes as a commitment that is showed by affinity to take an interest in a specific entertainment service (Backman & Crompton, 1991). Analysts do concur that destination loyalty underlines on longitudinal viewpoint. It is tied in with taking a gander at deep rooted behaviour to visit a destination of tourist as opposed to only a cross-sectional point of view in which the present appearance may not really to be identified with past visit. Destination faithfulness is wanted by destination suppliers, since it verifies the connection among visitors and destination

suppliers when the visitors are looked with progressively appealing destination focused offers, or by their own inadequacies. Loyal visitors are bound to distinguish, have trust in, and be focused on the destinations that they incline toward when looked with adversity. Further, if there is a mistake made in the arrangement of the destination, loyal visitors or the visitors are happy to give another opportunity to the destination supplier. As per Weiner (2000) loyal clients will by and large credit service mistakes to 'unstable factors'

rather than variables that are constrained by the destination supplier, in this way staying loyal despite disappointing encounters by the visitors. As per Lobata et al. (2006) the estimation of loyalty can be characterized into two; first, it is about traveler frame of mind on continue obtaining, and second, on visitor inclination towards the travel industry destination.

On the basis of above literature following model is proposed for the study:



**Fig. 1: Proposed Model Showing Relationship between Variables**

## METHODOLOGY

*The Study and Population:* The study was co-relational and explanatory and the population for the study included tourists visiting Gwalior during the data collection phase. Individual respondent was used as the sampling elements for the study. Since the tourists were asked for their willingness to fill the questionnaire and he/she must essentially be a visitor, the sample was mostly purposive. The data for this study was collected with the help of questionnaires and these were self administered. The target population was tourists from India and abroad who were able to read and understand English. Overall, 135 questionnaires were distributed in major tourist attractions of the destination using equal-interval scale. Out of which 100 questionnaires were considered for analysis. The 10% were Spanish, 12% were Americans, 10% were from Australia & New Zealand, 25% were Non-resident Indians, 35% were from different parts of India and rest were from other countries. The data was collected during July 2018 to January 2019.

*Measures:* Novelty scale was based on novelty-seeking measures (Lee & Crompton, 1992; Feng & Jang, 2007). Familiarity was measured using four items scale adapted from Mechinda et al. (2009). Satisfaction was measured through 11 statements measuring satisfaction with accommodation and satisfaction with Gwalior City (Chi

& Qu, 2008). Destination Loyalty was measured using nine item scale (Akama, 2003; Chi & Qu, 2008). The questionnaire was having five sections and first section was of demographic information second section was of novelty, third section was for familiarity, fourth section measured tourist satisfaction and last section collected information of destination loyalty. The cronbach's alpha value for four items of novelty was 0.672, familiarity questionnaire has three questions and value came out to be 0.814 and 9 items of destination loyalty have given alpha value of 0.866 and for tourist satisfaction alpha was 0.848 for 12 items.

## HYPOTHESIS TESTING

The hypotheses were tested through the application of 'linear regression'.

*H01: Novelty, familiarity, satisfaction are positively related to destination loyalty.*

The first hypothesis H01 was checked using regression analysis, the independent variables novelty, familiarity and satisfaction were regressed with destination loyalty. The values  $r=0.767$  is showing strong correlation between the four variables and adjusted  $r$  square value= $0.580$  indicated that 58% of variance can be explained with the help of the given independent variables. The F value in regression

analysis shows model fit and as F value is 69.667 at the significance level of (0.000) indicating high predictability of the model. Further, Beta values were ( $\beta_1=0.117$ ,  $p=.054$ ) for novelty, ( $\beta_2=0.300$ ,  $p=.000$ ) for familiarity and ( $\beta_3=0.534$ ,  $p=.000$ ) for satisfaction showing positive relationship among variables although novelty did not show very significant relationship (Walia, Sharma & Mathur, 2021).

*Ho2: Novelty predicts satisfaction positively.*

The second linear regression was applied to check relationship between novelty and satisfaction. The r square value (.215) indicates the percentage of variance explained by independent variable. In this relationship novelty explained 21.5% variance in tourist satisfaction. The model can be considered as good fit (F value=40.559,  $\beta_1=.464$ ,  $p=.000$ ) indicating high predictability of the model. When the variables were regressed they resulted into conclusion of a significant relationship of dependence of tourist satisfaction on novelty.

*Ho3: Novelty and satisfaction are directly related to destination loyalty.*

The third hypothesis is checked by applying one more linear equation between novelty and satisfaction as independent variables and destination loyalty as dependent variable and the results shown strong correlation between the variables as the Adjusted r square value is 0.508 indication that novelty and satisfaction together explain variance in destination loyalty up to 50.8%, the F value which is 77.777 at p value of 0.000 is indicating high predictability of the model. The beta value for novelty ( $\beta_1=.174$ ,  $p=.008$ ) and for satisfaction ( $\beta_2=.620$ ,  $p=.000$ ) were also quite good. Hence, the variables are showing the positive relationship. Similarly, Lee & Crompton (1992); Feng & Jang (2007) also proved that satisfaction shows direct and positive impact destination loyalty. Yoon and Uysal (2005) proposed a model in which they explained relation of destination loyalty with travel satisfaction they also concluded that a significant causal relationship exists between travel satisfaction as independent variable and destination loyalty as dependent variable.

*Ho4: Familiarity predicts satisfaction positively.*

The fourth linear regression was applied to check relationship while keeping familiarity as independent variables and satisfaction as dependent variable. The r square value (.144) indicated the percentage of variance explained by familiarity in satisfaction. The model can be considered as good (F value=24.849,  $p=.000$ ) indicating high predictability of the model. When the variables were regressed they resulted into conclusion of a significant relationship of dependence of tourist satisfaction on familiarity. Familiarity has an impact signified by beta value of ( $\beta_1=0.379$ ,  $p=.000$ ).

*Ho5: Familiarity and satisfaction are directly related to destination loyalty.*

In the fifth hypothesis Familiarity and Satisfaction were regressed with Destination Loyalty, where adjusted R square was .572, indicating 57.2 variance reported by familiarity and satisfaction in loyalty. The values were (F=100.722,  $p=.000$ ) showing a good relationship explained by familiarity and satisfaction with loyalty. Further, for satisfaction ( $\beta_1=.579$ ,  $p=.000$ ) and for familiarity ( $\beta_2=.320$ ,  $p=.000$ ) the values were also in support of hypothesis. Abou-Shouk et al (2018) discussed the tourist attachment with the place which in turn ensures satisfaction and willingness to return at the place of attachment.

*Ho6: Satisfaction mediates relationship between novelty and destination loyalty.*

The mediation was checked with the help of Sobel's test. The hypothesis stated that satisfaction was mediating between novelty and destination and loyalty. The test statistics were  $z=5.269$ ,  $p=.000$ . The values supported Ho6 as perfect mediation is reflected through values. Those who seek novelty also long for satisfaction with place and accommodation, satisfaction along with novelty ensures that they have intentions to revisit same place (Albaity & Melhem, 2017). Similarly in the words of Kim (2017) memorable experiences also provides novelty and henceforth satisfaction and image of a destination provoke tourist to come back at the same place.

*Ho7: Satisfaction mediates relationship between familiarity and destination loyalty.*

The mediation between familiarity and destination loyalty was again verified through Sobel's test. The values reported were  $z=4.457$ ,  $p=.000$  depicting mediation by satisfaction between familiarity and destination loyalty. Satisfaction via other variables confirmed mediation for destination loyalty (Kanwel et al., 2019). Though less researches were reported on the role of familiarity in predicting loyalty with satisfaction as mediator (Toyama & Yamada, 2012), yet the importance of familiarity is not lessened as familiarity provides a sense of security and peace.

## DISCUSSION AND CONCLUSION

We have considered novelty and familiarity as two separate concepts, the different analysis that have been performed on the collected data established the contributory or cause and effect relationships amidst tourist novelty, familiarity, satisfaction, and destination loyalty. The outcome of the current study will endow with an outline of tourist perception of newness along with the feeling of familiarity. Tourism considers novelty and familiarity as two dissimilar ideas

and this study also provided evidence that these two can be seen as two distinct constructs. In the field of destination marketing, tourism researchers will get help in examining novelty and familiarity independently, as conducted in this research. The results of the study also indicated that both novelty and familiarity can be considered as contributors in deciding satisfaction and further novelty and familiarity through satisfaction affect destination loyalty. The study reveals affirmative link between novelty and destination loyalty which is mediated by satisfaction. The relationship between satisfaction and loyalty in this study is in line with the previous studies (Walia, Sharma & Mathur, 2021; Prayag & Ryan, 2012 and other researchers like Chi & Qu, 2008).

Though, the research has various limitations like the effects of socio-demographic variables were not studied in the study the paper has presented interesting findings about perception of tourists visiting a city with rich historical background. The tourists visiting Gwalior included repeat visitors also. Though, most of them were first time visitors. Their perception was measured for identifying their general view about a tourist place. The outcomes revealed that the tourists were more attracted towards the places which provides them familiarity and satisfaction. Although novelty provides satisfaction but it did not attract repeat visits till the time people are satisfied with the visit. The study can be relied upon as a matter of fact that everyone who intends to visit same place again is satisfied with the facilities available in the city for tourists and the city seems familiar so provides a sense of security. The study also imply that in order to have revisits from tourist a familiar environment must be provided and the tourist departments and other related services must work upon providing a feeling of satisfaction with accommodation and site visits. In this area a comfortable stay can also be an added advantage as that would help in relieving stress. The study further implies that to attract new customers, new locations and attractions must be created and identified. Nonetheless, this investigation sees novelty and familiarity as different ideas. In the event that tourist finds novelty at the time of a destination visit, it will satisfy the tourist and that destination might be seen by tourist as one of the appealing spot. This results in to destination loyalty (Le Chi Cong, 2021). From one viewpoint, novelty seeking is considered as one of the key criterion of travel motivation (Crompton, 1979). Furthermore, it is also a predictor of satisfaction (Assaker, Vinzi & Connor, 2011).

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