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Title :

Tourist Consumer Behaviour - Relationship between emotion in leisure marketing, involvement and image of the tourism destinations on tourist purchase decision: A research agenda

Abstract

Drawing on the literature on tourism, this research agenda is specifically focused on the consumer behaviour in tourism. Emotions on leisure marketing, the involvement and the image of tourist destinations help to explain and predict the different facets of consumer behaviour in tourism decision making in leisure vacations and are explored here. Involvement is now a crucial construct in the study and research of consumer behaviour in marketing tourist and leisure. This study establishes a significant relationship between these constructs. Involvement has a high influence on consumer choices, shaping their purchasing behaviour, depending on the antecedents and consequences of involvement. The image of tourist destinations has an impact on consumer behaviour, specifically on the choices of tourists. The role of image as a key factor in destination marketing is thus confirmed. Emotional factors are particularly powerful in the formation of holiday options. Finally, the experience of buying and consumption occurs at the level of behaviour. In this sense, further research could be necessary. Overall, this research advances the understanding of the travel behaviour on leisure vacations in destinations offering important managerial implications and future research. The aim of this study was to complement and advance this knowledge about the impacts on travel behaviour.

Keywords

Consumer behaviour in tourism, involvement, tourist destinations' image, emotions in leisure marketing

Introduction

Travel behaviour is the most fundamental aspect of this research study. As mentioned by [Isaac, R. \(2008\)](#) the consumer behavior area is the key to explain and understand all marketing activities applied to develop, promote and sell tourism products. The evolution on the study of consumer behaviour has

been one of the main integrated aspects on the study of researches concerning tourism and leisure ([Crouch et al., 2004](#)). In the marketing domain, the leisure marketing is a recent and new area of research, and to leisure marketing to be successful, is crucial to understand the principles of marketing

and also understand the leisure activity ([Shank 2009](#)). Consumer behaviour in tourism is the key to explain his choices and the consumption of touristic products, and researchers are always expanding the knowledge on consumer behaviour in tourism and leisure. The emotions establish a strong importance in the comprehension of consumer behavior and even the definition of experiences and also enhance consumer reactions and on tourist ([Prayag, Hasany & Odeh, 2013; pp.119](#)). The involvement and emotions are incalculable constructs for consumer behaviour and marketing scholars ([Soscia, 2013](#)). [Sánchez et al. \(2006, pp. 395\)](#) concluded that:

“leisure activities like tourism need to resort to fantasies, feelings and emotions to explain purchasing behaviour in tourism products”.

Involvement applied to recreation and leisure has been examined ([Dimanche et al., 1991; Jain & Srinivasan, 1990](#)), as well as in the context of tourism ([Jamrozy et al., 1996; Kim, Scott & Crompton 1997](#)). Although the involvement and influence in the decision making process of buying the tourist are well articulated, its application in international destinations has received little attention ([Gursoy &](#)

[Gavcar, 2003](#)). Although in the area of marketing have already been developed studies on the role of emotions in consumer behavior in tourism empirical studies on this subject are still limited ([Hosany & Gilbert, 2009](#)). As [Chon \(1990\)](#) argues, the destination image and his influence on travel behaviour is a topic of interest in tourism studies. However, the research perspective of destination image and behavior has not been explored in the literature and the behavioral aspect of destination image research has also received attention. ([Stepchenkova, S., & Mills, J., 2010](#)). Understanding how these concepts affect consumer behaviour in tourism is a great challenge for the academic and scientific community. The role and impact of involvement and emotions in the decision making process of tourists on holiday leisure was rarely addressed in the literature of tourism. Then, travel behaviour has not received as much attention in the tourism and marketing literature, thereby leaving gaps that is addressed in this study. Therefore, to understand how tourists behave, research into leisure behavior is important and priority ([Bergier, 1981](#)). Similarly, [Laws \(1995\)](#) points out that the knowledge of tourist's choices and behaviour is an essential aspect in management and the development of

destination facilities. The involvement has been studied and explored by several researchers over a long period of time, using multiple definitions on a marketing context ([Bloch et al., 2009](#)). The choice of the tourist to travel in leisure vacations in destinations can depend very image of the destination ([Crouch, 2011](#); [Stepchenkova & Eales, 2011](#); [Tasci & Gartner, 2007](#)), because the destination image has an impact on various stages of decision-making process of tourists, such as information search, evaluation of alternatives and selection of the travel destination.

The overall aim of this paper is analyzes the dynamics of consumer behaviour in tourism on leisure travel context to make an additional contribution to leisure and tourism marketing managers. This analysis is based on a set of constructs that integrate the involvement, emotions, image of tourist destinations, which directly influence the behavior of the tourist. Most recent tourism literature has demonstrated that the construct of emotions on leisure marketing, involvement and tourist destination' image can contribute to an understanding of the characteristics of tourist behaviour. This study arose from the need to understand how these constructs affect tourist behaviour. It is

therefore vital to understand the patterns of consumer behaviour tour, so we need this research study. This preliminary literature review contributes to the body of knowledge in consumer behaviour in tourism area and it will be discussed thoroughly in the following paper. Another contribution future will be expected to explain and predict consumer behaviour in tourism. This study is structured into four themes. Firstly, it is introduced a global research on consumer behaviour in tourism. Secondly, the impact of emotion in leisure vacations and the role of emotion in the touristic destination choice. Thirdly, the impact of involvement, the antecedents and consequences of the involvement and situational involvement and lasting involvement. Fourthly, the impact of image on tourists' destination, the impact of the image of tourist destinations in decision making and the touristic destinations' image components. The operationalization of this keywords research study explores and provides an overview of the literature on the importance of tourist behaviour in relation to leisure vacations decision. From the above comments and approaches that have been made about literature of consumer behaviour in tourism, it is clear that the

analysis of consumer behavior is particularly relevant and evident in the area of tourism, in order to understand how tourists make their tourist buying decisions. The touristic' purchase decision process plays a key role in marketing to explain consumer behaviours tourists in context of marketing and tourism leisure. Now it is certainly needed more investigation to examine and develop the literature in this area.

Research on consumer behavior in tourism

As [Seaton \(2002\)](#) points out,

“The tourist is.....typically a multipersonae traveller (one day can be a culture tourist, the other day a beach tourist), a polyphrenic bricoleur whose tourism enactments are based on representations of what others have been in the past”.

Consumer behaviour represents a crucial study domain, because understand the tourist behavior is relevant in successfully marketing activity, particularly in the area of tourism, and consumer behaviour is the key underpinning all marketing activities ([Isaac, R., 2008](#)). According to [Cooper et al. \(1993\)](#), the study of the tourist behaviour is essential to understand the science inherent to some

grounds, like the needs, the reasons of the purchase and the decision process associated to tourism consumption; the impact of the multiple effects of several promotion strategies; the possible perception and risk associated to touristic consumption; the several market segments related to the purchase behaviour and, at last, the way how tourism marketing managers can optimize results to achieve greater success. [Engel, Blakwell and Miniard \(2005\)](#) stated that consumer behaviour is connected to the activities that interact with the purchase, consumption and distribution, of products or services, integrating the decision processes always related to those same actions. Consumer behaviour includes activities that are part of the purchase, consumption, distribution of products and services involved in decision processes that always follow those actions ([Solomon, 1996](#)). There are several expressions commonly used by tourists:

“I feel extremely well every time I go on leisure vacation”; “leisure vacations are mainly to gain renewed energy”; “while I’m on some touristic destination, I forget my daily problems”.

These expressions sustain that the consumer’s purchasing behaviour is

based on pleasure, recreation and emotional dimension ([Babin et al., 1994](#); [Holbrook & Hirschman, 1982](#)). [Swarbrooke and Horner \(2002\)](#) reinforce this idea by defending that the study and research on consumer behaviour in the touristic field, as fascinating and simultaneously complex, because the tourist's purchase is always related to emotion. Another perspective, from a more rational point of view, comes from, [Mowen and Minor \(2003\)](#) that state understanding the consumer as well as the consumption process, provide to scholars a series of benefits like, for example, the supply of a knowledge source that will allow marketing investigators and managers to make an accurate consumer analysis, particularly on the most assertive purchase decisions. Following this idea, thought [Swarbrooke and Horner \(2002\)](#), developed some research on the consumer behaviour in tourism. According to them, the understanding of the consumer behavior is indeed crucial to develop, promote and sell touristic products and services. Consumers no longer buy products for their utility and the rational side, but consumption also happened to be connoted with pleasure, the will and the feelings that the power consumption and this logic were

developed several investigations have proven that the consumer is not only a rational being, but value their emotions in the buying process, expanding the concept of hedonic consumption ([Holbrook e Hirschman, 1982](#); [Bagozzi et al., 1999](#); [Schmitt, 1999](#), [O'shaughnessy & O'shaughnessy, 2002](#); [Holbrook, 2006](#); [Campbell, 2006](#); [Gnoth et al., 2006](#), [Gentile et al., 2007](#)). The consumer will thus be decided by emotion ([Hirschman and Holbrook, 1982](#)). In this scenario, [Grundey \(2008\)](#) believes that the formula for attracting new consumers is on experiential marketing. Consumers increasingly value the experiences and thus the very effective means of reaching consumers is in creating experiences that involve ([Gilmore & Pine, 2002](#)).

The impact of emotions in leisure vacations

Generally, the tourism potentiates a positive experience with satisfying and pleasurable emotions ([Mannell, 1980](#)) and the tourism experience offers unique moments with a high personal value and an emotional charge of the consumers ([McIntosh & Siggs, 2005](#)). To [Hirschman and Holbrook \(1982\)](#), field study of emotions in the consumption experience is mostly associated with product categories with

high hedonic charge. In this perspective, leisure travel may be included in this type of product, according to their hedonic character. The experiences provided by touristic destinations are emotionally attractive and, the more important are, without a doubt, the emotional “promises” of touristic destinations that increase the tourist’s involvement in the process of decision making and his perception of the unique characteristics of the destination ([Goossens, 2000](#)). Emotions are always part of the touristic involvement, in fact, the tourist’s decision usually involves rationality but also emotion, and, although they seem hardly connected, they both participate, as executable factors, in a good decision process ([Damásio, 1994](#)). Emotions also influence the choice of a brand, because they identify what’s more important for the consumer ([Damásio, 1994](#)). Emotions are the most important aspect of consumer behaviour. Emotional factors are particularly powerful in the process of purchase decision on vacation. Sometimes, tourists make their vacation decisions according to their personal emotions ([White & Scandale, 2005](#); [Yuksel & Akgul, 2007](#)). Therefore tourism is no exception; on the contrary, holidays in touristic destinations provide tourists a

great deal of experiences ([Gnoth, 1997](#)). Following the ideas previously exposed, the experience given by tourism is, by itself, a complex amount of factors ([Buhalis, 2000](#); [Swarbrooke, 2002](#)), namely social, emotional, economical and psychological ([Bowen, 2001](#)). The role of emotions and the type of emotional response are, due to its essence, delicate and somewhat complex, because emotions can play different roles, meaning, of cause, mediation, effect, consequence and moderation depending of the involvement ([Bagozzi, Gopinath & Nyer, 1999](#)). In recent years, emotions and feelings has been of attention by researchers in recent consumer behaviour literature. They concluded that emotions and feelings play an important role in processing information ([Sirakaya & Woodside, 2005](#)). In the same way, the tourist’s satisfaction comes from the emotional experiences provided by a destination or event ([Lee & Jeong, 2009](#)). Overall, the experience is rich in tourist emotions and tourists are constantly engaged in their own experiences they produce ([Hosany & Gilbert, 2009](#)). [Goossens \(2000\)](#) also assigns a very important role for the emotions because they increase the involvement of tourists in decision process and also increases the

perception of the uniqueness of the destination, so the emotions are a predictor in the selection and consumer behaviour. As previously mentioned, tourist's emotions are an extremely important element when it comes to choose to travel; in fact, a leisure trip means an opportunity to be "more" happy and fulfilled. The more negative aspects of our existence are related to our daily life ([Krippendorf, 1987](#)). For tourists, leisure vacation are an escape to daily routine, a way to experience feelings of freedom, escape and a world of new and different feelings and experiences that, consequently, produce higher levels of happiness and improve, as reward, their well-being ([Gilbert & Abdullah, 2004](#)). Accordingly, emotions and satisfaction influence behavioral intentions ([Baker & Crompton, 2000](#); [Bigné et al., 2005](#); [Soscia, 2007](#); [Faullant et al., 2011](#) and [Walsh et al., 2011](#)).

The role of emotions in the touristic destination choice

The emotional nature of the purchase is one of the most fascinating and important areas of consumer behaviour studies and it has, therefore, deserved a special attention from renowned investigators and been analyzed from various perspectives ([Machleit &](#)

[Eroglu, 2000](#); [Bagozzi et al., 1999](#); [Sherman et al., 1997](#); [Havlena & Holbrook, 1986](#)). The late discoveries of cognitive neuroscience and neurologic economy ([LeDoux, 1996](#); [Damásio, 2000](#); [Loewenstein 2000](#); [Mellers & McGraw 2001](#)) proved clearly that emotions play, more than ever, an extremely important role in decision making and, to [Damásio \(2000\)](#), decision making only happens with the influence of emotions. The authors [O'Shaughnessy and O'Shaughnessy \(2003\)](#) also defend that emotions are one of the strongest forces of our life, primal in the origin of motivation and persuasion and especially expressive at consumers' decision making. [Campbell \(2006\)](#), also states that modern consumption is, mostly, dictated by feelings and emotions (as wishes) and has little to do with rationality since, according to his point of view, nowadays in our societies, the emotions and emotional state of consumers are what prevails and motivates decision making, therefore, sustaining the economy. [Goossens \(2000\)](#) highlights the emotions and feelings as strong predictors in motivating tourists to plan a trip and postulates that these two factors have a prominent role in the selection and consumer behaviour. In this sense, [Peter](#)

[& Oslon \(2009, pp.309\)](#) also extol that emotions and feelings in consumers' decision, as well as its impact on changing consumer behavior. [Gnoth \(1997\)](#) and [Chuang \(2007\)](#) expresses that emotions also affect decisions to purchase tourism and leisure services. In the line of that, the emotions have different effects on behavioral intentions ([Zeelenberg & Pieters, 2004](#); [Soscia, 2007](#)).

The impact of involvement

The involvement construct were based on the consumer's behaviour. [Broderic and Mueller \(1999\)](#) postulated that involvement is one of the most important determinants of consumer behavior and also a central point that helps explain and understand the processes of decision making ([Dimanche, Havitz & Howard 1993](#)). Involvement is defined as the degree to which consumers engage in different factors of the consumption process: product, advertising, information search, information processing, decision making and the act of purchase ([Dimanche, Havitz & Howard 1993](#)). In this sense, [Jamrozy, Backman, & Backman \(1996\)](#); [Park & Kim \(2010\)](#) and [Zalatan \(1998\)](#) reported that consumers who have different levels of involvement in tourism exhibit

divergent behaviors in tourism, such as survey information, decision making and sharing experience. [Mowen and Minor \(1998\)](#) define involvement as the perceived personal importance and the importance consumers give to the purchase, consumption and disposal of a good, service or idea. The involvement plays a central role since it directly affects the consumer choice ([Karsaklian, 2000](#); [O'Cass, 2000](#)). [Zaichkowsky \(1985\)](#) also argues that consumers can be involved with advertisements, products or purchasing decisions. In this same way, [Yeh \(2013, pp. 215\)](#) considers that involvement in tourism encompasses consumer attitudes in the long term, according to the activities in tourism and consumer behavior is influenced by their attitudes in the long term.

The involvement is being studied by a great number of scholars that analyze these constructs in their researches ([Sherif & Cantril, 1947](#); [Bloch, 1981 a,b](#); [Bloch & Richins, 1983](#); [Zaichkowsky, 1985](#); [Kapferer & Laurent, 1985 a,b](#); [Mittal 1995](#); [Dholakia, 1997](#); [Gabbott & Hogg, 1999](#)). [Bloch and Richins \(1983\)](#) in his research introduced the term "self-Involvement" in order to explain engagement which exists only in cases

where the consumer is identified with the brand choice or decision. The conclusions from Zaichkowsky 'studies show that that different people perceive the same product differently and have obviously different levels of engagement for the same product (personal factor). Continuing yet in line of Zaichkowsky, the involvement with purchasing decisions is interpreted as a change in consumer behavior in the decision strategy and choice that only occurs when the consumer sees the purchase or consumption situation as relevant or important on a personal level. [Mittal \(1995\)](#) expresses that the major contribution of Kapferer and Laurent has been the fact of the involvement can evaluate by multiples sources.

The involvement is a construct of special importance due to its potential effect on peoples' attitudes, because of its interaction with several elements like the tendency to a certain activity or object, and its behavior related to some activity or product ([Beatty & Smith, 1987](#); [Slama & Tashian, 1985](#)). The definition of involvement, according to [Douglas \(2006\)](#), says that it can be seen on the interest an individual shows for some product and on the importance given to the purchase decision.

Researchers also use the concept of involvement to understand how and why consumers create bonds with some products ([Richins & Bloch, 1986](#)). On the other hand, ([Broderic & Mueller, 1999](#)) state that one of the main issues for understanding consumer behaviour and decision processes is the concept of involvement ([Dimanche, Havitz & Howard, 1993](#)), because it influences the decision rules used by tourists to reach their final decision ([Sirakaya & Woodside, 2005](#)). [Solomon et al. \(2006, pp.105\)](#) argues that consumers establish ties with the objects, but in cases where the product and the purchase decision are not considered important, then do not involve. The involvement can increase in cases where the self-image is improved by the act of purchase ([Venkatraman, 1988](#)). To [Sherif and Cantril \(1947\)](#), the involvement exists when a social object is related, by an individual, to the ego, for example, on leisure trips where tourists get emotionally involved while making the decision. According to [Evans, M. Jamal, and A. Foxall, G. \(2009\)](#), the level of involvement of the consumer is implicit in his personal valorization, interests, needs and values that really motivate him towards the object of the involvement. The level of involvement, according to [Cohen \(1983\)](#), can also be

defined by person's level of activation in a certain moment. [Mitchell \(2002b\)](#) adds that the involvement is an internal state of the individual that indicates the level of interest for a certain stimulus or situation. Therefore it is important to know can if involvement be defined, influenced and measured in a correct and substantial way ([Cohen, 1983](#)), as it plays a central role in leisure experiences. [Richards and Wilson \(2006\)](#) refer that the involvement of the participants is one of the key factors for the evolution of creative experiences. Destinations should be involved to the maximum tourists through information and experiences that they seek ([Fyall et al., 2006](#)). The involvement can increase in cases where the self-image is enhanced by the act of purchase ([Venkatraman, 1988](#)). To [Sherif & Cantril \(1947\)](#), reinforce this idea by defending that the involvement exists when a social object is related, by an individual, to the ego, for example, on leisure trips where tourists get emotionally involved while making the decision. Thus, in the buying consumer's process, involvement has a fundamental impact on the explanation of consumer behaviour.

Antecedents and consequences of involvement

Concerning involvement, the previous events and their consequences are also explored, as well as the two kinds of involvement: situational and lasting. The involvement of consumer behaviour is based on the causes or sources in this context preceding involvement, which are described as antecedents ([Zaichkowsky, 1985](#); [Bloch & Richins, 1983](#)). As argued by [Zaichkowsky \(1985\)](#) and [Bloch & Richins \(1983\)](#) there are three factors that can influence involvement, i.e. (1) person's variables, (2) product variables and (3) situational variables. The first factor is related to the characteristics of the person individual, where the needs, importance, motivation, interest and values motivate the consumer to a particular object or product, thus creating involvement. The second factor is associated with the component and the physical characteristics of the object, causing differentiation are associated with further stimulating factors because they increase interest. The third and final factor is situational depending on the benefit and value in terms of purchase and use at a given time. [Iwasaki and Havitz \(1998\)](#) suggested that the antecedents of involvement can be classified in two types of characteristics: individual (values, attitudes and needs, for

example) and social (situational factors, social and cultural rules, for example). However, [Laurent and Kapferer \(1985\)](#) postulated on the existence of four antecedents, which are: (1) the perceived importance of the product as well as its personal significance (interest), (2) the associated risk the purchase of the product, which turn the background into two segments: the perceived importance through the negative consequences when you make a wrong choice (importance of the risk) and perceived importance of making a wrong choice (risk probability). (3) The remaining antecedent is the symbolic or sign value that consumers attach to a product, its purchase or consumption (nominal value). (4) The last final antecedent is the hedonic value that consumers attach to the product, your emotional involvement and autonomy to promote pleasure and also affect (pleasure). [Andrews, Durvasula and Akhter \(1990\)](#) grouped the previous antecedents differently, and in three different groups: (1) personal needs (personal goals and consequences values, cultural, the degree to which the subject has significance ego-related, personal value of the object, purpose and importance of personality factors) and (2) situation and decision factors (purchase occasion, object usage,

perceived risk of the decision, magnitude of the consequences of the decision, the decision imminent, degree of irrevocability of the decision and the degree of responsibility).

About the antecedents' context, the above authors have inspired interest from a discussion of the involvement of the theoretical issues and implications for consumer behaviour. In general, Zaichkowsky is the author that presents a more integrated and detailed conceptualization, because she segments the antecedents of involvement, in situations in that the same occur with advertisements, with products or with purchase decisions. Laurent and Kapferer also suggested an integrated set of involvement antecedents, where the antecedent of risk associated the purchase of the product was further explored, for their double significant. However, Iwasaki and Havitz and Andrews, Durvasula and Akhter classify the antecedents of involvement in an approach more simple and general, only two types of antecedents in the same line of thought. As well as the antecedents, the consequences have also a role in this process depending of the involvement. In the perspective of [Zaichkowsky \(1986\)](#), there's a set of possible consequences of involvement, which

derive from involvement with advertisements; involvement with products and involvement with purchasing decisions, as shown in Appendix 1.

For [Andrews, Durvasula & Akhter \(1990\)](#), the consequences are due to the engagement intensity, direction and duration of the effects engagement and divided into three components: the first component refers to (1) Research behaviour: increasing demand and buying behavior, the increasing complexity of decision, the largest layoff of time evaluating alternatives and greater perception of differences in product attributes. (2) The second component is processing of information: the total growth in activity and targeted response cognition: the largest number of personal calls, the more sophisticated coding strategies and increased memory and understanding. (3) And the third component is the persuasion, that's based in convincing arguments, in that attitude change is greater. [Laurent and Kapferer \(1985\)](#) also enunciated five behavioral consequences of origin from the involvement: (1) demand maximization of satisfaction on brand choice according to a selection process (buy many brands, waiver of time and analyze various products), (2) the active search for information through

alternative sources, (3) likely to be influenced by reference groups, (4) the probability to express your lifestyle and personal characteristics on brand choice and (5) cognitive processing in communication, through the stages of awareness, understanding, attitude and behavior. There are still various perspectives and approaches of the involvement consequences in literature. Conceptual consequences of involvement have differed with different issues and contexts of marketing. Researchers and much research concentrate on the role of multiple dimensions of antecedents and consequences of the involvement on generic consumer of products and services marketing literature. From this perspectives, the involvement construct has earned attention not only in the field of consumer behaviour, but also recently in leisure marketing research, specifically the leisure consumer ([Horner, S. & Swarbrooke, J., 2005](#)).

Situational involvement and lasting involvement

In marketing, involvement appears in two different contexts or meanings. Involvement with the product and involvement with the purchase of a product ([Kapferer & Laurent, 1985a](#)). In the same reasoning, the same authors

reported that involvement with the product is durable while engaging with the purchase of the product is classified as situational and transitory. Therefore the lasting involvement establishes a connection with the situational involvement, but situational involvement does not connect with the lasting involvement ([Kapferer & Laurent, 1985a](#)). Thus, in situations where the purchase of a product does not cause desire, interest and pleasure, the consumer only takes the final purchase decision based on price or brand, which only implies the existence of a transient or situational involvement.

The impact of image on tourists' destinations

The image of a touristic destination involves a complex knowledge of that destination meaning, if it's expensive, urban, exotic, cold or developed ([Ekinci, 2003](#)). To [Stepchenkova & Mills \(2010\)](#) the destination image involves consumer behavioral perspective, cognitive psychology, marketing literature, personality and emotions. Due to the high importance and impact of the concept of image, the image has been studied in several disciplines, emphasizing marketing and consumer behavior. Since then, the tourist destinations' image (TDI) has

been explored enough in their management, in various contexts and for a large number of researchers ([Hunt, 1975](#); [Crompton, 1977](#); [Gartner & Hunt, 1987](#); [Kastenholz, 2002](#); [Gallarza et al., 2002](#); [Pike, 2002](#); [Echtner & Ritchie, 2003](#); [Beerli & Martin, 2004](#); [Pearce, 2005](#) and [Choi, Letho & Morrison., 2007](#)). Thus, TDI has been one of the most studied topics and major areas in the scholarly and literature on tourism ([Stepchenkova & Mills, 2010](#)). There are many ways to define the concept of image, so it's not possible to adopt a definitive definition. However, there are almost as many definitions as the number of researchers that study image contextualization of touristic destinations ([Gallarza, Gil & Calderón, 2002](#)). TDI is defined as the sum of beliefs ideas and impressions a tourist has on a certain destination ([Crompton, 1979](#)) that is being perceived as a multidimensional concept, ruled by three primary dimensions, meaning, cognitive, emotional and conative ([Beerli & Martín, 2004](#); [Prayag, 2007](#)).

The TDI is a concept widely used in an empirical context, created by the consumer's emotional basis and interpretation ([Moutinho, 1987](#); [Gartner, 1993](#); [Baloglu & Brinberg, 1997](#); [Walmsley & Young,](#)

1998). There are many authors, in marketing and tourism literature, that empirically mention the massive use of the touristic destination image but its definition is not yet explored. It also lacks a more consistent conceptual structure ([Mazanec & Schweiger, 1981](#); [Fakeye & Crompton, 1991](#)). According to [Kotler, Haider & Rein \(1993\)](#), in order to be competitive, touristic destinations should be managed based on a strategic perspective, with the brand's image playing a crucial role in the positioning process. A unique and strong image is the essence of a touristic destination's positioning, in order to differ from competitor destinations and seduce the consumers' mind as they continuously simplify their sources of information ([Botha, Crompton & Kim, 1999](#); [Buhalis, 2000](#); [Calantone et al., 1989](#); [Crompton, Fakeye & Lue, 1992](#); [Fan, 2006](#); [Go & Govers, 2000](#); [Mihalic, 2000](#); [Mykletun, Crotts & Mykletun, 2001](#); [Uysal et al., 2000](#)). The concept of image complexity, and is characterized by subjectivity and, therefore, it has been conceptualized in different perspectives, according to several authors ([Stepchenkova & Morrison, 2008](#)). An attempt, whether explicit or implicit, to define TDI in terms of its underlying conceptualizations. Adopting these

criteria, 40 definitions of image of touristic destinations were collected, on temporal evaluation perspective. These are reprinted in Appendix 2. It's can conclude that on the set of the principals concepts of TDI selected, the perceptions, beliefs, feelings and emotions are the main constructs more cited by the several authors, to translate TDI in the minds of tourists. According to TDI evolving concepts in Appendix 2, the evolution concepts evolves from a logical space logical perceptions based tourism experiences. Thus, the definition of TDI given by Crompton, from the 70s, is the largest gathering consensus and the most cited in the literature of tourism.

The impact of the touristic destinations' image in decision making

TDI is produced by the mental or visual impressions formed by a group of characteristics that define destinations, according to their various dimensions, and strongly influence the behaviour of the tourist consumer ([Beerli & Martín, 2004](#)). TDI influences consumer behavior through the decision process of the tourist ([Choi, Letho & Morrison, 2007](#); [Watkins, Hassanien & Dale, 2006](#)).

TDI is crucial and decisive in the selection process, and the decision of the touristic destination will coincide with the most favorable images. [Hunt \(1975\)](#) and [Pearce \(1982\)](#), have proved through their studies that images influence the behaviour of tourism consumer. [Ryan & Gu \(2008\)](#), defends that a place image is a very powerful because it triggers the tourist's expectations and influence their behaviour. Based on the fact that, many times, tourists still have a limited knowledge of the touristic destinations, especially the ones they haven't visited yet, image is crucial for destinations with positive, strong, different, and recognizable images. Therefore these ones have greater possibilities of being chosen by tourists their future destination ([Hunt, 1975](#); [Goodrich, 1978a](#); [Pearce, 1982](#); [Woodside & Lysonski, 1989](#); [Ross, 1993](#)). As [Ashworth and Goodball \(1988\)](#) and [Mansfeld \(1992\)](#) argue, there are a lot of authors that agree on the influence the image of touristic destinations has in consumer behaviour. Several authors agree that a destination image has a prominent impact on the selection process, as well as in touristic behavior in general ([Bigné, Sánchez & Sánchez, 2001](#); [Ashworth & Goodall, 1988](#); [Cooper et al., 2008](#); [Mansfeld, 1992](#)).

Image plays an important role, because destinations with strong positive and recognizable image are most likely to be chosen by tourists ([Hunt, 1975](#); [Goodrich, 1978a](#); [Pearce, 1982](#); [Woodside & Lysonski, 1989](#); [Ross, 1993](#)). Thus, the image has an undeniable impact on tourist behaviour ([Baloglu & McCleary, 1999](#); [Beerli & Martín, 2004](#); [Bonn et al., 2005](#); [Gallarza et al., 2002](#); [Pike, 2002](#)).

The touristic destinations' image components

The TDI usually includes the global impression of cognitive and affective evaluations (e.g. [Baloglu, 1996](#); [Baloglu & Mangaloglu, 2001](#); [Baloglu & McCleary, 1999](#); [Hosany, Ekinici & Uysal, 2007](#); [Mackay & Fesenmaier, 2000](#); [Stern & Krakover, 1993](#); [Uysal, Chen & Williams, 2000](#)). The associations of a brand that also include the cognitive and affective components of the image as suggested by [Pike \(2009\)](#). In this line of thought, both cognitive and affective components are recognized as dominant indicators of the destinations' image (e.g. [Baloglu, 1996](#); [Baloglu & Mangaloglu, 2001](#); [Baloglu & McCleary, 1999](#); [Hosany, Ekinici & Uysal., 2007](#); [Mackay & Fesenmaier, 2000](#); [Stern & Krakover, 1993](#); [Uysal, Chen & Williams, 2000](#)),

because although there are differences between the cognitive and affective component, the truth is that both are directly related. The affective dimension (emotions and affections) is formed from cognitions ([Russell & Pratt, 1980](#); [Baloglu & Brinberg, 1997](#); [Baloglu & MacCleary, 1999](#)). Currently, according to [Kastenholz \(2002\)](#) and [Pike & Ryan \(2004\)](#) the TDI is composite because it includes both dimensions: cognitive and affective. The cognitive component involves beliefs and knowledge according to the characteristics of the destination ([Baloglu & McCleary 1999](#); [Pike & Ryan, 2004](#)). In turn, the affective component has to do with the evaluation of the affective quality of feelings according to the features and the environment ([Baloglu & McCleary, 1999](#)). For [Chen & Uysal \(2002\)](#) and [Kim & Richardson \(2003\)](#), the affective component refers to feelings that the individual establishes with the place. But according to [Gartner \(1993\)](#), [Pike & Ryan, 2004](#) and [White, 2004](#), this scholars adds a third component, the conative component. The conative or behavioral component is related to how the act in tourist destinations, taking account of cognition and affects they have on the destination ([Gartner, 1993](#); [Pike & Ryan, 2004](#) and [White, 2004](#)).

Considered similar to behaviour, connective behavior makes it's progresses according to cognitive and affective images ([Beerli & Martín, 2004](#); [Prayag, 2007](#)). At the same time, [San Martin & Rodríguez del Bosque \(2008\)](#) and [Baloglu & McCleary \(1999\)](#) suggest that there is a cause-effect relationship between the components of the cognitive and affective image, i.e., the first one has a significant influence on the second one and the conative component is determinates by affective and conative component ([Stepchenkova & Morrison, 2008](#)). According to [Kastenholz \(2002\)](#) the overwhelming majority of studies in order to discover the TDI are focused on perception, in print and on the feeling of the visitors, using cognitive and affective elements. It can conclude that destination images have been classified using three hierarchically interrelated components: cognitive, affective and conative. Therefore, the significance of the destination image bound by these three attributes mentioned above.

Conclusion

The consumer behaviour in tourism may vary according different factors. The experiences of touristic purchasing and consumption occur at the level of consumer behaviour. Finally, the

consumer behaviour in tourism is influenced by the emotions in leisure vacation, by the involvement, by the image of tourist destinations and also by tourist purchase behavior. Each of these constructs provides a complementary perspective for a better understanding the complex consumer behaviour in tourism. These constructs are a key in orienting consumer behaviour in tourism. This paper shows that many different factors affect consumer behaviour in tourism and this paper explores the dynamics of consumer behavior in tourism context, specifically on vacations. There is a number of contextual influences, and behavioral variables that interact in tourist behaviour. The tourist consumer behaviour is a process and it is very important to understand this process and the tourist can be covered in several influences. The tourist behaviour involves the process of purchase decision and the respective influences and impacts on this process. Tourists can act and behave according to their personal interests, involvement and proper knowledge and information about a product.

Ultimately and looking to the future, this research should be extended to PhD to trying learning more about consumer

behavior in tourism, because we consider it necessary to continuous to search and study the tourists' behaviours. The overall goal of future research are the explanation of the decision process in tourist perspective of measuring the involvement with leisure travel, taking into account the various stages of the decision process to understand the involvement tourists' process. In addition, the current literature on the leisure vacations on destinations tourist is still largely in its infancy, where the majority of studies still not interested in investigate and documenting the role and impact of involvement and the emotions in the decision-making process of tourists on vacation leisure. For this reasons, consumers in tourism cannot take future decisions in leisure vacation without a prior evaluating of how emotions, involvement and the image of the tourist destinations will influence their travel, due to the fact that behavior determines the action on tourist purchase decision, research into leisure behaviour. The challenge for leisure researchers, then, is to develop an understanding of the influence of involvement on tourism and leisure context. As a guide for future research, their model provides an excellent starting point. While this study adds to a growing literature suggesting

that increased involvement with activities leads to the development of specific products preferences, little is understood about the emotions and involvement constructs, that can inhibit or enhance this process on leisure vacations.

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Appendix 1: Summary of principals differences between the conceptualization of the Involvement construct

Authors	
Laurent & Kapferer (1985)	
Antecedents	Consequences
<ol style="list-style-type: none"> 1. Perceived importance of the product (interest); 2. Risk associated with the purchase of the product: the importance of risk and probability of the risk; 3. Symbolic value; 4. Pleasure. 	<ol style="list-style-type: none"> 1. Demand maximization of satisfaction on brand choice through an extensive selection process; 2. Active search for information through alternative sources; 3. Likely to be influenced by reference groups; 4. Likely to express their lifestyle and personal characteristics in brand choice; 5. Cognitive process of communication: stages of awareness, understanding, attitude and behavior.
Zaichkowsky (1986b)	
Antecedents	Consequences
<ol style="list-style-type: none"> 1. Person factors with advertisements and with products: needs; importance; interest and values; 2. Object or Stimulus Factors with advertisements and with products: differentiation of alternatives; source of communication; content of communications; 3. Situational Factors with advertisements and with purchase decisions: purchase/issue and occasion. 	<ol style="list-style-type: none"> 1. Elicitation of counter arguments to ads and effectiveness of as to induce purchase with advertisements; 2. Relative importance of the product class, perceived differences in product attributes and perceived differences in product brand with products; 3. Influence of price on brand choice, amount of information search, time spent deliberating alternatives and type of decision rule used in choice with purchase decisions.
Andrews, Durvasula & Akhter (1990)	

Antecedents	Consequences
<ol style="list-style-type: none"> 1. Personal needs (personal goals and consequences values, cultural, the degree to which the subject has significance ego-related, personal value of the object, purpose and importance of personality factors); 2. Situation and decision factors (purchase occasion, object usage, perceived risk of the decision, magnitude of the consequences of the decision, the decision imminent, degree of irrevocability of the decision and the degree of responsibility). 	<ol style="list-style-type: none"> 1. Research behaviour: increasing demand and buying behavior, the increasing complexity of decision, the largest layoff of time evaluating alternatives and greater perception of differences in product attributes; 2. Processing of information: the total growth in activity and targeted response cognition: the largest number of personal calls, the more sophisticated coding strategies and increased memory and understanding. 3. Persuasion, that's based in convincing arguments, in that attitude change is greater.

Appendix 2: Forty definitions about the evolution of Touristic Destination Image

Authors	Destination Image Definitions
Hunt (1975)	Perceptions of potential visitors on a particular tourist area.
Crompton (1977)	Organized representations about a tourist destination in the cognitive system of the individual.
Crompton (1979)	Sum of beliefs, ideas and impressions that a person has of a destination.
Phelps (1986)	Set of perceptions and impressions of a place.
Assael (1984)	Overall perception of the target formed by the individual through various sources of information over time.
Gartner (1986)	Perceptions of tourists on the activities and statements of a destination.
Gartner & Hunt (1987)	Impressions that people have of a place where they cannot reside.
Moutinho (1987)	Attitude tourist on a set of attributes of a destination based on their knowledge and feelings.
Calantone et al. (1989)	Perceptions of potential tourist destinations.
Embacher &	Ideas and concepts designed individually or collectively

Buttle (1989)	on a tourist destination with cognitive and evaluative components.
Chon (1990)	Result of the interaction between the beliefs, ideas, feelings, expectations and perceptions that people have about a destination.
Echtner & Ritchie (1991)	Set of prints of individual attributes and holistic impressions of the destination.
Fakeye & Crompton (1991)	Mental construct developed by potential tourists based on some prints selected from the total of the impressions that tourists have of a destination.
Gartner (1993) (1996)	Images of the destination are developed through three hierarchical and interconnected components: cognitive, affective and connotative.
Stern & Krakover (1993)	Composite image of a spot formed by an interlace system and evaluative designative perceptions.
Kotler et al. (1993)	Sum of beliefs, ideas and impressions that a person has a place.
Milman e Pizzan (1995)	Visual or mental impression that the general public has about a place, product or experience.
Parenteau (1995)	Favorable or unfavorable opinion that consumers and distributors have on a destination or product.
Mackay & Fesenmaier (1997)	Overall impression consisting of several products, attractions and attributes of the destination.
Lee (1997)	Collection of beliefs and impressions that a person has a place.
Pritchard (1998)	Visual or mental impression about a particular place.
Baloglu & McCleary (1999)	Mental representation of beliefs, feelings and impressions of a tourist destination.
Coshall (2000)	Individuals' perceptions about the characteristics of destinations.
Murphy, Pritchard & Smith (2000)	Sum of associations and destination information including various components and personal perceptions about the destination.
Tapachai & Waryszak (2000)	Perceptions and impressions about a destination of tourists and associated expected benefits and consumption values that destination.
Bigné, Sánchez & Sánchez (2001)	Subjective interpretation of the tourist about the reality of the destination.
Leisen (2001)	True representation of the tourist in mind what a region can offer.
Kim & Richardson (2003)	Totality of impressions, beliefs, ideas, expectations and feelings accumulated over time about a place.
Berli & Martín (2004)	The image is a concept formed through the interpretation of rational and emotional consumer as a result of the sanction of components interrelated.
González, Sánchez & Sanz (2004)	Individual and collective representations which constitute about a place or country.

Espelt & Benito (2005)	Subjective construction of individual and social construction based on the collective imagination of a particular place.
Gutiérrez (2005)	The overall impression or set of impressions of an individual on a particular place.
Chen & Tsai (2007)	The image is the mental representation of individual knowledge, feelings and beliefs about a destination.
Tasci et al. (2007)	Interactive system of thoughts, opinions, feelings, views the intentions regarding a destination.
Choi, Lehto & Morrison (2007)	The image is the result of beliefs and impressions based on information processed by various sources over time.
Alcañiz et al. (2009)	Anything that raises the individual fate, whether ideas, beliefs, feelings or attitudes associated with the tourist place.
Bigné, Sánchez & Sanz (2009)	The image of a destination is the overall perception in the mind of a tourist, everything he feels and knows about this destination.
Lin & Huang (2009)	The image is very important for the promotion of a destination because it is a factor for competitiveness by the tourists.
Kim, Mckercher & Lee (2009)	The image is an affective perception that can easily change as the emotional conditions of a tourist.
Lee & Lockshin (2011)	Set of beliefs and thoughts that an individual can form on a destination.