EFFECTS OF PRODUCT TRANSFORMATION SALIENCE (PTS) ON EVENT ATTENDEES' RECYCLING INTENTIONS: DO GENDER AND AGE MATTER?

Xingyi Zhang
Iowa State University
Xiaolong Shao
Iowa State University
Eunha (Lena) Jeong
Iowa State University
Eric Olson
Iowa State University

INTRODUCTION

The attendees of the meetings and events industry contribute significant solid wastes every year, leading to serious environmental impacts. Furthermore, attendees tend not to engage in recycling due to the inconvenience and perceived low benefits (Strydom, 2018; White et al., 2011). Product transformation salience (PTS) has been identified as an effective communication strategy that can encourage individuals' recycling behaviors (Winterich et al., 2019; Zhang et al., 2021). PTS refers to "a novel, positive approach to increasing recycling that entails providing information about the transformation of recyclables into new products" (Winterich et al., 2019, p. 23) and has two levels: high or low. High PTS emphasizes transforming recyclable materials into different products, which have higher value than the original products (e.g., used plastic bottles transformed to a coat). For low PTS, the outcome products will be the same products, which have similar value than the original products (e.g., used plastic bottles to new plastic bottles). Previous studies have identified the positive effects of PTS on attendees' recycling behaviors (i.e., Zhang et al., 2021). However, extant studies have not attempted to investigate how PTS effects on recycling intentions vary depending on individual characteristics such as gender and age. As fundamental key demographic variables often used to differentiate markets (Fitzgerald & Arnott, 1996), investigating the interrelationship between people's gender/age and PTS, and examining

psychological mechanism explaining this interrelationship on attendees' recycling intention can provide useful information for event industry professionals as it could help design more sophisticated green communication to promote their targeted attendees' recycling intentions.

Attendees' gender and age may influence their reactions toward PTS messages and recycling behaviors. When compared to females, males' recycling behaviors tend to be impacted by their past behaviors (Oztekin et al., 2017) and psychological factors toward environmental issues, such as environmental concern (Han & Hyun, 2018) and subjective norm (Moon, 2021). Conversely, females' recycling behaviors are more impacted by the context of the behavior, such as the perceived behavioral control of conducting recycling (Oztekin et al., 2017) and their perceptions of benefits of green behaviors and the image of the information provider (Han & Hyun, 2018; Hwang & Choi, 2018). Previous studies also found the effect of age toward recycling attitudes and behavior. Compared to older consumers, younger consumers often show higher environmental concern (Diamantopoulos et al., 2003). This environmental concern impacts the involvement level of environmental issues (Thieme et al. 2015), which could in turn impact people's information processing of green messages and their sustainable behaviors. According to Petty and Cacioppo (1986), when individuals have high levels of involvement in an issue, they tend to focus on the core value of the green messages, thus their behaviors might be less likely impacted by the

framing of the message. For those who have low involvement levels, their decision-making relies more on the heuristic factors in the green messages (e.g., design of the message).

To deepen the psychological mechanism explaining how gender and age would interplay with PTS and further influence attendees' recycling intention, this study also tested mediation effect of attendees' perceived green value of recycling. Perceived green value refers to "a consumer's overall appraisal of the net benefit of a product or service between what is received and what is given based on the consumer's environmental desires,

sustainable expectations, and green needs (Chen & Chang, 2012, p. 505)". The attendees' awareness of higher value of the upcycled products (i.e., high PTS products) would increase their overall appraisal of the benefit of upcycled product, and in turn, impact customers' intentions toward engaging in the communicated green practices (Chen, 2013). Built on previous studies, we propose that the effects of PTS will be more salient in female (vs. male) and older (vs. younger) event attendees. In addition, we propose that perceived green value of recycling will mediate the effects of PTS on recycling intentions.
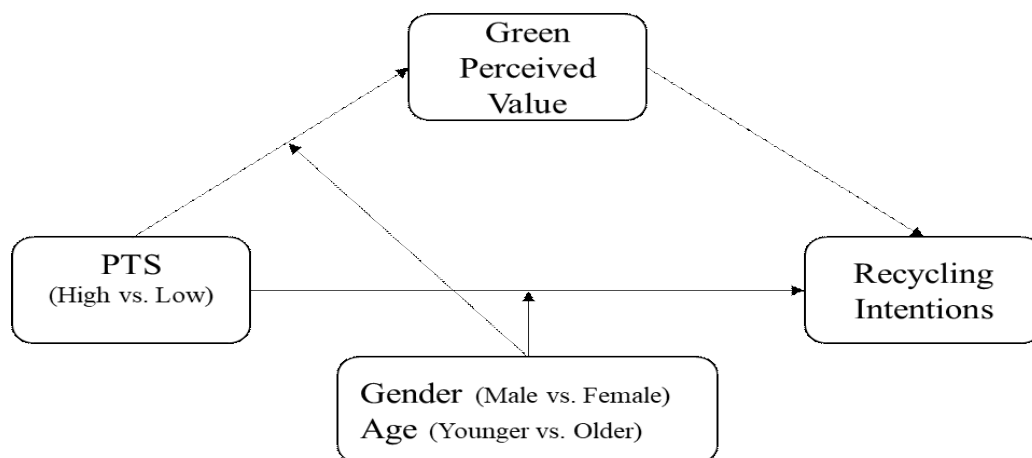

Figure 1. Proposed research model

METHOD

A 2 (PTS: high vs. low) × 2 (Age: younger vs. older; Gender: male vs. female) quasi-experimental design was used. Attendees' age was split into two groups based on the median score of 32. Two advertisements (PTS: high vs. low) were used as study stimuli. Specifically, the ad title for high PTS was framed as "Think about the higher value products we will gain if we recycle". In addition, pictures of four types of wastes (paper, food, plastic, and metal) and transformed final products (a book, gas, a coat, and bike parts) that have higher value than the original products were displayed in the high PTS advertisements. In the low PTS condition, the title of the message was framed to be "Think about the similar value products we will gain if we recycle". The pictures of the four types of wastes and the final products (a piece

of clean paper sheet, compost, a new plastic bottle, and a new metal can) that have similar value with the original products were demonstrated in the low PTS advertisements. The messages were embedded in a scenario-based (a fictional music festival) online survey and were distributed via Amazon Mechanical Turk. The measurements for manipulation checks (two items; Zhang et al., 2021), perceived green value of recycling (four items; Chen, 2013), and recycling intentions (four items; Taylor & Todd, 1998; White & Hyde, 2012) were adopted from previous studies and slightly modified to fit in the context of the present study. Behavioral compatibility and perceived impacts from COVID-19 were used as control variables. For data analysis, a multivariate analysis of covariance (MANCOVA) was used to test the interaction effects between PTS and attendees' age and gender on perceived green value of recycling and recycling

intentions. The moderated mediation effect of green perceived value of engaging in recycling was tested using a bootstrapping approach (PROCESS Model 8; Hayes, 2017).

FINDINGS

A total of 229 valid responses were used for data analyses. The t-test results showed that respondents who received the high (vs. low) PTS message perceived higher value of the final products (M_{HPTS}=5.28; M_{LPTS}=4.68; t=4.51, p<.001). Thus, the stimuli were considered as effective. The MANCOVA results indicated significant interaction effects between PTS and attendees' gender (Wilks's Lambda=0.97; $F(197,2)$=3.60, p=.03) and age (Wilks's Lambda=0.96; $F(187, 2)$=4.13, p=.02). The two-way interaction effects between PTS and gender on perceived green value (F=4.14, p=.04) and recycling intentions (F=7.18, p<.01) were statistically significant. Female attendees had significantly higher perceived green value (M_{HPTS_Female}=5.78, SD=0.16; M_{LPTS_Female}=4.96, SD=0.18; F=12.19, p<.01) and recycling intentions (M_{HPTS_Female}=5.80, SD=0.15; M_{LPTS_Female}=4.94, SD=0.18; F=13.89, p<.001) when the high (vs. low)

PTS message was shown. However, when exposed to different PTS messages, male respondents did not report different levels of perceived green value (M_{HPTS_Male}=5.19, SD=0.12; M_{LPTS_Male}=4.97, SD=0.13; F=1.46, p=0.23) and recycling intentions (M_{HPTS_Male}=5.09, SD=0.12; M_{LPTS_Male}=5.01, SD=0.13; F=0.20, p=0.65).

The results of MANCOVA also indicated that the two-way interaction effect between PTS and age on green perceived value (F=5.05, p=.03) and recycling intentions (F=8.21, p<.01) was statistically significant. Specifically, by showing the high (vs. low) PTS messages, older attendees perceived higher green value of recycling (M_{HPTS_Old}=5.69, SD=0.14; M_{LPTS_Old}=4.92, SD=0.15; F=13.74, p<.001) and higher recycling intentions (M_{HPTS_Old}=5.74, SD=0.14; M_{LPTS_Old}=4.96, $SD = 0.15$; F=14.05, p<.001). However, younger attendees did not have different perceptions of the green value of recycling (M_{HPTS_Young}=5.14, SD=0.13; M_{LPTS_Young}=5.02, SD=0.15; F=0.24, p=0.56) and recycling intentions (M_{HPTS_Young}=5.02, SD=0.13; M_{LPTS_Young}=5.08, SD=0.15; F=0.07, p=0.79) when they viewed different PTS messages (Figure 2).
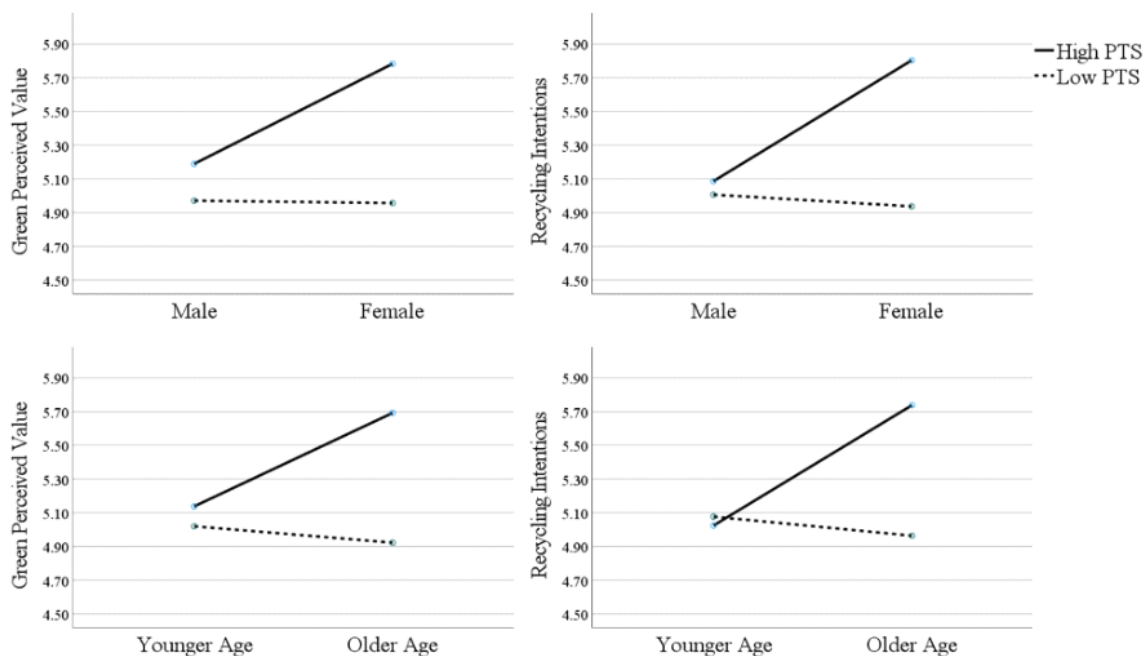

Figure 2. Two-way interaction effects between PTS and gender and age

The result of moderated mediation analysis with bootstrapping indicated that perceived green value of recycling mediated the interaction effects between PTS and gender (index=-0.42; 95%

CI=-0.85 to -0.02) and age (index=-0.46; 95% CI=-0.90 to -0.06) on recycling intentions. Specifically, the mediating effect of green perceived value was significant in the female group (indirect effect=-0.57; 95% CI=-0.91 to -0.24) and old group (indirect effect=-0.54; 95% CI=-0.85 to -0.26); however, the effect was not significant in the male group (indirect effect = -0.15; 95% CI = -0.38 to 0.10; n.s.) and younger group (indirect effect=-0.08; 95% CI=-0.35 to 0.20; n.s.).

CONCLUSION

The findings of this study indicated that gender and age can moderate the effects of PTS on perceived green value of recycling and recycling intentions. To be more specific, for male and younger aged attendees, their recycling behaviors are not impacted by the PTS levels of the messages; however, for female and older attendees, showing the high PTS messages significantly improves their perceived green value and recycling intentions. This finding contributes to the persuasion literature by suggesting the moderating role of age and gender. Event managers are suggested to utilize high PTS messages to encourage attendees' recycling behaviors, especially for events that target female and older groups. Moreover, the perceived green value of recycling was found to be a mediator between the relationship between PTS and event attendees' recycling intentions (Chen, 2013). This finding will shed lights on the significant role of perceived green value of persuaded green behaviors in green messages. Event managers and scholars should spend more efforts on helping people perceive the concrete environmental benefits and values of recycling.

REFERENCES

Chen, Y. S. (2013). Towards green loyalty: driving from green perceived value, green satisfaction, and green trust. *Sustainable Development*, *21*(5), 294-308.

Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions. *Management Decision*, *50*(3), 502-520.

Diamantopoulos, A., Schlegelmilch, B. B., Sinkovics, R. R., & Bohlen, G. M. (2003). Can socio-demographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation. *Journal of Business Research, 56*(6), 465-480.

FitzGerald, M., & Arnott, D. (1996). Understanding demographic effects on marketing communications in services. *International Journal of Service Industry Management, 7*(3), 31-45.

Han, H., & Hyun, S. S. (2018). College youth travelers' eco-purchase behavior and recycling activity while traveling: An examination of gender difference. *Journal of Travel & Tourism Marketing, 35*(6), 740-754.

Hayes, A. F. (2017). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. New York, NY: Guilford publications.

Hwang, J., & Choi, J. K. (2018). An investigation of passengers' psychological benefits from green brands in an environmentally friendly airline context: The moderating role of gender. *Sustainability, 10*(1), 80.

Moon, S. J. (2021). Investigating beliefs, attitudes, and intentions regarding green restaurant patronage: An application of the extended theory of planned behavior with moderating effects of gender and age. *International Journal of Hospitality Management, 92*, 102727.

Oztekin, C., Teksöz, G., Pamuk, S., Sahin, E., & Kilic, D. S. (2017). Gender perspective on the factors predicting recycling behavior: Implications from the theory of planned behavior. *Waste Management, 62*, 290-302.

Petty, R. E., & Cacioppo, J. T. (1986). *The elaboration likelihood model of persuasion*. In Petty, R. E., & Cacioppo, J. T. (Eds), Communication and persuasion (1-24). New York, NY: Springer.

Strydom, W. F. (2018). Barriers to household waste recycling: Empirical evidence from South Africa. *Recycling, 3*(3), 41.

Taylor, S., & Todd, P. (1995). An integrated model of waste management behavior: A test of household recycling and composting intentions. *Environment and Behavior, 27*(5), 603-630.

Thieme, J., Royne, M. B., Jha, S., Levy, M., & McEntee, W. B. (2015). Factors affecting the relationship between environmental concern and behaviors. *Marketing Intelligence & Planning, 33*(5), 675-690.

White, K. M., & Hyde, M. K. (2012). The role of self-perceptions in the prediction of household

recycling behavior in Australia. *Environment and Behavior, 44*(6), 785-799.

White, K., MacDonnell, R., & Dahl, D. W. (2011). It's the mind-set that matters: The role of construal level and message framing in influencing consumer efficacy and conservation behaviors. *Journal of Marketing Research, 48*(3), 472-485.

Winterich, K. P., Nenkov, G. Y., & Gonzales, G. E. (2019). Knowing What It Makes How Product Transformation Salience Increases Recycling. *Journal of Marketing, 83*(4), 21-37.

Zhang, X., Shao, X., Jeong, E., & Olson, E. (2021). I am worth more than you think I am: Investigating the effects of upcycling on event attendees' recycling intention. *International Journal of Hospitality Management, 94*, 102888.

WHO AND HOW SHOULD RESPONSE TO NEGATIVE ONLINE REVIEWS?

Rashin Ghahreman
The Ohio State University

INTRODUCTION

Online reviews have turned out to be a valuable source of information for travelers to decide about staying at hotel properties. Since there are different sites (such as booking and TripAdvisor) that provide the platform for customers to share their positive and negative experiences', it becomes important to recognize the noteworthy impact of online reviews on the customers' decision making and on the hospitality industry in general. (Avant, 2013; Mattila & Mount, 2003; Meng et al., 2018; Sparks & Browning, 2011). Additionally, it is essential to consider that the chance of sharing the experience from dissatisfied customers is four time of sharing positive experiences (Black & Kelley, 2009). Consequently, responding from hotel to the online review has a significant impact on maintaining, promoting, and repairing the hotel's image (Avant, 2013; Gretzel et al., 2007) and it can be as part of the online service recovery (Avant, 2013; Chuang et al., 2012; Hoffman & Chung, 1999).

According to previous research, the effects of negative reviews on business are greater than those of positive reviews for self-promotion (Basuroy et al., 2003; Chevalier & Mayzlin, 2006; Li et al., 2018). Positive comments are less impressionable than negatives ones (Hornik et al., 2015). Previous research shows that responding to negative online reviews is crucial and has influence on customer inferences (Sparks, So, & Bradley, 2016). Hospitality firms have been asked to follow and respond to customer comments (Wei et al., 2013). Furthermore, A study shows that "being unresponsive to customers' negative comment may put a company in a disadvantageous position as the company may lose the customers' business in the future (Chan & Guillet, 2011, p.362)". Managers have been advised to reply to negative online reviews and offer explanations, Also, scholars have been called to find the effectiveness of these responses (Leung et al., 2013). Moreover, further investigations into administrative online responses have been advised (Min et al, 2015). One of the biggest challenges is effectively managing the e-WOM, and it becomes significant and crucial to recognize how and who should answer the online reviews, mainly negatives one. The aim of this research to bridge the gap in this area. There are few studies related to using pronoun in responses to negative online reviews, but there is no single study about exploring the effect of using a pronoun and social cognition (agentic /communal) role of responder on customer inferences.

RATIONAL

Response to negative online review and booking intention

One of the most significant resources for collecting information is the online review; this can affect travelers' accommodation choices (Ye et al., 2011) and is employed to gather information from previous customers regard lodging quality (Filieri and McLeay, 2014). Travelers have a tendency not to pick and choose a hotel before looking for online reviews (Kim et al., 2011). It is hard to know about the experienced goods' quality (for example hotels) before Actually using them. Hence, customers must depend on e-WOM to make presumptions about these goods' quality (Wirtz and Chew, 2002). For instance, 53% of tourists would not reserve a place prior to browsing through online reviews and 77% typically or constantly make their booking decisions based on online reviews (Xie, Z. Zhang & Z. Zhang, 2014).

Since online reviews are perceived as predictors of a fortunate experience, they are often considered as an essential clue affecting buying

decisions (Fagerstrøm et al., 2016). In fact, one study reveals that four of five customers have altered their choice of options founded on a negative online comment (Esmark et al., 2018; Cone, 2011). Online reviews have a remarkable role on travelers' decisions (Lui et al., 2019; Phillips et al., 2017;). According to congruity theory (Osgood & Tannenbaum, 1955), the distinctive problem elevated by the variable replies to a complaining review. Cognitive principle illuminates that when customers receive conflicting ideas, they sense strain to resolve those ideas (Esmark et al., 2018). A positive answer to a negative online review from either another consumer or from the company itself could result in that pressure and cause the reader to expend rational effort to rearrange his/her opinion as shown by an attitudinal change (Osgood et al., 1957). Congruity theory (Osgood & Tannenbaum, 1955) proposes that a company-positive response to a negative review will cause incongruence and should provoke more positive-attitude shift than if no response to the negative review were posted. Extending this line of the research, the current research aims to find out the impact of the responder and the way they are answering on booking intention.

Impact of agency/ communal of responder on using pronoun (I vs. we) in responding to the negative online review

Research reveals that language has an undeniable role in marketing. Slight distinctions in linguistic usage have been presented to influence customers' word of mouth (Moore, 2012; Sela, Wheeler & Sarial-Abi, 2012) and replies to encouraging efforts (Kronrod, Grinstein & Wathieu, 2011). Ahearn (2001) has emphasized on the role of language in interactions as well. Managing the "speaking terms" between companies and their customers is a pivotal task for marketers (Vargo & Lusch, 2004). The conversation extends the scope of marketing interaction and consumer–firm connections in business ecosystems. Based on the Customer orientation theory, firm representatives should highlight that the way "we" (as a firm) provide "you" (as a customer), while minimizing the usage of "I" (as an agent) in these interactions to answer customer's questions or complaints (Packard et al., 2019). However, Packard et al.

(2019) research revealed that firm representatives who use "I" instead of "we" pronouns raise customers experiences that the representative is in customers side and wants to help them. As a result, this positive experience of sympathy can help enhance customer satisfaction, buying purpose, and buying actions.

Interaction between clients and firms is a crucial component in a service procedure (Davidow, 2003), and online reviews and reactions to them have become known as essential means of interaction between consumers and firms. Responses from the firm to online reviews are important and can expand the bottom line of the firm, it is also suggested that firms should modify the responding strategy based on the sort of service or product they offer (Chen & Xie, 2008). Contrarily, according to the results of the experimental research conducted by Mauri and Minazzi (2013) in Italy, hotel manager reactions to guests' reviews have an opposite connection with buying intentions, compared to other results (kim et al., 2015). Based on this, we assume, the format of responses from different responders (manager or front desk agent) would affect guests' opinion.

Because responses to negative reviews in current service recovery literature hava a crucial role as imperative as conventional solutions (explanation and apology) (kim et al., 2015), companies can seize the opportunity to assuage customer unhappiness or enable service recovery (Bitner, 1990; Hoffman et al., 1995; Miller et al., 2000). Furthermore, Study indicates that how firm act in response to criticisms influence the consumers' satisfaction (Homburg and Furst, 2007), their loyalty, and retention (Davidow, 2003). There is a research gap between these studies. Little research has studied the role of social cognition of the responder on using the appropriate pronoun. The current study aims to answer these research questions: will responder position affect the effectiveness of using particular pronoun to answer the negative online review on booking intention? And how?

Abele and Wojciszke (2014) summarized and combined a large amount of literature and concluded "agency" and "communion" are two essential components of content in social cognition. According to the society cognition theory, the terms agency and communion were presented by Bakan

(1966) to psychology and defined them as fundamental procedures of human being presence. He asserted that "I have adopted the terms 'agency' and 'communion' to characterize two fundamental modalities in the existence of living forms, agency for the existence of an organism as an individual, and communion for the participation of the individual in some larger organism of which the individual is part" Agentic implies goal-achievement (assertiveness and decisiveness), while communal infers the preservation of relations and social behaviors (helpfulness and benevolence) that have been named the "fundamental dimensions" (Abele & Wojciszke, 2007; Fiske et al., 2007; Peeters, 2008).

Consequently, for numerous social categories, the weaker is associated to communion whereas the stronger is linked to agency (yang & Aggarwal, 2019). for instance, the poor vs. rich (Christopher & Schlenker, 2000), and small vs. large countries (Poppe &Linssen, 1999). Based on these categories, we assume managers (with more power and authority) are among agency content, whereas front desk employees (with less power and authority) belong to communal content. It should be mentioned that these distinct classifications have been employed to refer to the two essential dimensions related to social perception (Yang & Aggarwal, 2019). To illustrate more, the power literature mainly uses a difference among "communion" and "agency" (Rucker et al. 2012). Contrarily, the stereotypes literature would rather differentiate among "warmth" and "competence" (Fiske et al. 2002). Scholars have been exploring these two basic dimensions from a variety of viewpoints (Abele et al. 2008). Nevertheless, the scholars mention that though both agency and competence consist of attributes linked to ability such as structured (Abele et al. 2008), study employing the word agency focuses on decisive assertive, (Abele and Wojciszke 2007). I am drawing our theory based on the power literature which employs the phrases "communion" and "agency". Additionally, based on the agency and communal traits, I am assuming for the use of the pronouns. Based on the assumption, the pronoun "I" will be interact with agency content while the pronoun "we" will have more interaction with communal content.

- **H1**: For manager (agency) responses to negative online review, using "I" (vs. we) will cause higher booking intention.
- **H2**: For front desk agent (communal) responses, using "we" (vs. I) will elicit higher booking intention.

Mediating role of customer inferences

Based on consumer inferences theory of Kardes (1993), it is critical to understand the impact of firm replies to consumer online reviews. Kardes's theory emphasizes on the possible presence of several signals in firm messages, as well as the possibility of new customers drawing inferences based on these clues about the firm. Prospective customers rarely have completely accurate information for making decisions or evaluating a service/ product, so they instead must draw their inferences based on available cues. In an online environment, there can be numerous signals such as source types (e.g., who is the responder), efficacy indicators (e.g., how fast they answer), solution evidence (e.g., if the problem is solved), or the communication style used in sending a message (e.g., leave the voice or typed massaged)(Sparks et al., 2016). "Hearing or reading about a product (e.g., via advertising or e-WOM) typically provides information about some product attributes and benefits, but other product features, if they are important to the purchase decision (e.g., the trustworthiness of the company), must be inferred, essentially by going beyond the information a bettervailable" (Kardes et al., 2004). Assumption development therefore includes the creation of if-then connections between existing information and appropriate inferences (Kardes et al., 2004, 2008). While useful, this account leaves unanswered questions regarding which cues are used by potential customers, how these cues are interpreted, and what inferences about the organization are thereby drawn (Sparks et al., 2016). Based on these, I make an assumption that using different pronoun (I/we) can draw distinct inferences and influence the booking intention.

- **H3**: Customers inferences (costumer concerns and trust inferences) will mediate the impact of using pronoun and agency/communal of the responder to negative online review on booking intention.

CONCEPTUAL FRAMEWORK
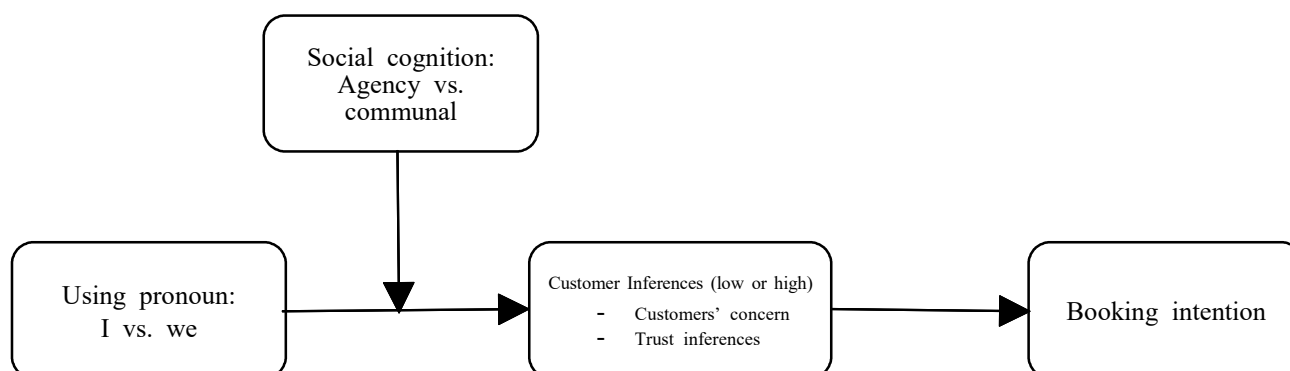
METHOD

The study will use a 2 (Social cognition: agency vs. communal) × 2 (pronoun: I vs. we) between subject design. A total of 200 participants recruited from Amazon Mechanical Turk. Within the experiment, participant will be asked to imagine that they are planning for a trip; they are looking for an economically priced hotel and while reading online reviews, they will find a negative reviews which firmed has responded to them. There are 4 different situations, and each participant will see one of them. There are managerial/front desk agent responses to the negative online review using the pronoun I/we. After reading the responses, participants are asked to answer a survey to measure mediator (customer inferences) and booking intention,

EXPECTED RESULTS

Based on social cognition theory(bakan, 1996), I expect a significant interaction between agency/communal and the pronoun they use, such as managers' (agency) response to negative online reviews leading to more booking intention when they use "I" in their responses. On the other hand, when employees (communal) respond by using "we", they will have more impact on booking intention. Furthermore, I expect the mediating effect of customer inferences on using pronoun and booking intention. I believe answering the online negative while using "we", to show the company as a whole and the responder as a part of the bigger team, will cause higher customer inferences and consequently higher booking intention.
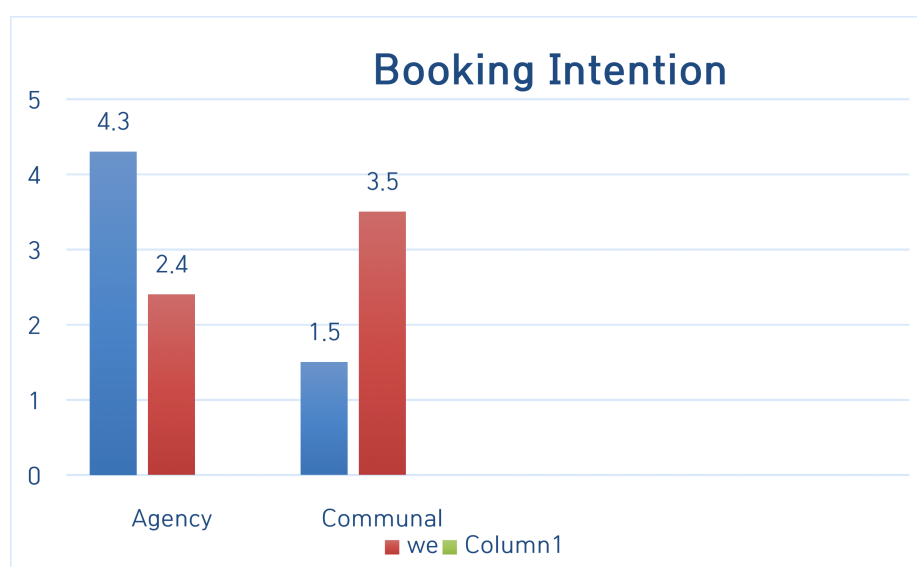
THEORETICAL CONTRIBUTION

This study can have several theoretical contributions if all hypotheses are supported. First, there is no research related to the interaction between social cognition and the used pronoun and the results will expand the literature review. Second, while online review is one of the top topics, there are no studies about how to respond to negative online review based on using pronouns. The current research extends the literature by providing information about who and how should response to negative online review and how.

MANAGERIAL IMPLICATION

This research has several manager implications. First, it shows that responding to negative online review has affected the customers' inferences and that by increasing the positive inferences, booking intention will increase as well, which bring profit to the firm. As mention before language is important in marketing and this research will help to better understand using pronouns to answer the negative online review. Moreover, based on the results, firms can understand who is better to answer to the negative online review as well as which pronoun they should use while answering to them.

LIMITATION AND FUTURE DIRECTIONS

In this study, I am not examining the influence of culture on results. Future studies can study the impact of different cultures (idealism and collectivism) on using the pronouns by agency or communal responders. Also, this research focuses on the economic hotels, but future research can expand this to other hotels such as luxury or mid-scale. Finally, since this study investigates through hotels and negatives online reviews, in future, scholars can research on the affect of using the pronouns and agency/ communal responders on positive online reviews in different industries.

REFERENCES

Abele, A. E., & Wojciszke, B. (2007). Agency and communion from the perspective of self versus others. Journal of Personality and Social Psychology, 93, 751−763. http://dx.doi.org/ 10.1037/0022-3514.93.5.751.

Abele, A. E., & Wojciszke, B. (2014). Communal and agentic content in social cognition: A dual perspective model. In *Advances in experimental social psychology* (Vol. 50, pp. 195-255). Academic Press.

Ahearn, L. M. (2001). Language and agency. *Annual review of anthropology*, *30*(1), 109-137.

Avant, T. (2013). Responding to TripAdvisor: How hotel responses to negative online reviews effect hotel image, intent to stay, and intent to return.

Bakan, D. (1966). The duality of human existence. Reading, PA: Addison-Wesley

Basuroy, S., Chatterjee, S., & Ravid, S. A. (2003). How critical are critical reviews? The box office effects of film critics, star power, and budgets. *Journ al of marketing*, *67*(4), 103-117.

Black, H. G., & Kelley, S. W. (2009). A storytelling perspective on online customer reviews reporting service failure and recovery. *Journal of Travel & Tourism Marketing*, *26*(2), 169-179.

Chan, N. L., & Guillet, B. D. (2011). Investigation of social media marketing: how does the hotel industry in Hong Kong perform in marketing on social media websites? *Journal of Travel & Tourism Marketing*, *28*(4), 345-368.

Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of marketing research*, *43*(3), 345-354.

Chuang, S. C., Cheng, Y. H., Chang, C. J., & Yang, S. W. (2012). The effect of service failure types and service recovery on customer satisfaction: a mental accounting perspective. *The Service Industries Journal*, *32*(2), 257-271.

Cone. (2011). Game changer: Cone survey finds 4-out-of-5 consumers reverse purchase decisions based on negative online reviews, 1−5. Boston, MA. Retrieved from: http://www.conecomm.com/news-blog/ 2011-online-influence-trend-tracker-release

Duverger, P. (2013). Curvilinear Effects of User-Generated Content on Hotels' Market Share: A Dynamic Panel-Data Analysis. *Journal of Travel Research*, *52*(4), 465−478.

Eagly, A. H., & Chaiken, S. (1993). The psychology of attitudes. Fort Worth, TX: Harcourt Brace Jovanovich.

Esmark Jones, C. L., Stevens, J. L., Breazeale, M., & Spaid, B. I. (2018). Tell it like it is: The effects of differing responses to negative online reviews.

Psychology & Marketing, 35(12), 891-901.

Fagerstrøm, A., Ghinea, G., & Sydnes, L. (2016). Understanding the impact of online reviews on customer choice: A probability discounting approach. *Psychology & Marketing*, *33*(2), 125-134.

Filieri, R., & McLeay, F. (2014). E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers' Adoption of Information from Online Reviews. Journal of Travel Research, 53(1), 44–57.

Fiske, S. T., Cuddy, A. J., & Glick, P. (2007). Universal dimensions of social cognition: Warmth and competence. Trends in Cognitive Sciences, 11, 77–83. http://dx.doi.org/ 10.1016/j.tics.2006.11.005

Gretzel, U., Yoo, K. H., & Purifoy, M. Online Travel Review Study: Role & Impact of Online Travel Reviews. 2007.

Hoffman, K. D., & Chung, B. G. (1999). Hospitality recovery strategies: Customer preference versus firm use. *Journal of Hospitality & Tourism Research*, *23*(1), 71-84.

Hornik, J., Satchi, R. S., Cesareo, L., & Pastore, A. (2015). Information dissemination via electronic word-of-mouth: Good news travels fast, bad news travels faster! *Computers in Human Behavior*, *45*, 273-280.

Kardes, F. R. (1993). Consumer inference: Determinants, consequences, and implications for advertising. In *Advertising exposure, memory, and choice* (Vol. 349, pp. 163-191). Lawrence Erlbaum, Associates, Inc Hillsdale, NJ.

Kardes, F. R., Posavac, S. S., & Cronley, M. L. (2004). Consumer inference: A review of processes, bases, and judgment contexts. *Journal of Consumer Psychology*, *14*(3), 230-256.

Kim, E. E. K., Mattila, A. S., & Baloglu, S. (2011). Effects of Gender and Expertise on Consumers' Motivation to Read Online Hotel Reviews. *Cornell Hospitality Quarterly*, *52*(4), 399–406.

Kim, W. G., Lim, H., & Brymer, R. A. (2015). The effectiveness of managing social media on hotel performance. *International Journal of Hospitality Management*, *44*, 165-171.

Kronrod, Ann, Amir Grinstein, and Luc Wathieu (2011), "Enjoy! Hedonic Consumption and Compliance with Assertive Messages," Journal of Consumer Research, 39 (1), 51–61

Leung, D., Law, R., Van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of travel & tourism marketing*, *30*(1-2), 3-22.

Li, C., Cui, G., & Peng, L. (2018). Tailoring management response to negative reviews: The effectiveness of accommodative versus defensive responses. *Computers in Human Behavior*, *84*, 272-284.

Liu, X., F. Mehraliyev, C. Liu, and M. Schuckert. 2019. "The Roles of Social Media in Tourists' Choices of Travel Components." Tourist Studies. Published online September 3. doi:10.1177/1468797619873107.

Mattila, A. S., & Mount, D. J. (2003). The impact of selected customer characteristics and response time on e-complaint satisfaction and return intent. *International journal of hospitality management*, 22(2), 135-145.

Meng, F., Dipietro, R. B., Gerdes, J. H., Kline, S., & Avant, T. (2018). How hotel responses to negative online reviews affect customers' perception of hotel image and behavioral intent: an exploratory investigation. *Tourism Review International*, *22*(1), 23-39.

Min, H., Lim, Y., & Magnini, V. P. (2015). Factors affecting customer satisfaction in responses to negative online hotel reviews: The impact of empathy, paraphrasing, and speed. *Cornell Hospitality Quarterly*, *56*(2), 223-231.

Moore, Sarah G. (2012), "Some Things Are Better Left Unsaid: How Word of Mouth Influences the Storyteller," Journal of Consumer Research, 38 (6), 1140–54

Osgood, C. E., Suci, G. J., & Tannenbaum, P. H. (1957). The measurement of meaning. Champaign, IL: University of Illinois Press

Osgood, C. E., & Tannenbaum, P. H. (1955). The principle of congruity in the prediction of attitude change. Psychological Review, 62(1), 42–55

Packard, G., Moore, S. G., & McFerran, B. (2018). (I'm) happy to help (you): The impact of personal pronoun use in customer–firm interactions. *Journal of Marketing Research*, *55*(4), 541-555.

Patrick, Vanessa M., and Henrik Hagtvedt (2012), "'I Don't' Versus 'I Can't': When Empowered Refusal Motivates Goal-Directed Behavior," Journal of Consumer Research, 39, 371–81.

Peeters, G. (2008). The evaluative face of a descriptive model: Communion and agency in Peabody's tetradic model of trait organization. European Journal of Social Psychology, 38, 1066–1072. http://dx.doi.org/10.1002/ejsp.524.

Schellekens, Gaby A.C., Peeter Verlegh, and Ale Smidts (2010), "Language Abstraction in Word of Mouth" Journal of Consumer Research, 37 (2), 207‒23.

Sela, Aner S., Christian Wheeler, and G ̈ulen Sarial-Abi (2012), "We Are Not the Same as You and I: Causal Effects of Minor Language Variations on Consumers' Attitudes Toward Brands," Journal of Consumer Research, 39 (3), 644‒61.

Senay, Ibrahim, Dolores Albarrac´ın, and Kenji Noguchi (2010), "Motivating Goal-Directed Behavior Through Introspective SelfTalk: The Role of the Interrogative Form of Simple Future Tense," Psychological Science, 21 (4), 499‒504.

Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism management*, *32*(6), 1310-1323.

Sparks, B. A., So, K. K. F., & Bradley, G. L. (2016). Responding to negative online reviews: The effects of hotel responses on customer inferences of trust and concern. *Tourism Management*, *53*, 74-85.

Meng, F., Dipietro, R. B., Gerdes, J. H., Kline, S., & Avant, T. (2018). How hotel responses to negative online reviews affect customers' perception of hotel image and behavioral intent: an exploratory investigation. *Tourism Review International*, *22*(1), 23-39.

Wei, W., Miao, L., & Huang, Z. J. (2013). Customer engagement behaviors and hotel responses. *International Journal of Hospitality Management*, *33*, 316-330.

Wirtz, J., Chew, P., 2002. The effects of incentives, deal proneness, satisfaction and tie-strength on word-of-mouth behavior. Int. J. Serv. Ind. Manage. 13 (2), 141‒162.

Xie, K. L., Zhang, Z., & Zhang, Z. (2014). The business value of online consumer reviews and management response to hotel performance. *International Journal of Hospitality Management*, *43*, 1-12.

Yang, L. W., & Aggarwal, P. (2019). No small matter: how company size affects consumer expectations and evaluations. *Journal of Consumer Research*, *45*(6), 1369-1384.

Ye, Q., Law, R., Gu, B., & Chen, W. (2011). The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings. *Computers in Human behavior*, *27*(2), 634-639.

LOCAL FOOD PROMOTION AND SALE AT AGRICULTURAL FOOD FESTIVALS

Hyungsuk Choo

Tourism, Hospitality, and Event Management Bowling Green State University Bowling Green, Ohio USA

One of the main goals of agricultural food festivals is to promote and sell local food products produced and sourced in the local agricultural regions (Di-Clemente, Hernández-Mogollón, & Campón-Cerro, 2020). While studies in agricultural food festivals have increasingly appeared in the festival and tourism literature, this goal of local food promotion and sale at agricultural food festivals has not been discussed in those studies (Stone, Migacz, & Wolf, 2019; Yuan & Jang, 2008). This study therefore examines visitors' decision to buy local food products at agricultural food festivals by understanding their onsite engagement. On the basis of the stimulus–organism–response model (Russell & Mehrabian, 1974), this study argues that the social relationships embedded in visitors' experiences encountered and activities participated in at the festival influence their decision to purchase local food products during and after the festival. According to social capital theory and resource theory, when social relationships become embedded in or associated with an object, they enhance the object's value (Foa, 1971; Robison & Ritchie, 2010), in addition to its value connected to its physical properties (Brinkley, 2017). Therefore, it is important to examine how visitors' experience and activities at the agricultural food festivals embraces social relationships reflecting collective social identities, thus resulting in higher investments in their relationships, i.e., local food purchase (Robison, Shupp, Jin, Siles, & Ferrarini, 2012).

Compared to foods obtained through globalized supply chain, local foods are generally promoted to provide a list of benefits, being healthier, fresher and more environmentally sustainable, which primarily come from their short travel distance to consumers which also lead to reduction of CO_2 emissions. Regardless, the distance-based definition indicating where food is produced and sourced is controversial. The boundary defining the local food produced and sourced in the local area has been applied to a variety of contexts— from foods produced in the same geopolitical terms as the final consumer, e.g., county and state, to those produced within a certain pre-defined distance. Furthermore, most local food branding primarily emphasizes the characteristics involving its travel distance to general consumers e.g., food grown in town or within 100 miles (Farris, Malone, Robison, & Rothwell, 2019), as in visitors to agricultural food festivals (Hall, 2005). But, this distance-based definition adopted for local food promotion can create a confusion (Bazzani, Caputo, Nayga Jr, & Canavari, 2017) at the agricultural food festivals where two different types of visitors exist: in-town visitors and out-of-town visitors. For the latter group of visitors, the short travel distance of local food might not be always considered as its main benefit as they go back home. This means, their perception of "local" in the local food at the festival cannot be always characterized by the benefit from geographic distance, although other social benefits from social relationship, e.g., direct purchase from small scale farmers/producers, can remain relatively constant. A few studies have discussed the importance of experience value in the local food consumption because consumers choose local food not just to enjoy the taste or healthy ingredients of the food but to consume the meaning linking place and tradition behind it (Sims, 2009; Spiller, 2012). Therefore, it is necessary to understand how out-of-town visitors perceive "local" in the local foods during and after the festival. For this, comparison of meaning and value of local food between in-town and out-of-town attendees will provide important information on local food promotion at the festival.

Agricultural food festivals are a potentially powerful vehicle for local food promotion and sale. In the food festival literature, Getz (2019)

recognized the importance of understanding how visitors reflect on their experience for their future behavior, which not only involves their return behavior to the festival but also their purchase decision of foods experienced at the food festivals. Many of previous food festival studies have paid attention to the former behavior, but the latter behavior of local food purchase has been mostly overlooked. For farmers and local food producers participating in agricultural food festivals, understanding visitors' decision to buy local food seems more important than visitors' future repeat attendance to the festival.

This study fills this gap by examining the local food purchase behavior during and after the festivals between in-town and out-of-town visitors. It is hoped that an understanding of information on the meaning and value of festival attendees' experiences and activities will contribute to developing marketing programs of agricultural food festivals and their promotion of food, as above arguments will be empirically examined as part of the author's field study in July, 2021.

REFERENCES

Bazzani, C., Caputo, V., Nayga Jr, R. M., & Canavari, M. (2017). Revisiting consumers' valuation for local versus organic food using a non-hypothetical choice experiment: Does personality matter? *Food Quality and Preference, 62*, 144-154.

Brinkley, C. (2017). Visualizing the social and geographical embeddedness of local food systems. *Journal of Rural Studies, 54*, 314-325.

Di-Clemente, E., Hernández-Mogollón, J. M., & Campón-Cerro, A. M. (2020). Tourists' involvement and memorable food-based experiences as new determinants of behavioural intentions towards typical products. *Current Issues in Tourism, 23*(18), 2319-2332.

Farris, J., Malone, T., Robison, L. J., & Rothwell, N. L. (2019). Is "localness" about distance or relationships? Evidence from hard cider. *Journal of Wine Economics, 14*(3), 252-273.

Foa, U. G. (1971). Interpersonal and economic resources. *Science, 171*, 345-351.

Getz, D. (2019). Wine and food events: Experiences and impacts. In *Wine Tourism Destination Management and Marketing* (pp. 143-164): Springer.

Hall, C. M. (2005). Rural wine and food tourism cluster and network development. *Rural tourism and sustainable business, 26*, 149-164.

Robison, L. J., & Ritchie, B. K. (2010). *Relationship economics: the social capital paradigm and it's application to business, politics and other transactions*: Gower Publishing, Ltd.

Robison, L. J., Shupp, R. S., Jin, S., Siles, M. E., & Ferrarini, T. H. (2012). The relative importance of selfishness and social capital motives. *The Journal of Socio-Economics, 41*(1), 118-127.

Russell, J. A., & Mehrabian, A. (1974). Distinguishing anger and anxiety in terms of emotional response factors. *Journal of consulting and clinical psychology, 42*(1), 79.

Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism, 17*(3), 321-336.

Spiller, K. (2012). It tastes better because… consumer understandings of UK farmers' market food. *Appetite, 59*(1), 100-107.

Stone, M. J., Migacz, S., & Wolf, E. (2019). Beyond the journey: The lasting impact of culinary tourism activities. *Current Issues in Tourism, 22*(2), 147-152.

Yuan, J. J., & Jang, S. S. (2008). The Effects of Quality and Satisfaction on Awareness and Behavioral Intentions: Exploring the Role of a Wine Festival. *Journal of Travel Research, 46*, 279-288.

THE INFLUENCE OF EMOTIONAL SOLIDARITY ON DESTINATION IMAGES AND TRAVEL INTENTION IN AN ANTICIPATED TRAVEL SETTING

Dongoh Joo
University of Tennessee at Chattanooga
Heetae Cho
Nanyang Technological University
Kyle Woosnam
University of Georgia

INTRODUCTION

Almost every tourism experience, if not all, involves interacting with others, and this makes social emotion an effective lens through which a better understanding of individuals' perception and behavior can be obtained. One example of social emotion is affective bonds that exist between individuals or so-called 'emotional solidarity' (Woosnam, 2008). Inter-group (i.e., tourist-to-resident or vice versa) emotional solidarity, as a concept, has been proven highly useful in explaining residents' attitude toward tourism (Woosnam, 2012), tourists' expenditure pattern (Woosnam, Dudensing, & Walker, 2015), or tourists' destination loyalty (Ribeiro, Woosnam, Pinto, & Silva, 2018). More recently, Joo and Woosnam (2020) has made the concept more widely applicable by considering intra-group (i.e., tourist-to-tourist) emotional solidarity and devising a scale for measuring it.

Yet, given its recent introduction to tourism research, how intra-group emotional solidarity is related to other concepts remains unknown. The existing literature on inter-group emotional solidarity suggests that tourist-to-tourist emotional solidarity is closely associated with how tourists view a destination and intend to visit the destination. Destination image is the concept that represents such tourists' perceptions and impressions of a destination (McClinchey, 1999). Depending on which aspects of a destination is highlighted, destination image can be further classified into cognitive image and affective image (Dobni & Zinkhan, 1990), where the former captures the beliefs and knowledge that tourists have about a destination or its attributes

and the latter refers to tourists' feelings toward the destination (Baloglu & McCleary, 1999). Destination image, whether it be cognitive or affective, has been found closely related to tourists' attitude and intention regarding a destination (Jalilvand, Samiei, Dini, & Manzari, 2012).

Although the existing literature suggests significant and positive relationships among tourists' cognitive and affective views of a destination and their intention to visit the destination, it is unknown how intra-group emotional solidarity factors into the relationships. Furthermore, most studies have only validated the relationships by sampling actual tourists in a destination, so whether the positive association between destination image and travel intention is supported among potential tourists (or not) still demands further research. As such, the purpose of this study was to investigate the relationships among potential tourists' a) emotional solidarity with one another, b) cognitive destination image, c) affective destination image, and e) travel intention. Notably, this study considered affective destination image as an antecedent to cognitive destination image; while this runs contrary to the cognitive-affective-conative model of destination image (Agapito, Oom do Valle, & da Costa Mendes, 2013), the intention was to see if potential tourists engage in emotional reasoning or not.

METHOD

Measurement
The following scales were utilized to measure the construct of interest: Joo and Woosnam's (2019) modified emotional solidarity scale (ESS) for

intra-group emotional solidarity, Baloglu and McCleary's (1999) scales for cognitive and affective images of a destination, and Jalilvand et al.'s (2012) scale for travel intention. All items were measured on a 7-point Likert scale where '1' indicated strong disagreement and '7' represented strong agreement to a positively worded statement.

Data collection and data analysis

The population of this study was potential Christian tourists residing in the U.S. who expressed their interest in visiting an international or domestic destination for religious causes (i.e., demonstrating, practicing, or promoting their religious beliefs). To obtain a more representative sample of the population, a survey respondent panel (hereafter 'panel') was built and utilized via an online survey company. While using a panel has some shortcomings such as risks of sampling bias (Fulgoni, 2014) or panel exploitation (Query Group, 2014), it was deemed that in this study its benefits outweighed the costs. Onsite data collection would have resulted in covering only selected religious institutions located in a certain geographic area, all of which would have caused even greater sampling bias.

Before data analysis, the data was screened for multivariate or univariate outliers, as well as any disengaged responses. When analyzing the data, this study followed Anderson and Gerbing's (1988) two-step approach to structural equation modeling. First, confirmatory factor analysis was conducted to establish the best-fitting measurement model to the data. Then, structural models were used to examine the proposed relationships among the constructs. The goodness of fit was measured using Satorra-Bentler scaled χ^2 (S-B χ^2), comparative fit index (CFI), non-normed fit indices (NNFI), standardized root mean squared residual (SRMR), and root mean square error of approximation

(RMSEA). SPSS 26.0 and EQS 6.1 were used for data analysis.

FINDINGS

Respondents' socio-demographic profile

Of 439 responses collected, five contained multivariate outliers and were excluded. As such, the effective sample size was 434. The sample comprised of 35.3% (n = 35.3) male and 64.7% (n = 281) female, whose average age was 44.32. As for the education level, the sample had 51.9% (n = 228) with a four-year university degree or higher, 24.7% (n = 107) with a high school diploma, and 22.4% (n = 97) with a technical, vocational or trade school degree. In term of their religious affiliation, 55.6% (n = 242) professed Catholic beliefs followed by 27.4% (n = 119) Evangelical Protestants, and 16.8% (n = 73) Mainline Protestants.

Measurement model

The measurement model included the following five factors: *commonality*, *fairness* (which are factors of the modified ESS), cognitive destination image, affective destination image, and travel intention. The initial measurement model was deemed inappropriate (S-B $\chi^2_{(df)}$ = 1396.44$_{(517)}$, CFI = .884, NNFI = .874, SRMR = .062, and RMSEA = .063), and Lagrange Multiplier (LM) test results suggested that five items from cognitive destination image and four items from *commonality* had to be removed due to low reliability or high cross-loading. The modified measurement model showed a good fit to the data (S-B $\chi^2_{(df)}$ = 491.90$_{(265)}$, CFI = .957, NNFI = .951, SRMR = .044, and RMSEA = .044). Table 1 presents descriptive statistics and factor loading.

Table 1. Descriptive statistics and factor loading

Constructs	Loading	Mean	S.D.
Emotional solidary - *Commonality*			
I feel close to other faith-based tourists	.844	5.36	1.333
I expect to make friends with other faith-based tourists.	.867	5.45	1.274
I identify with other faith-based tourists.	.879	5.42	1.271
I have a lot in common with other faith-based tourists.	.812	536	1.339
I understand other faith-based tourists.	.832	5.46	1.227
I feel the community will benefit from having us.	.794	5.37	1.360

Constructs	Loading	Mean	S.D.
Emotional solidarity - *Fairness*			
I will treat other faith-based tourists fairly.	.877	5.85	1.261
I plan to get along with other faith-based tourists.	.934	5.91	1.233
I have respect for other faith-based tourists.	.835	5.90	1.187
Cognitive destination image			
… good value for money.	.719	5.21	1.302
… good climate.	.748	5.37	1.217
… suitable accommodation.	.829	5.43	1.235
… appealing local food.	.793	5.46	1.242
… quality infrastructure.	.751	5.20	1.274
… good personal safety.	.785	5.19	1.283
… unpolluted or unspoiled environment.	.674	5.20	1.277
… standard hygiene and cleanness.	.756	5.26	1.252
… interesting and friendly people.	.790	5.63	1.155
Affective destination image			
… pleasant	.699	6.05	1.283
… arousing	.722	5.37	1.456
… relaxing	.816	5.61	1.375
… exciting	.818	5.87	1.372
Travel intention			
I predict, I will visit the destination in the future.	.822	5.36	1.522
I would rather visit the destination more than anywhere else.	.697	5.21	1.514
If everything goes as I think, I will plan to visit the destination in the future.	.849	5.41	1.429

Rho coefficient values of the factors ranged from .834 (travel intention) to .934 (*commonality*) which all exceed a cut-off of .70 suggested by Fornell and Larcker (1981) for internal consistency. Values of Average Variance Extracted (AVE) were between .580 (cognitive destination image) and .780 (*fairness*), indicating good convergent validity (Hair, Black, Babin, Anderson, & Tatham, 2006). Lastly, all the AVE values were greater than values of the squared correlations of corresponding constructs, suggesting satisfactory discriminant validity (Byrne, 2006). The full results of the reliability and validity tests are provided in Table 2 below.

Table 2. Results of the reliability and validity tests.

Construct (Rho)	COM	FAIR	CDI	ADI	TI
Commonality (COM) (0.934)	.838[1]				
Fairness (FAIR) (0.914)	.794	.883[1]			
Cognitive destination image (CDI) (0.925)	.715	.596	.761[1]		
Affective destination image (ADI) (0.849)	.348	.292	.501	.765[1]	
Travel intention (TI) (0.834)	.699	.523	.647	.362	.792[1]

Note. [1] = Square root of AVE values

Structural model

The structural model including all the constructs and their hypothesized relationships demonstrated an acceptable fit to the data: S-B $\chi^2_{(df)}$ = 492.87$_{(266)}$, CFI = .957, NNFI = .951, SRMR = .045, and RMSEA = .044. Emotional solidarity successfully predicted both cognitive image (H$_1$: β = .620, p < .001) and affective image (H$_2$: β = .351, p < .001) of a destination, as well as travel intention (H$_3$: β = .480, p < .001). Affective destination image had a significant influence on cognitive destination image (H$_4$: β = .284, p < .001),

but its direct impact on travel intention was not significant (H$_5$: β = .057, p > .05). Lastly, the path from cognitive destination image to travel intention was significant (H$_6$: β = .273, p < .01), indicating that cognitive destination image functioned as a full mediator between affective destination image and travel intention (H$_7$).

IMPLICATIONS

This study revealed that, in an anticipated travel setting, potential tourists' feeling of emotional solidarity with one another had positive impacts on their cognitive and affective views of the destination. Both emotional solidarity and cognitive destination image exerted positive influences on travel intention. Interestingly, the positive impact of affective destination image on travel intention was fully mediated by cognitive destination image, indicating a causal relationship. The findings underscore the importance of positive social emotion in developing favorable images of destination and encouraging travel intention. Furthermore, the findings also suggest that affective images of a destination can influence the functional evaluation of the destination, suggesting that potential tourists are likely to engage in emotional reasoning.

REFERENCES

Agapito, D., Oom do Valle, P., & da Costa Mendes, J. (2013). The cognitive-affective-conative model of destination image: A confirmatory analysis. Journal of Travel & Tourism Marketing, 30(5), 471-481.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, *103*(3), 411-423.

Baloglu, S., & McCleary, K. W. (1999). US international pleasure travelers' images of four Mediterranean destinations: A comparison of visitors and nonvisitors. *Journal of Travel Research*, *38*(2), 144-152.

Byrne, B. M. (2006). *Structural equation modeling with AMOS: Basic concepts, applications, and programming*. New York, NY: Routledge.

Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: a foundation analysis. *Advances in Consumer Research*, *17*, 110-119.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39-50.

Fulgoni, G. (2014). Uses and misuses of online-survey panels in digital research: Digging past the surface. *Journal of Advertising Research*, *54*(2), 133-137.

Jalilvand, M. R., Samiei, N., Dini, B., & Manzari, P. Y. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing & Management*, *1*(1-2), 134-143.

Joo, D., & Woosnam, K. M. (2020). Measuring tourists' emotional solidarity with one another—A modification of the emotional solidarity scale. *Journal of Travel Research*, *59*(7), 1186-1203.

McClinchey, K. A. (1999). Rural images, tourism and sustainability: Perceptions of rural accommodation operators and their visitors in Waterloo-Wellington Region, Ontario.

Query Group. (2014). *Practical surveys – Using survey respondent panels*. Retrieved from http://practicalsurveys.com/respondents/surveypanels.php

Ribeiro, M. A., Woosnam, K. M., Pinto, P., & Silva, J. A. (2018). Tourists' destination loyalty through emotional solidarity with residents: An integrative moderated mediation model. *Journal of Travel Research*, *57*(3), 279-295.

Woosnam, K. M. (2008). *Identifying with tourists: examining the emotional solidarity residents of Beaufort County, South Carolina have with tourists in their community* (Doctoral dissertation). Retrieved from Tiger Prints (202).

Woosnam, K. M. (2012). Using emotional solidarity to explain residents' attitudes about tourism and tourism development. *Journal of Travel Research*, *51*(3), 315-327.

Woosnam, K. M., Dudensing, R. M., & Walker, J. R. (2015). How does emotional solidarity factor into visitor spending among birders in the Lower Rio Grande Valley of Texas?. *Journal of Travel Research*, *54*(5), 645-658.