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A Comparison of the Impact of Tourism Destination Advertising Based on Affective and Cognitive Advertising

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Abstract

The present research attempts to evaluate the efficiency of advertising language on tourism destination. Research populations of this research were 384 people consisting of youth of 25-44 age group of Tabriz city. Questionnaires along with scenarios were used to collect the data; to evaluate the reliability we used Cronbach's alpha and Split-Half. In this research, we used SPSS software to analyze the data and ANOVA was used to test hypotheses. The findings suggest that tourists' attitudes towards affective advertising language and cognitive advertising language are not identical; cognitive and affective languages do not have the same impact on behavioral intention of the tourists. With regard to the type of the tourism destination, advertising language would have different impact on the behavioral intention of tourists.

Keywords: Cognitive Advertising, Affective Advertising, Types of Tourism Destination, Destination Image, Tourists' Attitudes

Introduction

Tourism in contemporary world is a clean industry and is the third dynamic, prosperous and developing economic phenomenon, which leads other world industries after oil and automotive industry. Tourism is a new ground for study for which little material is found regarding its role in economy and in urban and rural culture (Fallahttabar, Modiri, 2011, p.172). Destination advertisement plays a significant role as an important communicational source for destination managers and tourists. Managers rely on destination advertisement in attracting tourists that plan trip based on advertisements. However, it is difficult to identify the type of advertisement that is effective in attracting tourists (Byun &Jang 2015, p.31). Mental image of the destination in tourism industry is a crucial issue; to the extent that countries make use of these global and advertisement advertising tools to support their image and compete with other destinations. This concept influences the tourists' behaviors and decisions and has important role on their level of satisfaction from the trip as well (Martin & Beerli, 2004, 660).

Nowadays, understanding the customer values and their influence on consumers' behavior is a vital issue in succeeding in markets. With regard to change in consumption values in modern markets and existence of different customer segments based on different consumptions values, markers must be sensitive and aware towards different consumption needs and product choice behavior in different segments (Heidarzadeh & Hassani Parsa, 2012, 19). Advertising destination image is a starting point in successful tourism advertising because the image and expectations of travel experiences that the prospective visitor will possess link their thought to a specific destination (Chao, 2005, 1).

The mentioned points pose this question that what type of advertisement be used in advertising destinations in order to influence the travel inclination of potential and existing visitors towards intended destination?

Scientists have found that the language of illustrative and symbolic advertising could have more impact on leisure products than those consumed for profit. Most consumers prefer hedonic values in buying to utilitarian values, which can easily be observed among the youth. For this reason, exploring the impact of hedonic values over product choice and consequently consumer behavior especially the young ones assumes great importance (Heidarzadeh & Hassani Parsa, 2012, 19).

In the present research, we attempt to examine comparatively the variables of language and type of tourism destination to which very little attention was paid; in fact by studying these factors, the way to increase the efficiency of advertising will be paved more. For, in case of lack of attention to matching advertising language (affective and cognitive) with tourism destination (hedonic and utilitarian) and to its profound effect on the attitude and inclinations of visitors, the important role of advertising in this service will be nullified or decreased in effects. This research is experimental with scenario tools, which is another aspect of its novelty. So, it can be stated that this research aims at offering some suggestions to managers to plan effective advertising to attract more tourists to tourism destinations. This research is applied in its goals and survey in terms of data

collection.

Theoretical Background

Though many studies have been conducted on the destination image and its characteristics (Uysal & Ekinci, 2007), few studies have examined how destination advertising can influence the visitors' attitudes and behaviors using these images and characteristics. Ghaffari, et al. (2013) in a study titled 'an exploration on the role of present tourist' image on persuading prospective tourists to travel to Shiraz tourist destination', concluded that word of mouth advertising was effective in attracting foreign tourists travelling to Shiraz and in the decision making in choosing this city as a travel destination. On the other hand, the analysis of the relationship between the demographics variables and the use of word of mouth advertising revealed that there is a reverse correlation between the tourists ' education level and the amount of word of mouth advertising. The results also show that female tourists have used this type of advertising more than the male ones.

Jaemun Byun & SooCheong Jang conducted a research titled 'Destination Advertising Efficiency: the impact of Comparison of Advertising Language with the Type of Tourism Destination'. The results show that advertising language does not have a significant impact on visitors' attitudes towards a specific advertising; yet type of destination factor modifies this impact. The results states that, in utilitarian destination advertising, the visitors have more positive tendency to cognitive advertising language. However, in hedonic destination advertising there is more tendency towards affective advertising language.

Petra Zeugner-Roth, Katharina, Zabkar, Vesna, 2015, conducted a research titled 'Building a Bridge Between the Country & The Destination Image: examining the common dimensions and validity of their forecasting, with the goal of developing a comprehensive model of country and destination image by means of affective dimensions, symbolic image and cognitive dimension for forecasting consumer behavior in three modes of 1. Purchasing services & commodities; 2. Travelling abroad; 3. Doing business with foreign companies. The results show that affective and symbolic image dimension are more complete and better than cognitive dimensions and have more effect on consumer's behavior.

Tourists' Attitudes: Attitude includes the long-term organizing of the attitudinal, emotional, conceptual and cognitive processes with regard to some of the environmental dimensions that the individual involves in. So, an individual's attitude represents the manner of thinking, emotions and reactions that he has towards the surrounding environment (e.g. towards a destination). Regarding the definition of attitude, several points have been put forward (Sanayeei, Shafeei, 2012, 153). Theory of attitude states that cognitive and affective factors influence the consumer's behavior. However, the relative importance of those factors is different. Attempt to create a link between cognitive and affective dimensions of the destination shows that cognitive images influence the opinion (about product or destination) while affective images emphasize the consumers' attitudes towards purchasing a product (of a specific country) or inclination to travel to specific country. Decision to see or not to see a country comes from the affective meaning away from cognitive considerations (affective dimension has more influence on consumers' attitudes in purchasing the products or traveling to a specific country, Roth & Zabkar, 2015, 3).

Behavioral intensions: The first step in examining and studying tourism advertising is the study and analysis of tourist behavior as consumer of tourism products in cognitive perspective (Ebrahimzadeh & Lashjari Frahani, 2013, 2). Customer loyalty is a vital target for advertising strategy; because loyalty enhances the success and stability of the company. Recommending a destination to other people and revisiting destination are cases in the point. Recommending destination to others and the intention of revisiting are the potential result of behavioral intensions (Casalo et al., 2010, 900).

In tourism destination management, one of the prime goals is the tourists' satisfaction. Without the knowledge of the tourists' needs and wants, satisfying them is very difficult. One of the ways in helping to decide about the knowledge of needs is the compressive understanding of tourists' behavior (Reid & Bojanic, 2006, 87).

So, based on these, we want to test:

H1: Tourists have the same attitude towards affective advertising language and cognitive advertising language.

Advertising: Advertising is one of the effective information sources in the formation of the mental image of people from a tourist destination and is a key advertising tool in tourism advertising because potential customers decide based on the metal image presented from the product. So, the tourism destination attraction is the main motive for the tourist to decide to go on the trip (Samadi et al. 2012, 67).

Language of advertising: Promoters should pay the same amount of attention to the type of advertising used as to language of advertising used in an advertising activity (Flores et al., 2014, 37).

In an attempt to persuade, attract, encourage and turn the potential tourist to a real tourist, the language of advertising describes the details of potential tourism destination(Bin Salima et al., 2012, 138).

So, based on these, we want to test:

H2: Both cognitive and affective languages have the same effect on the tourists' behavioral intentions.

Destination image: Globalization and reiteration of trip, increase the people' tendency towards goods and

services out of their daily living environment. As a result, people develop inclination to existing images related to a specific country. All countries and nations have positive and negative images. Understanding these images is essential to a country's management as a brand name and for evaluating the competitive strengths and weaknesses in the world market. Countries are brands like companies that assume different roles like manufacturing, exporting, investment place, immigration or as a destination (Roth & Zabkar, 2015, 1).

According to Kim and Richardson (2003), destination image is a collection of existing perceptions, beliefs, ideas, expectations and emotions towards a place which is formed over time. Regarding destination image, findings show that destination image should be viewed as a multi dimensional phenomenon meaning that beliefs and knowledge of the individuals of a place show the cognitive part of the image and the feelings are considered as the affective part.

Cognitive components of a destination image include tangible and objective features (like nature, cultural attractions) and Psychological and intangible features (like hospitality of the inhabitants and the governing atmosphere in the destination).

The emotional dimension or destination image includes emotions and excitements that are created in the individual in relation to the place or he expects to experience in the destination, like feeling of joy, pleasure or even fear (Tajzadeh Namin & Ghassabian, 2010, 141-142).

Types of destination: In the studies of consumers' behavior, products are classified into hedonic and utilitarian. The products and services cannot be utilitarian and hedonic per se and in an absolute sense. As services, the destinations are also classified into utilitarian and hedonic (Byun and Jang, 2015,33). Purchasing experience is a mixture of hedonic buying value and utilitarian buying value. Utilitarian value is inherently functional and cognitive, but hedonic value is tied to the excitement dimension of purchasing experience (Abdollahvand & Jani, 2015). According to an expert, destinations and utilitarian products that have features of tangibility and objectivity and are also called goal oriented consumption, are mainly activated by a demand for satisfying a basic need or performing a function; in western culture, these products are called utilitarian or necessary. Ryu, Park and Feick found that utilitarian products are purchased and consumed for satisfying the necessary and functional needs of the consumers and their consumption is related to solving a problem they have encountered and the consumers are attempting to solve them (Heidarzadeh & Nouruzy, 2008, 45).

Hedonic consumption looks for recreation, amusement, imagination and delusion, arousal, motivation feeling and pleasure. This type of consumption, also known as epicurean, is stimulated by a want of sensual, imaginary and recreational pleasure. In western culture these products are called low value and useless. According to Ryu (2006), hedonic products and destinations are purchased and consumed for satisfying the needs of the consumers for sensual pleasure or satisfying symbolic needs related to their feelings towards others and other peoples' feelings towards them. The meaning of the hedonic consumption signifies that the individuals consume most of the products because of the feelings and mental image that the products may possess. This principle originates from the belief that individuals do not purchase most of the type of the products merely for the reason that they do something but for their special meaning (Abdollahvand & Jani, 2011, 52). According to Russell and Patt 1980, affective sense towards a place is defined with a feeling towards a place that is described by an individual in a verbal form. Affective feelings include moods like arousal, excitement, being peaceful, pleasant, grief, sorrowful, dizziness and being unpleasant (Pan et al., 2014, 69).

So, based on these, we want to test:

H3: For hedonic destinations, advertising with affective language has more effect on the tourists' behavioral intentions than cognitive language.

H4: For utilitarian destinations, advertising with cognitive language has more effect on the tourists' behavioral intentions than the affective language.

Methodology

Tabriz, as one of the populated cities of Iran with proper infrastructures like airport, roads and travel & tour agencies, could provide an accessible and suitable statistical population for this study; so the statistical population of this study includes residents of Tabriz with the age of 25-45 that are 720552 persons according to census in 2011, out of which 364 persons were randomly selected the statistical sample.

Data for this study is collected through a questionnaire prepared based on scenario. The questionnaire is designed based on the types of advertisement (affective language and cognitive language), destination (utilitarian, hedonic), purpose of journey (work mission, fulfilling a need and enjoyment), destination of the next journey (Tehran, Kish Island). Two scenarioes for travelling to Kish and two scenarioes for travelling to Tehran are considered in this questionnaire.

Evaluation of The Reliability of Questionnaire

As Cronbach's alpha Method is recommended for evaluation the reliability of multi-option questionnaire, we used this method for determining the reliability of the questionnaire. The obtained alpha factor is shown in the table below. As we said before, if obtained alpha factor is more than 0.7, it means that the questionnaire has the required reliability.

Table 1- Cronbach's alpha and Split-Half results

Test	Number of Sample	Alpha cronbach	Split-Half
Pre-Test	60	0.89	0.90
Final Test	384	0.85	0.81

Pre- test

First Pre-Test: In this stage, two questionnaires including the names of 20 cities were distributed between the parties. In one of the questionnaires, the replier was asked to select a city to which he will travel to have fun and experience the enjoyment. In another questionnaire, the replier was asked to select a city to which he will travel to conduct a specific work or fulfill a need of his life and finally: Tehran was selected as a utilitarian destination and Kish Island as a hedonic destination, the results of which are shown in the table below.

Second Pre-Test: In the second pre-test, the questionnaires were distributed among 60 persons for evaluation of the validity and reliability and then were collected and their validity was confirmed using the method of split-half method and Cronbach's alpha method which were 0.81 and 0.85, respectively.

Final Test: In this stage, the questionnaires were distributed among 384 persons.

Table 2- Names mentioned in the first pre- test

Destination	Orumieh	Esfahan	Anzali	Ahwaz	Babolsar	Tabriz	Tehran	Zanjan	Sareyn	Shiraz	Kermanshah	Kaleybar	Kish	Masouleh	Mashad	Nour	Hamedan	Yaza
Hedonic	-	3	6	-	-	-	1	-	2	8	-	1	13	6	2	-	-	3
Utilitarian	5	3	1	-	-	11	14	3	-	-	-	-	3	-	4	-	-	-

In this research, statistical methods were used for investigating the relation between variables and testing the hypotheses. First, the data were investigated in terms of being normal using Kolmogorov–Smirnov test. SPSS software with ANOVA statistical method was used to investigate the main hypotheses of model that evaluates significance of the relation between main variables of this study.

In this section, the data were analyzed. These data are related to the questions that are inserted in the beginning of questionnaire as demographic questions.

In this section, the amounts for average, mean, mode, standard deviation and variance are separately mentioned for each dimension of the research. These results for the variables of research are shown in the table below.

Table 3- Distributing the Frequency of Questions of Questionnaire

Variable	Mean	S.D	Variance
Image of Destination	3.37	0.77	0.60
Attitude towards Destination	3.41	1.05	1.10
Tendency for Travelling	3.29	0.82	0.68

In this section, the studied samples were investigated in terms of being normal using Kolmogorov–Smirnov test. The hypotheses of normality test of studied samples are as follows:

HO: The sample has normal distribution.

H1: The sample doesn't have normal distribution.

Table 4- Studing normal distribution of studied sample

Variable	Statistics of Kolmogorov–Smirnov test	Sig.	Result of Hypothesis	Result of Test
Image of Destination	0.67	0.75	HO Confirmed	Normal Distribution
Tendency for Travelling	0.66	0.76	HO Confirmed	Normal Distribution
Attitude towards Destination	1.17	0.12	HO Confirmed	Normal Distribution

After that, in this study, we used Single-Variable Analysis of Variance (ANOVA) to study the effect of independent variables on dependent variable and the obtained results are shown in the table below.

In hypotheses of this study, the average of variable of tendency for travelling was used to determine the state high or less influence in all scenarios.

Table 5- The Average of variable of tendency for travelling in all four scenarios

	Kish-Affective	Kish-Cognitive	Tehran-Affective	Tehran-Cognitive
Average	3.51	3.21	2.98	3.47

Results

According to the above results obtained from single-variable analysis of variance method, we can concluded that as the obtained significance level of 0.24 which is higher than 0.05, that means the attitudes of tourists toward affective advertising language and cognitive advertising language are different. So, the first hypothesis is definitely rejected.

Considering the results shown in the table above, we can say that as the level of significance is more than 0.05, that is 0.25; so, the second hypothesis is definitely rejected, that is, the effect of advertising, cognitive and affective languages are different on behavioral intentions of tourists.

The above results obtained through variance analysis show that, considering the level of significance of 0.01 which is less than 0.0, the effect of advertisement on tendency for travelling with affective language is more than the effect of advertisement with cognitive language for hedonic destination (Kish) and this is evident from their averages. Therefore, we can say that the 3rd hypothesis is definitely confirmed.

Considering the results obtained through Single-Variable Analysis of Variance shown in the above table, we can say with 99% of confidence that advertising with cognitive language has different effect on behavior of tourists in comparison with advertising with affective language for utilitarian destination and considering the average of these two groups mentioned in the table, we can conclude that the 4th hypothesis is confirmed.

The statistical results obtained through questionnaire shows that the present paper uses variance analysis to find a relation between two types of advertising languages with two types of tourism destinations. The findings of this paper and analysis of the hypotheses showed that in the 1st hypothesis with statistical value of 1.34 and significance level of 0.24 and the 2nd hypothesis statistical value of 1.28 and significance level of 0.25 are rejected and the 3rd hypothesis statistical value of 6.25 and significance level of 0.01 and the 4th hypothesis statistical value of 19.10 and significance level of 0.00are confirmed. So, we conclude that two hypotheses out of four hypotheses with desirable level of significance are confirmed. In a simple word, we can say that the attitudes of tourists towards different advertising languages are not the same under different conditions. That is, the way of thinking, feeling and reaction of persons are different when facing with different advertising languages. In this paper, by comparing the effect of different advertisements in terms of language (cognitive and affective) on behavioral intentions of tourists in different destinations (hedonic & utilitarian, we can observe that the tendency of tourists to go to hedonic destinations (Kish) considerably increases under the effect of affective advertisement; while cognitive advertisement has a considerable role in tendency of tourists who want to travel to utilitarian destination (Tehran).

Table 6- The final results of the test hypotheses

Title	Statistical Value of F	Sig	Evidence used	Result of hypothesis
H1	1.34	0.24	F	Rejected
H2	1.28	0.25	F	Rejected
H3	6.25	0.01	F	Confirmed
H4	19.10	0.000	F	Confirmed

Conclusion

Considering rejection of the first hypothesis, as the tourists don't have the same attitude towards affective and cognitive advertising languages and this has an important role in destination advertising, the proper advertising language for each tourism destination should be used for advertising that destination in order to be able to create a positive attitude towards that destination in the minds of the tourists. In order to create the affective and cognitive image of destinations in the minds of tourists, it is suggested that the authorities should identify the destinations and then advertise the destination based on the nature of being hedonic or utilitarian.

Considering rejection of the second hypothesis, as cognitive and affective advertising language don't

have the same effect on behavioral intentions of tourists, it is suggested to differentiate the destinations from each other and use a proper language for advertising a tourism destination to have positive effect on tendencies of tourists who want to travel to that destination. The required investment should be done in order to create the capability of dividing utilitarian and hedonic destination by the tourists to understand the aim of advertisement well and provide a suitable background for development of advertisement and creation of the required spaces to make the tourists familiar with the destination based on their different needs.

Considering confirmation of the third hypothesis for the tourists who want to travel to hedonic destinations, advertising with affective language has positive effect on their choice and it is suggested that advertisement for these destinations should mostly emphasis on stimulation of the feelings and excitation of tourists, because the tourist chooses these types of destinations to have fun and entertainment. In order to advertise the hedonic destinations, the managers should use an attractive and emotive space to encourage tourists to travel to these destinations. Persons with stronger hedonic values have high tendency to travel to new and different destinations; so it is suggested to identify these persons in target market, introduce new and different destinations and satisfy them to find a way to increase person by person advertisement by them (word of mouth advertising).

Considering confirmation of the fourth hypothesis for the tourists who want to travel to utilitarian destination, advertising with cognitive language has positive effect on their choice and the persons who choose utilitarian destination travel to destination to perform a mission or work and the tourism managers should offer applied, real and even detailed information about the said destination in their advertising messages in order to let the tourist choose that destination with full information and knowledge.

Finally, considering the findings of the research, it is suggested that other demographic variables such as age, education, sex and etc. should be studied as modulating variables and also other factors effective on behavioral intensions of tourists for selection their destination should also be investigated.

This study was conducted in Tabriz city and it is suggested to conduct such studies in the whole country in order to obtain comprehensive results in this regard.

Scenario No.1

Tehran (A Utilitarian Destination with Cognitive Language)

Tehran has hot summers in southern parts and city center and temperate climate in north of the city with moderate winters in city center and cold in northern parts. This city is the main center of trade and power in Iran and is famous for being historic and industrial and is called as a multi-face city because of its several entertainment facilities, beautiful urban design and desirable life conditions for families because of its good green space. Transportation in outmost parts of the city is easily possible through metro, bus, taxi and personal vehicles. This city has many touristic, natural and pilgrimage places such as Ancient Iran Museum, Monirieh Building, Shams-ol-Emareh Building, Baharestan Garden, Saheb Gheranieh Palace and Sepahsalar Mosque.

Scenario No.2

Tehran (A Utilitarian Destination with Affective Language)

Tehran, the city of theater and cinema, in the hills of Alborz, welcomes you! The architecture of Azadi Tower, is the symbol of Capital City.

You must see Tehran in the midnight with all its light and dynamism from above Milad Tower to find its beauty and majesty. By spending your time in colorful and beautiful shopping center, you will have joyful shopping experience. Seeing Damavand peak from all parts of the city will refresh your spirit and waking in Darband with fresh and pleasant climate and climbing in Darakeh country, Touchal cable car and its pleasant path will be an unforgettable memory for you.

Scenario No.3

Kish (A Hedonic Destination with Cognitive Language)

Kish has temperate climate in most months of the year. This island has different trade centers and variable industries such as textile and foodstuff industries and also has good investment opportunities that you can visit and get familiar with them. You can use public transportation in the island which has the same rate or you can rent a car without a driver and enjoy driving in the island and go to numerous and different restaurants with seafood menus. Kish! This unique island welcomes you.

Scenario No.4

Kish (A Hedonic Destination with Affective Language)

Enjoy a romantic and ideal holiday in Kish Coral Island. Kish, a beautiful island that you want to spend your days and nights there, welcomes you. A blue and limpid sea with sand beach of coral that has a silver-like shine under sunshine, gives you the sense of peace and pleasance. You can experience good sense of shopping in modern and colorful shopping centers of Kish. Sports, beach entertainments, excitement, happiness and dolphinarium, … are waiting for you.

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