

Behavioral intention on tourism destination using Internet information

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Keywords

Internet information, destination, behavioral intention, benefit sought, brand equity

Abstract

Currently, as the tourism market has been increased, the importance of Internet information has been recognized (Beirne & Curry, 1999). In other words, tourists are searching for tourism destinations through Internet. Due to this situation, the development of Internet has easily allowed tourists to access to tourism information unimaginable before the implementation of internet (Connell, 2006). In the context of the research background, the purpose of this study is to investigate the tourists' behavior to find overall relationships of each of the three variables: benefit sought, brand equity, and behavioral intention to visit when using the Internet information. Among previous literatures in relation to research model, benefit-sought (Haley, 1995; Pierskalla et al., 2004) and brand equity (Aaker, 1996; Yoo & Donthu, 2002) have been used to measure tourists' intention to visit destinations. The benefit sought can be explained that the desire of consumer's subjective feeling is a subjective reward (Haley, 1995). Behavioral intentions are influenced by brand equity composed of brand recognition, perceived quality and brand image (Aaker, 1996). This study utilizes the PLS-SEM (Partial Least Square - Structural Equation Modelling) method (Ringle et al., 2012) in order to measure the overall model fitness level and statistical significance of all paths in proposed research model. Specifically, according to Ringle et al. (2012), PLS method is suggested for data with irregular, small sample size, formative index, or theory development. The sample of this study is collected at Jeju city, South Korea with potential market place as tourism destination. Consequently, this study focuses on whether Internet information is useful in selecting the destination for potential tourists. However, this study is needed to consider any specific factors according to the characteristics of a particular destination.

Acknowledgment

THIS WORK WAS SUPPORTED BY THE NATIONAL RESEARCH FOUNDATION OF KOREA GRANT FUNDED BY THE KOREAN GOVERNMENT (NRF-2014065806)

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