

IDENTIFYING THE EFFECTS OF COGNITIVE, AFFECTIVE, AND BEHAVIORAL COMPONENTS ON RESIDENTS' ATTITUDES TOWARD PLACE MARKETING

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Abstract.—Part of a successful marketing program for a tourism product is an advertising campaign that reflects its target audiences' characteristics (Mohsin 2005). This study sought to understand the attitudes and opinions of local residents regarding place marketing using attitude formation theory presented by Eagly and Chaiken (1993). Consistent results were found across three Michigan counties when attitude toward place marketing was regressed on cognitive, affective, and behavioral components. Overall, the "cognitive component" of attitudes (i.e., beliefs) was found to be more influential on residents' attitudes toward place marketing than were affective or behavioral components. These findings contribute evidence to the theory on the role of the cognitive component on positive attitude formation toward place marketing.

1.0 INTRODUCTION

Successful marketing of a tourism product is closely linked to an effective advertising campaign, which needs to consider the characteristics of its target audiences (users) including wants, needs, and social or cultural values (Ashworth and Goodall 1990, Mohsin 2005). Who are the major target users in tourism or destination marketing? Bramwell (1998) states that the users of place products in cities and elsewhere

include residents and leisure and business tourists who experience varying levels of product satisfaction and dissatisfaction. He also suggests that the development and marketing of place products should focus on meeting the needs and demands of identified target users, including residents. Buhalis (1999) and Sautter and Leisen (1999) suggest that marketing strategies and actions should take into account the wishes of all stakeholders or at least the professional and personal interests of those who live and work in the area. As Philo and Kearns (1993) point out, it can be wasteful when places invest their limited resources in developing and promoting a place product if the residents themselves are not fully satisfied with the resulting products.

In addition to these researchers and scholars, many studies have suggested that resident stakeholders' involvement in community-based planning and marketing should be a part of the early stages of tourism development (Doxey 1975, Butler 1980, Murphy 1985, Buhalis 1999, Andereck and Vogt 2000, Jurovski and Gursoy 2004, Liu and Wall 2006). However, few studies have directly examined residents' attitudes toward and involvement in tourism planning and marketing processes of a "place" product. Thus, this study proposed to explore the attitudes and opinions of local residents regarding place marketing.

To accomplish its objectives, this study utilized attitude formation theory presented by Eagly and Chaiken (1993). Their model suggests that individuals' attitudes are formed primarily or exclusively on the basis of any one of three types of components: cognitive, affective, and behavioral. Cognitive factors are created when individuals gain information about the attitude object and thereby form beliefs (Ajzen and Fishbein 1975, 1980; Eagly and Chaiken

1993). Information (knowledge) is gained by direct experience (participation, involvement) and indirect experience with objects (Simmons and Lynch 1991).

As Eagly and Chaiken (1993) suggest, an affective factor is based on emotional experiences or preferences. Both positive (e.g., delight) and negative affect (e.g., anger) can arise from experiences with the product or service attributes (Derbaix and Pham 1991). Positive affect and negative affect make independent contributions to satisfaction or dissatisfaction judgments about products or services (Horley and Little 1985). For instance, people who have positive affect reactions to an experience with product or service attributes are more likely to evaluate an attitude object favorably (satisfactorily), and people are unlikely to evaluate the attitude object favorably if they experience negative affect reactions (Westbrook 1987, Eagly and Chaiken 1993, Oliver 1993).

A behavioral factor is connected to a person's overt actions in relation to the attitude object (MacKenzie and Lutz 1989, Eagly and Chaiken 1993). According to Havitz and Dimanche (1999) and McIntyre (1992), involvement is viewed as a core concept in explaining individuals' participation in activities and their actions with respect to the attitude object. Involvement has been conceptualized in relation to both products and actions by many researchers. For example, Driver et al. (1990) conceptualize involvement as a behavioral commitment differentiated by individuals in term of their activity. Hupfer and Gartner (1971) suggest that involvement is related to "a general level of interest in or concern about an issue" without reference to a specific position. In this context, the variable "involvement" can be represented as an indicator of a behaviors factor.

The idea that attitudes are formed on the basis of cognitive, affective, and behavioral (conative) components has been proposed in numerous discussions of attitudes, particularly in the area of marketing (Lutz 1991, Eagly and Chaiken 1993). Smith and Swinyard (1983) identified attitude-behavior consistency in advertising and showed that cognitive and affective components were important in

forming attitudes. Mackenzie and Lutz (1989) propose that cognitive responses—such as individuals' thinking and knowledge about objects—primarily influence (mediate) their perceptions of and attitudes toward advertisements. Hence, this study applied the concepts of attitude formation theory (Eagly and Chaiken 1993) to examine the role of cognitive, affective, and behavioral elements in the formation of attitudes toward place-based marketing (Fig. 1).

2.0 METHODS

A survey was used to assess the role of cognitive, affective, and behavioral elements in the formation of residents' attitudes about place-based marketing across three Michigan counties that have different levels of tourism development (i.e., S= most developed; E=moderately developed; T=least developed). A self-administered questionnaire was developed from a review of existing literature on residents' attitudes toward tourism marketing and was later modified based on input from university researchers and managers in two of the three counties.

Attitude toward place marketing was assessed with a single item on the survey: "A successful tourism economy is dependent on place promotion and marketing campaigns." The three components (cognitive, affective, and behavioral) were operationalized as follows: 1) "Belief in place marketing (PM)" was assessed as a **cognitive component** proposed by Eagly and Chaiken (1993) and Pike and Ryan (2004). Residents' belief in PM

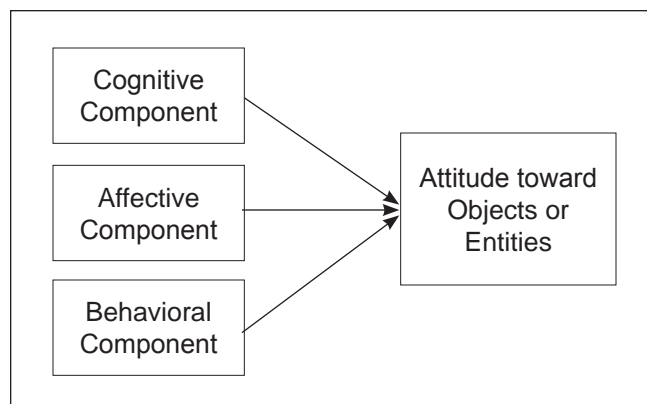


Figure 1.—A model of attitude formation (Eagly and Chaiken 1993).

was measured by two questions: “Please *evaluate* the outcome of each of the following statements about promotion and marketing campaigns;” and “How certain are you that promotion and marketing campaigns for tourism products can bring benefits to a county? Please indicate the level of *certainty* with each of the following statements.” Each question used seven items as follows: improve tourists’ attitudes towards the county; stimulate travel demand in the county; attract tourists to the county; create a strong identity for the county; improve the image of the county; make residents proud of the county; and make a good financial investment in the county; 2) “Satisfaction with tourism development and satisfaction with tourism promotion” was evaluated for the **affective component** as proposed by Westbrook (1987) and Oliver (1993); and 3) “Personal influence from and involvement in decision-making of tourism development and promotion” was assessed as the **behavioral component** adopted from Eagly and Chaiken (1993) and Madrigal (1993). All responses were on a 5-point scale. The multi-item components (affect and behavior) met the reliability test of 0.70 or more (recommended Cronbach alpha coefficient is 0.7 or above) (Nunnally and Bernstein 1994).

The mail questionnaire was administered following Dillman’s (2000) methodology from May 4 to May 28, 2006. The population for this study was homeowners, including full-time and seasonal residents. The sample households were randomly selected from a database for the 2006 winter property tax bill for each county. From a total sample of 3,008 homeowners, 90 surveys were undeliverable, and 809 were returned and completed for an overall response rate of 28 percent. To assess biases in the dataset, a nonresponse survey was conducted. The nonresponse survey was two pages long and consisted of the questions related to key variables (e.g., beliefs, involvement) used in the study model. Eighteen percent of the initial nonrespondents (n=300) returned the nonresponse survey. Overall, the results from nonrespondents were found to be indistinct from the main study results.

3.0 RESULTS

The socio-demographic profile of the respondents in each county was collected to address the representativeness of each of the three samples (Table 1). Overall, a majority of respondents in the three study sites were between 50 and 69 years old. The three counties’ homeowners were most likely to be permanent residents; a smaller portion were seasonal residents. In all study sites, few respondents were employed either directly or indirectly in the tourism industry. Homeowners lived or had owned a home in the county for an average of 34 years (S county), 23 years (E county), and 37 years (T county). Additionally, in E county, seasonal homeowners responded at a higher rate than permanent homeowners, and the data were weighted to avoid bias in the estimates obtained from this sample. After the data were weighted, the population mix consisted

Table 1.—Socio-demographic profile of homeowners by county

Socio-Demographic Variables	S (%) (n=213) ^a	E (%) (n=321) ^a	T (%) (n=232) ^a
Age			
19-39	14.0	6.4	10.4
40-49	29.4	15.4	15.8
50-59	26.4	26.6	29.7
60-Over 60	30.3	51.6	44.2
Education			
Less than high school	1.0	0.0	4.8
High school graduate	26.7	7.0	31.6
Technical school degree	8.6	3.1	7.5
Some college	20.5	13.7	26.3
College degree	28.1	37.9	20.2
Advanced degree	15.2	38.4	9.6
Income			
Less than \$49,999	43.5	15.2	47.2
\$50,000-\$99,999	41.5	34.3	39.7
\$100,000 or more	15.0	50.5	13.1
Residential Status			
Permanent resident	92.8	65.3	87.8
Seasonal resident	5.8	34.7	10.9
None	2.4	0.0	2.3
Employed in Tourism Industry			
Employed	10.2	15.8	3.1
Not employed	89.8	84.2	96.9
Length of Residency			
1-10 years	14.1	31.5	12.7
Over 10 years	85.9	68.5	87.3

^a The total number of cases used for the main part of the analysis

of 65 percent permanent homeowners and 35 percent seasonal homeowners, a proportion approximately matching the 2000 U.S. Census.

Table 2 shows the profile of residents' beliefs in place marketing (as the cognitive component) for each county. This study used Ajzen and Fishbein's (1975) measurement protocol from the theory of reasoned action to identify residents' beliefs in place marketing. This theory has been considered "a reference point" for most of human behavior research, in particular, testing an individual's attitude from beliefs (Funkhouser and Parker 1993). Based on the measurement protocol, the five points of the bad-good scale were revised. Instead of the original scale of 1 to 5, the five points used were -2, 1, 0, +1 and +2. Then, the seven items of each outcome evaluation were multiplied by the corresponding belief strength, and the multiplied values of each item were summed. The average of the respondents' beliefs in a tourism promotion and marketing campaign (TPMC) was:

21.53 in S county; 24.02 in E county, and 16.82 in T county. A positive belief in TPMC was found in respondents from all three counties. As shown in Table 3, the affective component was operationalized by two indicator variables: "satisfaction with Tourism Development" (TD) and "satisfaction with Tourism Promotion" (TP). The homeowners in E county were somewhat satisfied with TD (mean = 3.22) and TP (mean = 3.23) of the county, whereas S and T county respondents showed less satisfaction with tourism development and promotion in their county.

The behavioral component was operationalized by the two indicator variables, "personal influence" and "involvement in decision-making of Tourism Development and Promotion (TDP)" with a 5-point scale, where 1 represented "none" and 5 represented "a lot." A low level of personal influence and involvement in TDP was found in the three counties (Table 4). Respondents from all three counties answered that they had little personal influence

Table 2.—Beliefs in place marketing profile of homeowners by county using Ajzen and Fishbein's (1975) measurement protocol

Variable ^a	S (n=213)		E (n=321)		T (n=232)	
	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
Beliefs in place marketing	21.53	22.25	24.02	21.03	16.82	20.34

^a Sum of the multiplied seven items in two dimensions revealed a possible range of -70 through 70.

Table 3.—Satisfaction with tourism development (TD) and promotion (TP) profile of homeowners by county

Variable ^a	S (n=213)		E (n=321)		T (n=232)	
	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
Satisfaction with TD	2.41	1.05	3.22	1.00	2.26	1.02
Satisfaction with TP	2.40	1.07	3.23	1.03	2.20	.98

^a The scale was anchored with 1 = not satisfied at all; 3 = somewhat satisfied; 5 = very satisfied

Table 4.—Personal influence and involvement in tourism development and promotion (TDP) by homeowners by county

Variable ^a	S (n=213)		E (n=321)		T (n=232)	
	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
Personal influence in TDP	1.38	.67	1.76	.87	1.46	.78
Involvement in decision-making of TDP	1.46	.78	1.74	.90	1.46	.76

^a The scale was anchored with 1 = none; 3 = some; 5 = a lot

on decisions related to tourism development and promotion and were not very involved in the tourism development and promotion of their county. As shown in Table 5, residents' attitudes toward place marketing were measured by the statement, "A successful tourism economy in your county is dependent on TPMC." On average, respondents from all three counties highly agreed, with mean scores of 3.71 (E county), 3.74 (S county), and 3.57 (T county).

To achieve the study objectives, the following three hypotheses were tested:

- H1: There is a positive relationship between cognitive, affective, and behavioral components and attitudes toward place marketing
- H2: Cognitive components will be stronger or more influential than affective and behavioral components in predicting attitudes toward place marketing
- H3: The relationship between the three components and attitudes toward place marketing will differ among communities.

In the first hypothesis, multiple regression analysis was conducted to test the impact of cognitive,

affective, and behavioral components on attitudes toward place marketing. The multiple regressions were overall significant [$F = 16.8, p < .001$ (for S county); $F = 24.1, p < .001$ (for E county); $F = 18.6, p < .001$ (for T county)]. The results indicate that "cognitive components" were positively related to attitude toward place marketing for respondents from all three counties when we control across affective and behavioral component levels. The relationship between E county respondents' beliefs and attitudes toward TPMC ($\beta = .44, t = 8.0, p < .001$) was stronger than in S ($\beta = .40, t = 6.0, p < .001$) and T ($\beta = .42, t = 6.5, p < .001$) county respondents (Table 6).

With regard to the relationship between "affective components" and attitudes toward place marketing, when we control for cognitive and behavioral component levels, the results showed a significant positive relationship between affective components and attitudes toward place marketing in respondents from E ($\beta = .12, t = 2.1, p < .05$) and S ($\beta = .19, t = 2.9, p < .01$) counties, whereas there was a nonsignificant relationship between the two variables in T county respondents ($\beta = .08, t = -1.2, p > .05$).

As for the relationship between "behavioral components" and attitudes toward place marketing,

Table 5.—Homeowners' attitudes toward place marketing by county

Variable ^a	S (n=213)		E (n=321)		T (n=232)	
	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
A successful tourism economy in your county is dependent on place marketing	3.74	.96	3.71	.95	3.57	1.02

^a The scale was anchored with 1 = strongly disagree; 3 = neutral; 5 = strongly agree

Table 6.—Regression analysis for the prediction of attitude toward TPMC based on cognitive, affective, and behavioral components

	S (n=213) ^a			E (n=321) ^a			T (n=232) ^a		
	β	t	p	β	t	p	β	t	p
Cognition	.40	6.0	< .001	.44	8.0	< .001	.42	6.5	< .001
Affect	.19	2.9	< .01	.12	2.1	< .05	-.08	-1.2	ns
Behavior	.03	.51	ns	-.02	-.32	ns	.17	2.5	< .05
	F = 16.8, p < .001 Adjusted R ² = .21			F = 24.1, p < .001 Adjusted R ² = .22			F = 18.6, p < .001, Adjusted R ² = .21		

^a "n" indicates the total number of cases used for the main part of the analysis

when we control for cognitive and affective component levels, the behavioral components significantly predicted “attitudes toward place marketing” in respondents from T county ($\beta = .17$, $t = 2.5$, $p < .05$), whereas a nonsignificant prediction of attitudes toward TPMC from the involvement facet was found in respondents from E and S counties. In addition, a smaller proportion of variance in cognitive, affective, and behavioral components that can be accounted for by an attitude toward place marketing was identified by respondents from all three counties (adjusted $R^2 = 21$ percent for S county, 22 percent for E county, and 21 percent for T county).

In the second hypothesis, this study tested whether cognitive components are stronger or more influential than affective and behavioral components on attitudes toward place marketing. The findings from all three counties supported this second hypothesis by showing a stronger effect of cognitive components on attitude toward place marketing (standardized beta (β) = .40, .44, and .42 for S, E, and T counties, respectively) compared to the effects of affective and behavioral components (Table 5). In the third hypothesis, the results revealed that the attitudes of respondents from the least developed area were most strongly influenced by behavioral factors, the attitudes of respondents from the moderately developed area were most strongly influenced by cognitive factors, and the attitudes of respondents from the most developed area were most strongly influenced by affective factors and least strongly influenced by cognitive factors.

4.0 CONCLUSIONS

Consistent results were found across the three counties when attitude toward place marketing was regressed on cognitive, affective, and behavioral components, with adjusted R^2 values ranging from .21 to .22. The “cognitive component” was positively related to attitude toward place marketing in all three counties, with beta values ranging from a low of .42 in the most developed county (S) to a high of .44 in the moderately developed county (E). The affective component was found to be significantly and positively related to place marketing attitude in S and

E counties, but not T county. Only T county predicted place marketing attitudes from a behavioral component when we control for affect and cognition. This result shows Eagly and Chaiken’s (1993) attitude formation model is adequate to explain the impacts of the three components on attitudes toward place marketing. However, the results raise some questions with regards to the predictive power of the behavioral component on attitudes as only one county reached significance in this factor.

Overall, the “cognitive component” of attitudes (i.e., beliefs) was found to be more influential on residents’ attitudes toward place marketing than affective or behavioral components. This result contributes to theoretical evidence of the “adequate” role that the cognitive component had on positive attitude formation toward place marketing (as defined by Ajzen and Fishbein 1980). Furthermore, the magnitude of affective and cognitive influences on place-based marketing attitudes was found to be different across the three counties at different development stages. Attitudes in the least developed area were most influenced by behavioral factors, attitudes in the moderately developed area were most influenced by cognitive factors, and attitudes in the most developed area were most influenced by affective factors and least influenced by cognitive factors. These results were inconsistent with Doxey’s Irridex model (1975), which predicted that attitudes of the least developed county’s residents would be more optimistic as the county experienced initial economic growth because of tourism activities (i.e., tourism development, promotion), compared to the most and moderately developed counties. In the moderately and most developed counties, residents were expected to feel and express a strong dislike toward more tourism activities or a greater number of tourists.

The results have significant implications for tourism marketing endeavors by place or destination marketers and developers. To induce residents’ positive attitudes toward place marketing with regard to further development plans, planners and developers should use place marketing and promotion strategies that meet

residents' needs, wishes, and demands and that directly influence local residents' or homeowners' "levels of belief opportunities." Based on study findings from the three counties, place marketing can create a strong identity for a county and increase residents' belief in PM by: improving the image of a county, making residents proud of the county, or making a good financial investment in a county.

Moreover, while the study results were inconsistent with the concepts of Doxey's Irridex model (1975), the results verified that residents' attitudes toward place marketing are related directly to the community's stage of tourism development. These stages vary in terms of the destination's attributes, residents' attributes, the community's capacity to absorb tourists, and the level of economic lifecycle (Doxey 1975, Butler 1980). Therefore, understanding residents' perceptions of or attitudes toward place marketing within a community or across communities can be one of the most important tasks for future place marketing planning.

5.0 CITATIONS

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