Research on Influence of Brand Image of Tourism Destination on Behavioral Intention Based on Relational Perspective

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Abstract

With the continuous development of the tourism industry, the traditional tourism product competition has gradually increased to the competition of the destination brand.The building of tourism brands depends to a large extent on the shaping of brand image, so the study of tourism brand image has practical significance. This article is based on the perspective of tourism destination brand relations, relying on Qinhuangdao City for sample data collection, analysis and empirical test, and using SPSS and AMOS tools to provide theoretical basis and practical guidance for further improving tourism travel intention in Qinhuangdao.

Keywords

Brand image; brand relationship; behavioral intention; structural equation.

1. Introduction

For the tourism brand image of Qinhuangdao, as a well-known tourist destination in Hebei Province, with special geographical location , tourism resources are very rich. At present, the tourism industry has a scale and has become the main driving force for local economic growth. However, while achieving some achievements, its problems cannot be ignored. In order to stand out in the same competition in other scenic spots, to promote the rapid development of the local tourism industry, to increase the popularity of the tourism brand to attract more tourists, and to enhance the brand image of the tourist destination and the intention of tourists has become an important task. The paper based on the perspective of tourism destination brand relations, useing the tool of structural equation model to get more satisfactory results.

2. Related Design of Structural Equation Model

2.1 Conceptual Design of the Model

Tourism brand image has many influencing factors, combining the previous research, this paper uses two factors：cognitive image and emotion image. based on the tourist destination brand relation, different measurement variables are selected to analyze their influence on behavior intention. So the simple model built in this paper is as follows:
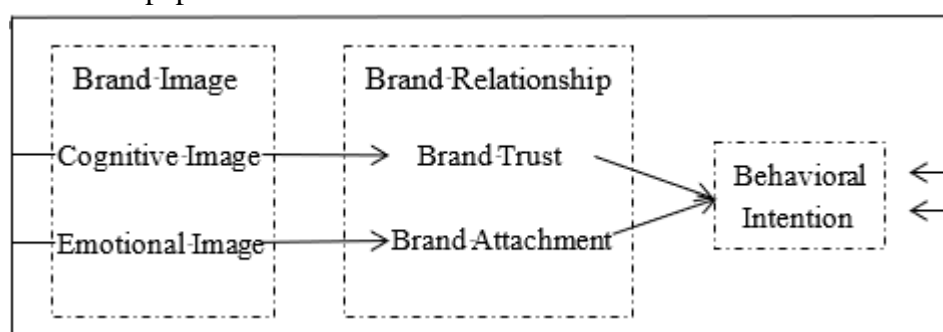

Figure 1 The preliminary model

2.2 Related Assumptions

2.2.1 Brand Image and Brand Relationship

The brand image of tourism has an important influence on the brand relationship of tourists. Different brand images have different influences on the brand relationship of tourists. Based on the existing research foundation, the following assumptions are put forward:

Basic Assumptions of Brand Image and Brand Relationship
H1a：Cognitive image has a significant positive impact on brand trust
H1b：Emotional image has a significant positive impact on brand trust
H1c：Cognitive image has a significant positive impact on brand attachment
H1d：Emotional image has a significant positive impact on brand attachment

2.2.2 Brand Image and Behavioral Intention

Verified by domestic and foreign scholars, there is a correlation between store image and behavioral intention, and it is believed that behavioral intention can be predicted through brand image. Based on the existing research basis, the following assumptions are put forward:

Basic Assumptions of Brand Image and Behavioral Intention
H2a：Cognitive image has a significant positive impact on behavioral intention
H2b：Emotional image has a significant positive impact on behavioral intention

2.2.3 Brand Relationship and Behavioral Intention

Most scholars believe that brand relationship has a certain effect on behavioral intention. Based on the existing research basis, the following assumptions are put forward:

Basic Assumptions of Brand Relationship and Behavioral Intention
H3a：Brand trust has a significant positive impact on behavioral intention
H3b：Brand attachment has a significant positive impact on behavioral intention

3. Result Analysis

3.1 Sample Structure

Based on the previous research, this paper establishes five potential variables of cognitive image, emotional image, brand trust, brand attachment, and tourist behavior intention, and constructs the basic structural equation theoretical model. In this study, 300 questionnaires were distributed and 287 were recovered, including 245 valid questionnaires. The overall structure of the sample is shown in Table 1. It basically accords with the source distribution of tourists in Qinhuangdao City during the current period.

Table 1 Demographic Characteristics of Respondents

Project	Variable	Number	Percentage
Gender	Male	138	56.2
	Female	107	43.8
Age	Under 20 years old	5	2.1
	20-29 years old	62	25.5
	30-39 years old	96	39.1
	40-49 years old	70	28.7
	50-59 years old	8	3.1
	60 years old and above	4	1.5
Degree	Junior and below	8	3.3
	High school and secondary	29	11.9
	College	49	20.1

	Undergraduate	111	45.3
	Graduate or above	48	19.4
Monthly Income per Household	Below 2000 yuan	3	1.1
	2001-4000yuan	71	29.1
	4001-6000yuan	94	38.5
	6001-8000yuan	54	22.2
	More than 8000 yuan	22	9.1

3.2 Reliability and Validity Analysis

In order to better measure the reliability of the questionnaire, the author further analyzed the reliability of the questionnaire, and selected the Cronbach's α to measure. The reliability of the 21 questions was measured by SPSS, and the overall Cronbach's α coefficient was 0.869, indicating that the overall internal stability of the scale was better. At the same time, the reliability measurement was conducted from the brand image, brand relationship, and behavioral intention. The results are shown in Table 2, which shows that the internal stability of the three aspects is better.

Table 2 The coefficient of Cronbach's α

	Cognitive Image	Emotional Image	Brand Trust	Brand Attachment	Behavioral Intention
Cronbach's α Coefficient	0.938	0.921	0.907	0.913	0.895

Using spss for validity analysis, the degree of difference between true and ideal values was measured using KOM and Bartlett's spherical test results. The results are shown in Table 3. The KMO value is 0.895 (0.895>0.8), indicating that the partial correlation is good and suitable for factor analysis; the Bartlett sphere test has a larger approximate chi-square value with a significance level of 0.000 (0.000<0.001). Description The questionnaire has good validity.

Table 3 The KMO and Bartlett Ball Test

Kaiser-meyer-olkin measurement of sufficient degree of sampling		.895
Bartlett's spherical test	Approximate Chi-square	5068.164
	Df	276.000
	Sig	.000

3.3 Hypothesis Testing of Structural Equation Models

This paper adopts the same criteria as the existing study. When the significance of the path coefficient is at or below 0.05, the hypothesis is established, and the significance at or above 0.1 is not assumed. $P<0.001$ is expressed as "*** ". The conclusions are shown in Table 4:

Table 4 Inspection results of assumptions

Research Hypothesis	Test Results
H1a：Cognitive image has a significant positive impact on brand trust	Support
H1b：Emotional image has a significant positive impact on brand trust	Support
H1c：Cognitive image has a significant positive impact on brand attachment	Support
H1d：Emotional image has a significant positive impact on brand attachment	Support
H2a：Cognitive image has a significant positive impact on behavioral intention	Not Support
H2b：Emotional image has a significant positive impact on behavioral intention	Support
H3a：Brand trust has a significant positive impact on behavioral intention	Support
H3b：Brand attachment has a significant positive impact on behavioral intention	Support

At the same time, the effect of the antecedent variable on the outcome variable can be derived, as shown in Figure 2:
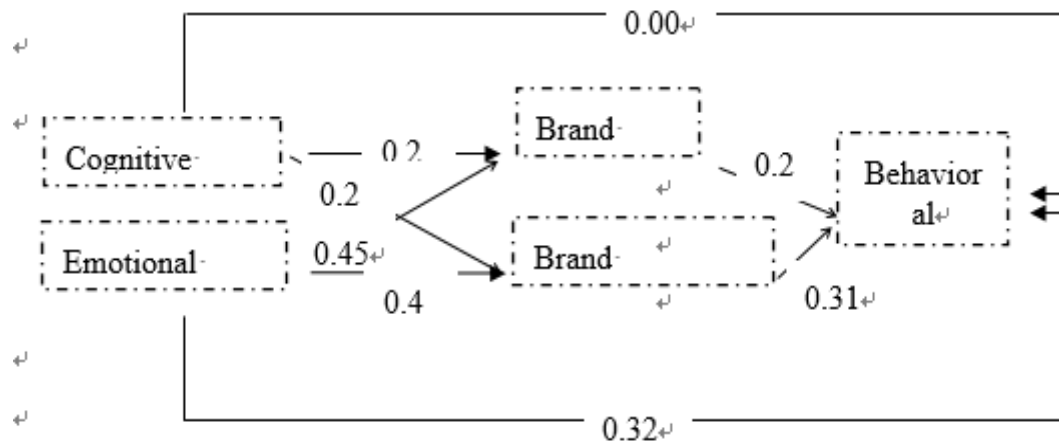
Figure 2 The effect relationship between variables

It can be seen that the cognitive image has no direct effect on the behavioral intention, but indirectly influences the behavioral intention through the intermediate effect of the brand relationship. The brand relationship reflects the relationship between the tourist and the destination brand, which is an attitude response and influenced by tourists' subjective idea. The effect of emotion image on behavioral intention is both direct and indirect.

4. Conclusion

Through the research of this paper, we can draw the following conclusions: (1) Brand image has a significant positive effect on brand trust and brand attachment; (2) Brand trust and brand attachment have a significant positive effect on behavioral intention; (3) Emotional image has a significant positive impact on behavioral intention; (4) Different groups have differences in image perception and behavioral intention.

Based on the above findings, combined with the actual situation of Qinhuangdao City, in order to further enhance the behavior intention of tourists, the following suggestions are proposed for management: (1) To improve the brand image, let tourists deepen their hearts and make a good impression on the tourism destination. In order to enhance the emotional image to promote behavioral intentions; (2) To increase the trust and attachment of tourists to the brand, and then get more loyal tourists, generate reunification and other behavioral intentions; (3) To reasonably subdivide the market, to increase brand awareness, and to promote Qinhuangdao area branding process.

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