

HOLIDAY ATTACHMENT: THE CONSTRUCT, MEASURE, AND ITS RELATION WITH CUSTOMER LOYALTY

By

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A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of

Doctor of Philosophy in Management Studies

Under the Supervision of

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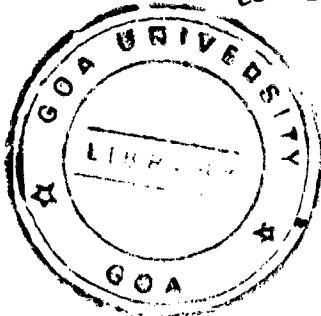
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*"A handful know the truth by the sight of it,
Yet many would not discern even by sighting it!
Few of us do foresee much ahead of all
That nothing we behold is the truth abstract!
Know, amidst various human races itself,
Mind has many directions and dimensions"*

Jnanappana (Chalice Of Wisdom)

—Poonthanam Namboodiri (1547-1640)

Holiday Attachment: The construct, measure, and its relation with customer loyalty

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ABSTRACT: Given that it is not the individual components constituting a holiday in isolation or in simple additive relationship that determines tourists' sense of attachment with that holiday as well as that such a method is problematic as a theory of knowledge, the absence of an instrument to capture the effect of the holiday experience in its entirety is but strange. Beginning with a brief inventorying of the current approaches to the measurement of tourists' connectedness to the diverse components of holidays, the present research attempts to develop a more holistic instrument, "Holiday Attachment", which can comprehensively measure holidayers' attachment with the composite holiday experience. The holiday attachment scale has successfully gone through essential tests of validity and reliability.

Holiday attachment is a 3-dimensional scale, its components being "Holiday Utility", "Holiday Identity", and "Holiday Contextuality". Holiday utility is operationalized in terms of how the current holiday compares with alternatives in satisfying the activity level needs of tourists or its ability to facilitate behaviour stemming from such needs. Holiday identity implies affective or emotional attachment to a holiday and is operationalized in terms of a combination of attitudes, values, thoughts, beliefs, meanings, and interpretations that tourists associate with a certain holiday and the behavioral tendencies stemming from

these. Holiday contextuality refers to something that increases one's interest towards the holiday due to contextual particularities. It may be thought of as those features of a meta-holiday, which influence the selection of a holiday, but do not necessarily form bases for the immediate holiday experience itself. There is something common to holiday utility and holiday contextuality. Broadly, these two together form the materialistic feature of the holiday experience or, what a holiday is *for*, and is jointly named as "Holiday Dependence".

It was hypothesized that holiday attachment could be significantly predictive of tourist's loyalty towards a holiday: higher the holiday attachment, higher the holiday loyalty and vice versa. Analyzing at the components' level, it was posited that, though each of the dimensions of holiday attachment could have a direct effect upon tourist loyalty, once holiday identity is sufficiently developed, the direct effect of the other two dimensions significantly vanishes. In other words, holiday identity mediates the relationship between holiday dependence and tourists' loyalty towards the holiday. These conjectures were supported by empirical investigation. In addition, it was detected that "Novelty Seeking" intervenes in the above dynamics as an important moderating variable. However, its moderating function becomes insignificant wherever holiday identity is strong.

Concluding, the content of the thesis may be summarized as follows:

- a) Conceptualization, development, and validation of a scale to measure holiday attachment.
- b) Examination of holiday attachment as an antecedent of tourist loyalty.
- c) Test of the proposed mediation-moderation model involving holiday dependence, holiday identity, novelty seeking, and loyalty.
- d) Implication of the research for theory and managerial practice.

KEYWORDS: Scale Development, Holiday Attachment, Holiday Utility, Holiday Identity, Holiday Contextuality, Holiday Dependence, Novelty Seeking, Customer Loyalty, Mediation, and Moderation.

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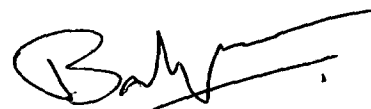


STATEMENT OF AUTHORSHIP

I hereby declare that this submission entitled "Holiday Attachment: The construct, measure, and its relation with customer loyalty" is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of universities or other institutes of higher learning, except where due acknowledgment has been made in the text.

Place: Goa University

Date: 6/10/06



(Babu P George)

DECLARATION BY THE SUPERVISORS


This is to certify that the Ph.D. thesis entitled "Holiday Attachment: The construct, measure, and its relation with customer loyalty" is an original work carried out by Mr. Babu P George under our guidance and that no part of this work has been presented for any other Degree, Diploma, Fellowship or other similar titles.

Place: Goa University

Date: 6/10/06



(A. Sreekumar, Supervisor)



(Nandakumar Mekoth, Co-supervisor)

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I am plentifully grateful to all my family members, and those illiterate peasants and agricultural laborers still bound to live in that idyllic little village in Kerala named Ooramana, some of whom are of my age group, who, though did not know for certain what this beloved brethren of them does at the University far away, had aspirations about me and prayed for me.

Its auteur adores this dissertation more than anything for the sheer beauty of a work of art it presents to him that is certainly equal to or more salient than the objective truth it purports to uncover. Were it not for his emotional rubbishness, it would probably have taken a different shape, and have become far less a reflection of his own tastes, though such a shape would have pleased many other learned critics within the community of academics and practitioners.

Let me wind up by noting that it is beyond lexis to thank the Lord in whom I relentlessly believe for all the miraculous ways in which I have been prepared for an eternal cause, this thesis probably not so noteworthy an outcome thereof.

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INTRODUCTION

1.1 THE BACKGROUND OF THE RESEARCH

This research project has been undertaken in partial fulfillment of the requirements for the degree of Doctor of Philosophy in Management Studies of Goa University.

Though this report of the research may seem to have taken a fairly definable structure, its making has been far from out of a linear process. Moving back and forth, through the field and the literature, sometimes out of utter desperation and sometimes out of real excitement, and through thought experiments guided by intuitive feelings, its finalization is a story of untold influences. In fact, the initial proposal submitted to the university more than a couple of years ago might be seemed to be something noticeably different while comparing it with the present report; and, it truly IS.

The start in the research had been made painful and distasteful because of the circumstances obtaining at that time: no community life, no fellowship to support the research, an overarching administrativism overpowering academic initiatives, and what not! Almost one and half years went by without an “acceptable” research idea, let alone agenda. The adjustment to this slow rate of “progress” over such a long timescale was very hard to live with. University administrative officials often inquired where the six-monthly progress reports are and threatened with punishment, for whom it was utmost indigestible the overturning of fortunes in a niggling moment after a such a long gestation period and finding the inspiring opportunity for a quantum leap. As a research student, it was not only hard to think of new questions, but it was even harder to know if they were sensible questions, and the hardest of all to guess whether their answers were in anyway within the reach of a doctoral level research. However, it came as an immense learning from the present research that one is unbecoming a good research student when he is unwilling to swim across the chaotic initial phase but trying to ambitiously embrace the ugly orderliness of the evident. At this time, it is very much nostalgic to look back and re-experience those initial engagements with the uncertainties and those frequent temptations to talk down to the humdrums.

A major turning point in the research occurred when it came to pass to the researcher that it is not just a single attraction or a set of attractions, transit facilities, accommodation, or any amenity that constitutes a holiday, in isolation or in simple additive combination that determines holidayers' sense of attachment to the holiday and that there exists no measurement apparatus that aims to

grasp the concept of attachment in this spirit. References to the ongoing epistemological debates reaffirmed the researcher's faith that taking a linear combination of the piecemeal conceptualizations to derive an overall score for a higher level abstraction was at best a poor analytical strategy and a faulty methodology. While talking to foreign tourists visiting destinations in India, it was almost clear to the researcher that feelings of satisfaction or loyalty were expressed rather less in terms of the individual components constituting the holiday than in terms of the holistic holiday experience. It is not that tourists are incapable to speak of these elements of holiday experience as singulars, but that they derive much deeper meanings, both utilitarian and emotional, from an appraisal of the holiday experience in its entirety. At times, even when delight was verbalized in terms of the components, repurchase intentions were manifestly expressed alongside with the articulations of attachment to the holiday as an undivided whole.

A survey of the available tourism research literature exposed that, though a general awareness that the whole is much unlike from the sum of its parts is very much prevalent among academics and researchers, no comprehensive instrument to measure tourists' attachment to holidays as an indivisible experience has been developed. A few research papers were found to be using a scale by name Place Attachment to measure tourists' attachment to holiday destinations alone. Available measures of tourist satisfaction like HOLSAT focused upon the instantaneous or short-term effects of a service encounter or so and could be of very limited predictive value in the determination of attitudinal changes and future behaviors. Holiday attachment as constructed in the present research could be a powerful analytical categorization in the service of consumer researchers as a major antecedent of true holiday loyalty. Many studies adopted all-purpose scales available in the general marketing literature to measure customer satisfaction with holidays, which apparently failed to tap the soul of an extremely tourism-centric concept. These factors became the trigger that set-off an extended journey, the culmination of which is the present scale, Holiday Attachment.

Rest of the thesis involves mainly analyses either to illuminate the minutiae of the scale or to examine some of its potential implications. Not all these were preplanned or were part of the original research agenda. For instance, after the data collection phase was over and preliminary analysis begun, an accidental encounter in a city pub that the researcher happened to have with an old high-schoolmate who is currently a doctoral student in Philosophy led to a different line of thought. He argued that once holiday identity is developed, the other two dimensions of holiday attachment might become insignificant (Readers may kindly note that the holiday attachment scale as devised in the present study is composed of three dimensions: holiday utility, holiday contextuality, and holiday identity). It took time to learn that what he was talking of was a concept by name mediation. And, data analysis revealed that the friend was certainly right in his instincts. Another important analysis performed was to examine the relationship between holiday attachment and tourist loyalty to holidays and the moderating role of novelty seeking upon this

main effect. This was part of the original design, but certain unexpected nuances were illuminated during detailed analysis. One important observation was that the moderating effect of novelty seeking became insignificant wherever holiday identity had gotten developed adequately. Lastly, it must be stressed that, affirmative results of all these analyses, although indirectly, contributed to further validation of the nascent scale by situating it suitably in the nomological network of the world of related ideas.

1.2 RESEARCH PROBLEMS AND HYPOTHESES

The research, primarily, sought to develop a valid and reliable instrument to measure tourists' attachment to holidays. This was, at the heart of it, an exploratory research endeavor, often guided by imperfect problem formulations and a lack of a priori hypotheses. The following and other leading questions emerged:

- What is wrong with the current approaches to measure tourists' connectedness with holidays?

- Is it not possible to have more truthful constructs that can embody the antecedents of tourist loyalty to holidays than the currently available ones?

- What should be the nature, scope, and architecture of a holiday attachment scale that can honestly measure such a construct?

Once the scale was developed, it became easier to envisage a number of potential scenarios. However, as part of the doctoral thesis, the following hypotheses were chosen for statistical testing:

H1: There is a positive relation between holiday attachment and holiday loyalty.

H11: There is a positive relation between holiday utility and holiday loyalty.

H12: There is a positive relation between holiday identity and holiday loyalty.

H13: There is a positive relation between holiday contextuality and holiday loyalty.

H3: Holiday identity mediates the relation between holiday dependence and holiday loyalty.

H4: Novelty seeking moderates the relation between holiday dependence and holiday loyalty till holiday identity gets sufficiently developed.

The resulting model is schematized below:

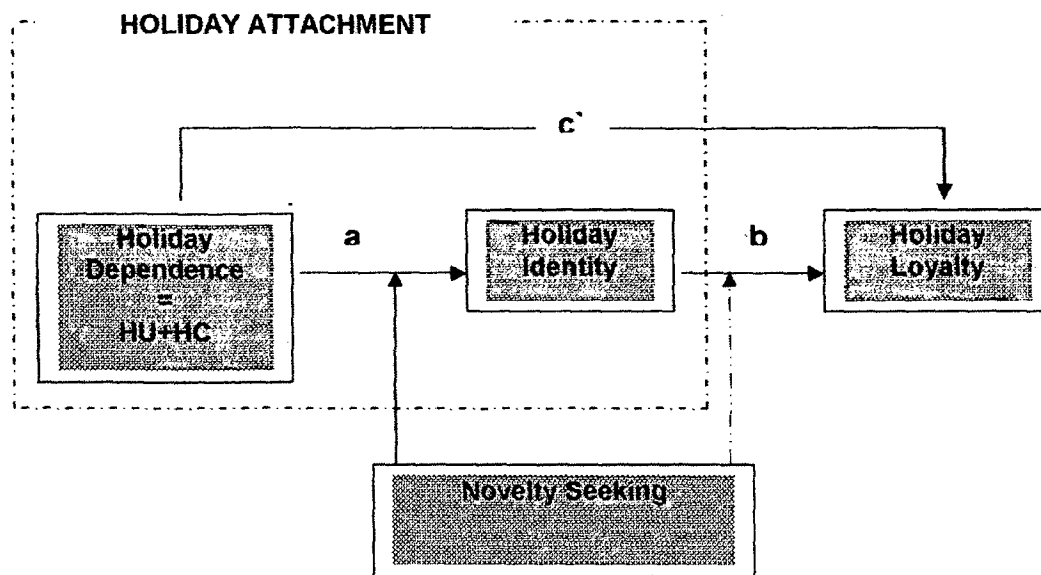


Figure 1.1 (The Proposed Composite Model)

1.3 JUSTIFICATION FOR THE RESEARCH

According to the researcher, this research is justified from the following standpoints (minus certain idiosyncratic arguments like, "the aesthetics of the model allured me"; or, "well, I had to have my need to get a doctoral degree met, within the university's restricting guidelines on what constitutes a 'good' PhD", though not listed does not mean that they are any lesser justification):

- a. An urgent priority in the study of tourism is investment in research focusing on scale development (Lee & Crompton, 1992). Even today, regarding measurement, tourism as a legitimate field of enquiry appears to have fallen a good way behind other areas of social science investigations. In this regard, the present research conceives and operationalizes the construct of holiday attachment that may become of vital importance in future studies in the domain of tourism. Holiday attachment scale is expected to be a valuable addition to the limited repertoire of measurement apparatus available for tourism research.
- b. Hitherto holidays were seen as a linear combination of its constituting modules and tourism researchers were by and large passively employing generic consumer behaviour instruments for measuring tourists'

gratification with these modules one by one and then aggregating these to get measures of overall holiday satisfaction and other relevant outcomes. The purported reason as to why researchers frequently revert to additive constructions is due to certain empiricism or mistrust of theories that they consider premature impels them towards what they believe to be great respect for directly observable facts. This approach is fundamentally flawed at an epistemological level and is a mockery of the nature of social reality (Piaget, 1973). In fact, one of the trends of avant-garde movements in all human sciences is the refutation of this method of gaining at knowledge. The new science of social enquiry begins from an awareness of the whole preceding any construction of its elements (Ornstein, 1972). The whole is a new totality emerging on a higher plane from the assemblage of certain 'primordial' elements, which are only monadic, 'pre-linguistic', and not themselves measurable. The whole then reacts upon these primordial elements to transform them into measurable elements. Anderson *et al.* (1994) and Mill & Morrison (1992) realize that customer satisfaction is to be understood as an undivided totality of purchase and consumption experiences over time. With reference to the practice of inter-disciplinary research in tourism, Briassoulis (1991) notes that tourism is not an economic sector in the traditional sector, not even a multi-product industry, but a complex of interrelated and inseparable activities like travel, accommodation, sightseeing, entertainment, and other services (See *also* Fletcher, 1989). In this context, it was sought to conceive and develop an inclusive and tourism-specific instrument from the position that a holiday is and is to be valued holistically and not in a piecemeal manner.

- c. There are a number of other reasons why it would be appropriate to look at extending the measurement of tourist attachment to the more global level of the total holiday bundle. Without pre-empting the nature of this measurement, these reasons include:
- i. Millions of dollars are spent each year on holiday marketing by travel agents and tour operators, national and state tourism offices, airlines, and regional tourism bodies. This includes detailed surveys of potential markets as well as extensive advertising and promotional campaigns in source countries. While there is considerable research into the impact of the promotional effort through awareness studies, tracking studies, etc, these all concentrate on the inputs (ie. has the campaign reached its target audience?). What is missing is an

understanding of the client's reaction to the product offering (which is, the holiday in totality), in particularly whether it meets the needs of the target market. This would become an integral part of the understanding what the market(s) is/are seeking.

- ii. Outstanding organizations in the tourism industry recognize the need to encourage both new and repeat business. The latter can best be achieved by ensuring that the current offerings are satisfying the needs, expectations, and desires of current tourists at a subaltern level and their propensity to recommend the destination to others.
- iii. The measure of holiday attachment could become a barometer of the health of the industry for strategic planning purposes.
- iv. The tourism industry itself is grappling with the issue of service quality and recognizes that this is the key to long-term success. At present its focus is on establishing accreditation mechanisms to ensure that individual firms conform to appropriate standards. Monitoring tourists' delight at the more global level of the whole holiday would provide a valuable framework for this and enable comparison between the efforts of the individual enterprise and those of the industry as a whole.
- v. Public funding agencies are now recognizing the value of assessing the success of their support programs in terms of outcomes rather than inputs. As agencies move in this direction the need for the systematic collection of the type of data proposed will increase. In the case of tourism, this is particularly relevant to national, state and regional tourism development bodies responsible for holiday marketing. Using the level of attachment felt by holidaymakers to their countries as a measure of success would transfer the focus rather away from the efforts of the organization towards their achievements.
- vi. Recent developments in consumer protection have extended into the area of service performance satisfaction. National governments increasingly implement laws giving tourists the right to obtain compensation from packaged holiday operators in the event that they are dissatisfied with their holiday. The proposed holiday attachment instrument will help to focus the attention of the industry on this issue and provide data on how the industry is going and what needs to be improved.
- vii. Governments of all persuasions are looking critically at their financial commitments and questioning whether they should continue the

traditionally high level of support. If the industry can demonstrate a relationship between the level of support and the attachment formation in holidaymakers, then the argument for continued support would be strengthened greatly. This would complement other measures such as visitor numbers, expenditure, etc.

- d. The study is justifiable also in that it could provide a theoretical framework for the investigation of antecedents of holiday loyalty in terms of the three analytical categories of utility, identity, and contextuality, which is a scheme that has found currency in the general marketing parlance in measuring allied concepts like purchase motivation, consumer involvement, customer satisfaction etc. It must be noted that one of the notable gaps in the existing literature on travel choice behavior is the failure to build on previous studies, in content as well as in form (Pearce, 1982); two decades hence, Pearce's lamentation remains equally relevant. The present research in addition to mitigating this concern becomes a conciliatory bridge that facilitates exchange between two so far disparate streams of epistemological debates on how to access service quality and customer satisfaction (for a detailed explication of this aspect, look at the subsection titled "Potential for Further Research" in chapter 5).
- e. Tourism research is yet to reach high levels of theory and method. A dissection into the nuances of the model attempted at a later stage of the research could be justified in that it helped to uncover the dynamics involved in attachment formation and the various influences in that process. The mediated-moderation and moderated-mediation models are to be appreciated for their practical significance to the tourism marketers as well (for a detailed coverage of this aspect, look at the subsection titled "Implications for Practice" in chapter 5).

1.4 OUTLINE OF THE REPORT

This thesis is structured with four major chapters in addition to this introductory chapter. Chapter two is mainly an attempt to relate the present work into the associated body of knowledge spread across disciplinary and methodological schools. In this chapter, it has been attempted to provide a critical summary of the theoretical background, both of methodology and of the study domain, required to appreciate the dissertation in the right perspective. Chapter three details the research procedures adopted for this study and their implications, including ethical. In addition, it

endeavors to justify the research paradigm from the standpoint of the personal beliefs held by the researcher. Chapter four reports the results of data analysis and discusses the findings of the study. Finally, chapter five, the concluding chapter of this report, presents the implications of the study, both for the advancement of theory and for the managerial practice of tourism. The concluding segment of this chapter aims to highlight some avenues for the conduct of future research in the area of holiday attachment, too.



THEORETICAL BACKGROUND FOR THE STUDY: A REVIEW

Knowledge is cumulative: every piece of research will contribute another piece to it. The review provided below offers the reader with an explanation of the theoretical rationale of the problem being studied, what research has already been done, how the findings relate to the problem at hand, and finally the pertinent methodological literature that was of help in carrying out this study.

2.1 REVIEW OF THE DISCIPLINES

It would be worthwhile to conceive the present study in terms of the relevant debates being taken place in the diverse contributory disciplines of tourism. Yet, a strictly disciplinarian review of the literature is not envisaged; instead, the material presented will be in such a manner as to reflect the trans-disciplinary nature of the phenomenon of tourism.

2.1.1 Tourist Satisfaction and Loyalty

Of the extant notions in the literature, tourist satisfaction and loyalty are the two most important ones that have identifiably close connections with the proposed conceptualization of holiday attachment. Again, it could be seen even from a swift review of literature that marketing researchers have so far expended more of their time and energies upon these than upon all the other researches taken together, thus resulting in a rich and varied repertoire of valuable wisdom. Though, holiday attachment is posited to be different from these concepts in important ways, it would be an ideal starting point to begin our discussion with a review of the debates being taken place around these concepts.

Studies on customer satisfaction and loyalty have always been one of the thrust areas of services marketing research (Anderson & Sullivan, 1997; George & Hegde, 2004). In the specific context of tourism also, many scholars have investigated different dimensions of customer choice and an overview of the previous studies indicates that satisfaction and loyalty are generally accepted as extremely valuable concepts in understanding the performance of holidays. (Backman & Crompton, 1991; Barsky & Nash, 2002; Chen, 1998; Iso-Ahola, 1980; Iwasaki & Havitz, 1998; Mathieson & Wall, 1982; Oppermann, 2000). Satisfaction is defined as a relatively temporary post purchase state that reflects how the service has fulfilled its purpose where as loyalty is often more enduring and involves a deeply held commitment to rebuy or repatronize despite the contrary influences of marketing variables. Situational variables like social preference for products and

services affect repurchase behavior, but not necessarily own satisfaction. According to Westbrook & Oliver (1991), loyalty is a long-term consequence only of some types of satisfaction like pleasure and delight, reinforced by ongoing positive experiences and support from the community. Given this, an important insight is that naively positing satisfaction as the antecedent of loyalty could be prone to errorfull predictions. We may probably need to search for another measure that can tap into the deeper and contextual realms of experiences. In this regard, Johnson, *et al.* (1995) proposed two typologies of satisfaction: transaction specific and cumulative. The former is concerned with satisfaction as an individual, transaction-specific measure or evaluation of a particular product or service experience while the latter is a cumulative, abstract construct that describes customer's total consumption experience with a product or service. But, it has to be said that available satisfaction scales almost invariably aim to gauge the transaction-specific aspect.

Despite the significantly rich body of knowledge it has generated, customer satisfaction research is a mess of contradictory positions, especially when it comes to the relationship between service quality, satisfaction, and loyalty (Cronin & Taylor, 1994). The dominant-most school of thought in the area of satisfaction research, the GAPs tradition, believes that satisfaction is best fit into one of the expectation-performance gap models (Szymanski & Henard, 2001; Fournier & Mick, 1999). According to Oliver (1993) customer satisfaction is a complex construct with both cognitive and affective components. For some others, satisfaction is that something which mediates the relationship between service quality and customer loyalty (Cronin *et al.*, 2000). There are others who feel that satisfaction does not mediate, but moderates the above relationship, that too in a non-linear manner (Anderson & Mittal, 2000; Taylor, 1997). There is also ample criticism in the literature against the undue importance being given in most of the available satisfaction scales to the attributes and characteristics of the service than to the needs and the interests of the customer (Crompton & Love, 1995).

A number of researchers have studied components of experiences that contribute to tourist satisfaction within different hospitality and tourism contexts like destination recreation, tour and accommodation services (Danaher & Arweiler, 1996; Pizam, *et al.*, 1978). According to Lounsbury & Hoopes (1985) the major sources of holiday satisfaction are (1) the way one's plans worked out (2) the way a person felt emotionally (3) the way a person felt physically while on vacation (4) the pace of life experienced (5) the holidaymaker's opportunities for engaging in favorite leisure activities (6) the amount of fun a person had (7) the amount of relaxation a person had and (8) one's opportunities for engaging in new leisure activities. Holiday satisfaction, thus, is essentially a person-environment fit. Following the consumer behavior models in the general marketing literature (Howard & Sheth, 1978; Blackwell *et al.*, 1982), attempts have been made to model tourists' holiday satisfaction and associated behavioral consequences. In this tradition, Moutinho (2001) provided a typical vacation tourist behavior model that consists of a flowchart

with three parts: (I) Pre-decision and decision process (II) Post-purchase evaluation, and (III) future decision-making. Each part is composed of fields and sub-fields, linked by other concepts related to tourists' behavioral process. Part I is concerned with the flow of events, from the tourist stimuli to purchase decision. The fields included are: preference structure, decision, and purchase. Part II is composed of post purchase evaluative feedback systems. Post purchase evaluation has the triple purposes of adding to the tourists' store of experiences, checking on market related decisions, and serving as a basis for future purchase behavior. Part III of the flowchart is about future decision making and is mainly related to the study of the subsequent behaviour of the tourist by analyzing different probabilities for repeat buying a particular vacation.

Aside these, several studies investigate the broader relationship between holiday attributes and tourists' intention to recommend their holidays and repurchase them in the future (Baker & Crompton, 2000; Kozak & Rimmington, 2000). Giltelson & Crompton (1984) cite five reasons why tourists patronize holiday: risk reduction, socialization with like people, fulfillment of an emotional bond, search for new experiences, and exposure of friends to the holiday. Laudon & Della Bitta (1993) reported findings that suggest that purchases relating to products like tourism correlate highly with self-image. At a generic level, academic approaches to customer loyalty may be grouped roughly in terms of behavioral, attitudinal, cognitive, and value based notions (Jacoby & Chestnut, 1978). Behavioral notion, which is the one most often used, operationalizes loyalty through measures based on the actual consumption, say, the frequency and the intensity of purchase and comparison of the same across time periods; measures based on the probability of repeat purchase; or, measures that examine the associations of the point of time when customers switch to other brands. As for tourist loyalty, repeat visitation is the most commonly employed intentional-behavioral measure, in addition to the willingness to recommend the holiday or its components to others, satisfaction derived from the previous visit(s), proneness to complain, etc. (Hepworth & Mateus, 1994; Oppermann, 1998; Pritchard & Howard, 1997).

However, repeat purchases as an index of loyalty is not always rightly placed. It is probably just a visible outcome of it and not all repeat purchase is due to "true" loyalty. Repeat purchase may or may not tell anything about the intrinsic likeability of the holiday for the tourist. It has been observed that consistency between attitudes and behavior may not exist in situations when there is low involvement and the relationship between these two is stronger when there is high correspondence between the target and action elements of the attitude and belief entities (Ajzen & Fishbein, 1977). Oskamp (1977) says that a big difference between attitudes and behavior is to be expected when external forces induce behavior contrary to the true desires of the individual. In this connection, Mieczkowski (1990) identifies three prerequisites for the actual purchase of a holiday: a relatively high level of disposable income, time budgets adequate for leisure travel, and technologically advanced transportation systems. Often, one may have a favorable underlying attitude towards a holiday but may not partake, and vice versa, for the reason that that many

practical constraints do exist (Day, 1969). Continued visitations if taken place in the absence of positive underlying attitudes imply nothing but spurious loyalty. This happens more due to the grace of the externalities and the ineffectiveness of the competitors than due to the competence of the particular destination in question (Reid & Crompton, 1991). All intentional-behavioralist approaches have this limitation since they treat the complex phenomenon of customer loyalty at a superficial level (Allen *et al.*, 1992) and produce only the static outcome of a dynamic process (Dick & Basu, 1994).

Recognition of positive attitudes as the kernel of true loyalty can, however, enrich and probably redeem the behavioral notions by avoiding the trap of situating the motivational forces behind travel decisions extrinsic to the individual decision maker's true internal leanings (Niininen & Riley, 2003). Tourism analysis in general is benefited by this approach since it brings together the internal, psychological push factors of the tourists and the external, pulling forces of the destination attributes within a single, integrated framework of customer choice (Uysal & Jurowski, 1994). In addition, such a recognition enables the marketer to answer more pragmatic questions like whether merely repurchasing holidaymakers are the desired ones or not: visitors emotionally involved with a destination might be more environmentally and socio-culturally responsible and might be less price-conscious. They may complain less and complement and recommend more irrespective of whether they repurchase the holiday themselves or not.

In the light of this, it is presumed that the construct of holiday attachment that is proposed to develop as part of the present study could stand as a more sensible antecedent measure of tourist loyalty to a holiday than any of the presently employed ones since it is informed by multiple notions of customer preference in a well balanced way. It stresses the overarching significance of the emotional side of attachment as the key to true loyalty, but still accounts for the functional and situational bases of repurchase behavior.

2.1.2 Holiday Attachment: A Conceptualization

A holiday is the name for that integrated and fully inclusive tourism product, which encompasses the varied experiences of the tourist before, during, and after the trip (Uzzell, 1984). A holiday conjures up images of travel, tour operator, and travel agency; destination attractions, of hotels, and of himself. Holidays may be regarded as society's institutionalized means of enabling fantasy and reality to be imperceptibly mixed. Holidays are alternatively conceived as narratives, myths, empirical network relationships, marketing objects, and production, information, and consumption systems. Nine holiday types are emerged in a study conducted by Moscardo *et al.*, (1996): Relaxing, Boring, Romantic, Exciting, Disappointing, Expensive, Full of surprises, Physically demanding, Fun, Educational, Enjoyable, Adventurous, Value for money, Excellent food, and Excellent Accommodation. To the question of what holidaymakers actually consume, the answers

that literature give are amorphous and often too abstract: for example, places and landscapes, (Sherry, 1998), cultures (Greenwood, 1977; Kirschenblatt-Gimblett, 1998), cities (Judd & Fainstein, 1999), history (Boyer, 1992), tradition (MacCannell, 1994), racialized difference (Rodriguez, 2001) etc are some of the answers. Mayo (1973) examined holiday images and tourist behavior and concluded that the overall image of the holiday is the most critical factor when choosing a holiday. He further pointed out that, whether or not an image is in fact a true representation of what any given holiday has to offer, what is important is the image that exists in the mind of the vacationer.

The tourism industry provides holiday seekers with a complex bundle of tangible objects and intangible experiences designed to satisfy, re-create, and sustain their needs and wants (Leiper, 1995). This bundle includes facilitation of sorts; primarily, in the realization of the moment-of-truth experience at the destination; then, in fulfilling the different information needs (categorized temporally as ongoing, pre-purchase, planning, en-route, and after-trip needs of information) of the tourist; and then, those activities aimed at extending the customer relationship beyond the immediate peripheries of a holiday. The information provision serves as a surrogate of the moment-of-truth experience, by which the travel industry is weaving around the tourist a framework for the positive reception of the destination experience.

Ryan (1997) explores society's earlier attitudes towards holidaying; motivations for holidays; interaction with service providers as they affect the quality of the tourist experience; and the nature of the holiday location and the events that occur there. Dimanche *et al.*, (1993) presents an examination of the current literature related to four prevalent topical areas associated with holidaymakers' decision behavior: Ego involvement; loyalty and commitment; family decision making; and, novelty seeking. Again, there are specific attempts to categorize tourists' purchase decision behavior on the basis of the type of motivation (Thomas, 1964; Gray, 1979; McIntosh & Goeldner, 1995). Available evidence from tourism research says that tourists' choice set or its structure is not static, but varies across both consumers and circumstances (Dommermuth, 1965; Rewtrakunphaiboon & Oppewal, 2003).

Essentially, a holiday is about the purchase of a benefit, which could be an emotional, intellectual or spiritual experience (See Nickerson & Ellis, 1991). Sometimes, the holiday experience can be cathartic due to its potential to sustain or change peoples' lifestyles (Hyde, 2003). According to Havitz & Dimanche (1990), the quintessence of a holiday is the psychological state of motivation, arousal, or interest between an individual and recreational activities or related equipment, tourist destinations, and those various amenities offered, characterized by the perception of the elements of importance, pleasure value, sign value, risk probability, and risk consequences. Gray (1970) identified wanderlust and sun-lust as two important motivators triggering touristic pursuit. Krippendorff's (1989) search for balance, Dann's (1977) seven elements especially, anomie and

ego enhancement, Plog's (1974) psycho-mid-allo-centric typographies, Cohen's (1979) search for authenticity, Mannell & Iso-Ahola's (1987) two-dimensional motivational forces of seeking and escaping, and Pearce's (1988) travel career ladder are some of the other noteworthy attempt to structure tourist disposition, motivation, and behavior. However, there is little agreement found among researchers regarding the relative positioning of any specific motivator vis-à-vis others or relative importance among these in inspiring tourists of different categories to make holiday purchases.

Besides these, Mathieson & Wall (1982) also attempted to categorize the motivational factors that determine tourists' holidaying behavior. Their typology is an expansion of Crompton's (1979) two categories of motivation: socio-physical or push motivator (a combination of the natural and social environments) and cultural or pull motivator. They identified physical, cultural, personal, and prestige-related motivations. These are the tourism specific variants of the generic benefits sought by a typical customer, known in the general marketing literature by wide-ranging names like: (1) functional, practical, and emotional play off (2) instrumental and expressive (3) functional and psychological (4) use, convenience in use, integrative, and economy (5) functional, experiential, and symbolic (Parry, 2000; See also, Park, *et al.*, 1986; Woodside & Lysonski, 1989). For that reason, holidaymakers are expected to appreciate the holiday performance along these dimensions (Gilbert & Abdullah, 2002).

In Mathieson & Wall's classification presented above, the physical motivators are the search for improvement of mind and body: convalescence for health problems; exercise through golfing, playing tennis, and hiking; and relief from psychological enervation by searching out the exciting, the romantic, or the entertaining. Cultural motivations derive from curiosity about unusual places and foreign locales. The main personal motivation for taking a holiday is to visit family or friends. Other personal motivations include the desires: To experience new places and people, to make new friends, to escape a mundane social environment (to leave the house behind, to escape for the weekend, or to reduce stress and relax), and to travel. Leiper (2000) notes that there is no evidence that any destination or attraction ever pulled any tourist in the absence of push factors. That is, the beginning of tourism is with push factors and tourist motivation and decision-making behavior has necessarily to be studied in terms of the buyers' personal values. Though not originally indented by Mathieson & Wall, along with personal motivators may be added the concept of self or identity. This is because tourists often seek in holidays those concepts existing in their conceptual structures that they believe as truly characterizing them (Lee-Hoxter & Lester, 1988). When every holiday in the choice list offers the same utility or meta-experiential options, consumer behavior becomes an identity project (Thompson & Tambiah, 1999) and identity wholly determines the purchase decision (Holcomb, 1999).

Holidays are purchased and experienced in a meta-experiential setting, though this background itself does not form the experiential product. This background may at the best structure consumer experience in unique ways. It broadly dictates what is preferable and what is to be experienced (Steele, 1981). Cranach (1992) illustrates each one's cultural context as the background w.r.t. which touristic experiences are interpreted. To raise one's prestige or status is an oft-cited reason for purchasing a holiday. Again, it is the socio-cultural context that predominantly defines what is prestigious. Normally, prestige is accomplished by fostering socially preferable associations with people, places, or events. Prestige enhancement may also be through the pursuit of hobbies, continuation of education, ego enhancement, and sexual indulgence. Furthermore, this motivation could also include simply doing what is in fashion. In this regard, Bourdieu's (1984) reflection that consumption in modern societies acts as a symbolic statement about consumers as individuals and about their lifestyles and in this way consumption encourages differentiation based on symbolic capital, is extremely significant.

To fulfill these motivational needs, holidaymakers can purchase a pre-packaged holiday or can even purchase in units and then bundle them together. Packaged holidays are standardized, quality controlled, repeatable offers comprising two or more elements of transport, accommodation, food, destination attractions, other facilities, and services such as travel insurance (Middleton, 1994). Independent holidaymakers essentially purchase the same thing, with the only distinction that they feel for themselves the ownership of the bundling effort as well as the risks and benefits associated with that effort. But, there is no reason to expect that there will be the emergence of any new dimension of purchase motivation in *kind* for these self-help holidaymakers vis-à-vis the buyers of a fully inclusive holiday. The differences will only be in *degrees* along the already existing dimensions, say, if there is any motivational value involved in bundling the holiday elements oneself.

Continuing with the preceding discussion, dimensions of holidaymakers' motivation may be thought of as composed of function or utility; emotion, self or identity; and, symbolism or context. Individuals by and large must be deriving meaning of their holiday consumption along these three dimensions. Moreover, it must be along these dimensions holidaymakers evaluate what they think the holiday can do for them. Zaichkowsky (1985) also seems to be arguing along the same direction while discussing about her involvement construct, developed to capture the concept of individuals' perceived relevance for products based on inherent needs, values, and interests. Taking cues from Bloch & Richins (1993) and Houston & Rothschild (1978) she categorized involvement into physical, personal, and situational. In fact, it was pondered enough a propos using the phrase 'holiday involvement' instead of 'holiday attachment' for the proposed scale since what was envisaged was to measure something like involvement for the product-service bundle, namely a holiday; but noticing that a critical mass of related studies in the area of leisure, recreation, and tourism has already employed the term 'attachment', it was decided to settle

down for the present terminology, holiday attachment. Most of the above mentioned studies are about the place attachment construct (Anderson *et al.*, 1995; Bricker & Kerstetter, 2000; Proshansky *et al.*, 1983; Moore & Graefe, 1994; Stokowski, 1996; Vaske & Kobrin, 2001; Warzecha & Lime, 2001; Williams & Roggenbuck, 1989) which measures the meanings, beliefs, symbols, values, and feelings that individuals or groups associate with a particular locality (Tuan, 1977), say, a tourist destination (Moore & Scott, 2003; George & George, 2005). Additionally, it was felt that supplementary studies could posit holiday attachment as a logical extension of the existing literature on place attachment in particular and the more generic attachment theory (Goldberg *et al.*, 1995) available in the psychology literature. Again, as Schultz *et al.*, (1989) argues, attachment, as opposed to involvement, is directly associated with fundamental self-developmental processes that span the entire life cycle and attachment's temporal element has no counterpart in involvement. Attachment often has to do with memories and previous self-definitional experiences as well as current or anticipated ones whereas involvement concerns mostly with the present only.

Accordingly, holiday attachment was conceptualized by the researcher in terms of the significance of the holiday to the individual traveler. It is the collection of meanings, beliefs, symbols, values, and feelings that tourists associate with a particular holiday and was constructed with the three dimensions of holiday utility, holiday identity, and holiday contextuality (*The scale development process is detailed in chapter 3*). Holiday attachment was formally defined in the following way:

A tourist's perceived significance of a holiday based on its ability to fulfill his or her utility, identity, and contextual needs.

Holiday Utility refers to the physical components of the holiday that tend to cause dependence or functional association with the holiday. It refers to the more intrinsic advantages of the service consumption and usually corresponds to the product related attributes. It may be operationalized in terms of how the current holiday compares with alternatives in satisfying the activity level needs of tourists or its ability to facilitate behaviour stemming from such needs.

Holiday Identity stands for one's inherent values, beliefs, interests, or needs that constitute one's conception of own self and that motivate one toward certain types of holidays since such holidays are assumed to be symbolic of these values, beliefs, interests, or needs. Russel Belk says that external objects to which individuals are affectively attached and which are considered as parts of individuality comprise the extended self (Belk, 1988) and these objects are highly congruent with the individual's sense of self. Holiday identity implies affective or emotional attachment with a holiday. Putting slightly differently, it refers to what it "feels like" to partake in the holiday. Identity may be operationalized in terms of a combination of attitudes, values, thoughts, beliefs,

meanings, and interpretations that tourists associate with a certain holiday and the behavioral tendencies stemming from these.

Holiday Contextuality refers to something that increases one's interest towards the holiday due to contextual particularities. It is broadly similar to the concept of situationality developed by Bloch & Richins (1983) and later modified by Deborah & Richard (2000) and the working or activated self concept of McGuire & McGuire (1988), both of which suggest that individuals focus on whatever aspects of themselves that are most relevant in a particular social setting or situation. Context is the information available to a particular individual on a particular occasion for use in the meaning ascription process (Clark & Carlson, 1981). It refers to advantages extrinsic and not immediate to the process of consumption. Its correspondence is to the extra-product related necessities like the need for societal approval and outer-directed self-esteem (Wallendorf & Arnould, 1988), or at times the facilitatory conditions for the actual consumption experience. It may be thought of as those features of a meta-holiday, which influence the selection of a holiday, but do not form bases for the immediate holiday experience. Individuals as decision makers recognize and work within the constraints of the known contextualities in order to achieve the desired outcomes. Individuals may value the prestige, exclusivity, or fashionability of a brand because of how it relates to their outward directed-self (Snyder, 1974; George & Mekoth, 2004). They may behave in manners preferable to the societal context, for instance, and if certain holiday types have higher social preference values in the current context, they may develop attachment towards such holidays.

Holiday Dependence is an ex post facto analytical category brought about by agglomerating holiday utility and holiday contextuality. This pre-theoretic assumption was verified by imposing a two-factor solution upon the confirmatory factor analysis program. Apart from the fact that such an act of clubbing together utility and contextuality appreciably increased the analytical depth, it is all the more justifiable since the items in the holiday attachment scale constituting these dimensions in general stood for what a holiday is 'for' (or, the outer self-factors), meaning dependence to the holiday, while those items constituting holiday identity singularly stood for what a holiday 'is' (or, the inner-self factors) for the holidaymaker. In other words, holiday utility and contextuality stand more along the performance dimension while holiday identity stands more along the attribute dimension of an object of consumption. But, holiday contextuality should be distinguished from holiday utility in that it is not the intrinsic physical or activity based needs per se that causes attachment in the former case, but rather, the situational particularities working behind these needs. Also to be noted is that, since holiday contextuality constitutes the attempts made by individuals for self-cultivation within the context provided by the external environment (Csikszentimihalyi & Rochberg-Halton, 1981), there could be some sort of interaction between holiday contextuality and holiday identity in the longer course of development of one's self and identity, except for the notable difference that the former is about the propagation of a socially suitable self or about the enhancement of the self-concept through the transfer of socially

accepted meanings of products or brands to oneself while the latter is about attempts to experience the intrinsic self as reflected in the objects of consumption.

The above categorization is congruent with the multifaceted, but interrelated concept of the human self. Attachment, a relationship orientation variable, is a multidimensional property representing the types and degrees of linkages between an individual and the object of his consumption, existing neither in him, not in the object, nor in the context, but rather in the intersection of the three (Schultz *et al.*, 1989). Holiday attachment is a holidaymaker's overall bond of association with a holiday based on the above three components. These components brew together the salient beliefs individuals have (Myers, 1985) about a holiday and their evaluative judgments about those beliefs and are expected to form an important basis for understanding their intentions and behavior, especially loyalty and repurchase behaviour.

2.1.3 Novelty Seeking

Earliest academic references to customer innovativeness, novelty, and variety seeking can be found in Everett Rogers' diffusion of innovation literature (Rogers, 1962). According to Hirschman (1980), the basic notion underlying the construct of novelty seeking appears to be that, through some internal drive or motivating force the individual is activated to seek out novel information. It also involves the degree to which an individual is receptive to new ideas and makes innovation decisions independently of the communicated experience of others (Middle & Dowling, 1978). Two of the predominant aspects of novelty seeking are: Seeking information that is altogether new; and, propensity to try out varied items within the already known set (Manning, *et al.*, 1995).

Investigations have resulted in many different conceptualizations and corresponding operationalizations of novelty seeking. Examples include Hirschman's (1980) novelty seeking scale, Pearson's (1970) desire for novelty scale, Iso-Ahola & Weissinger's (1990) leisure boredom scale, Driver's (1996) recreation experience preference scale, Golsmith & Hofacker's (1991) consumer innovativeness scale, and, Mehrabien & Russel's (1974) arousal seeking tendency scale. The sensation seeking scale (Raju, 1980) is another related implement. The common thread linking these conceptualizations is high level of exploratory behavior (Hirschman & Stern, 2001) and the stimulation of pleasurable responses stemming wherefrom.

Bello & Etzel (1985) noted the unique importance of novelty seeking as fundamental to the phenomenon of tourism. Desire for novel experiences among tourists varies along a continuum from novelty seekers to novelty avoiders. According to Cohen (1972) modern man is interested in things, sights, customs, and cultures different from his own, precisely because they are different. Gradually, a new value has evolved: The appreciation of the experience of strangeness and novelty. Integrating this spirit in the context of tourism, novelty seeking may be defined as the

difference in the degree and mode of touristic experience sought by the tourist as compared with his previous experience (Lee & Crompton, 1992). This definition accedes that novelty seeking is a more fundamental human trait, something sort of genetic, than product category specific. This is in contrast with the perspective held by some researchers (Gatignon & Robertson, 1985; Subramanian & Mittelstaedt, 1991) that seeking variety and change is product category specific. An operationalization of novelty seeking thus necessarily involves the willingness to take physical, psychological, and social risks for the sake of varied, novel, and complex sensations. Lee & Crompton (1992) operationalized novelty seeking in terms of the four dimensions of thrill, change from routine, boredom alleviation, and surprise.

According to Welker (1961), perception of novelty depends up on the currency, frequency, and the duration of exposure to a stimulus. Hence, the more time spent on a holiday, its constituent objects, people, and the environment, the frequent and recent the purchase of it, the less novel that holiday becomes. High novelty seekers may prefer not to repurchase a holiday, notwithstanding the bond of attachment that they may have for that holiday existing independently of it. This is an incremental improvement upon the classic consumer behavior model (Engel *et al.*, 1995) that suggests a non-problematic relationship between customers' assessment of holiday performance and their repurchase intention. In technical terms, novelty seeking (moderating variable) may affect the strength of the relation between holiday attachment (independent or predictor variable) and holiday loyalty (dependent or criterion variable).

It may retard not only the repurchase intention, but also the development of attachment itself because a certain degree of sense of connections with a product or service is formed out of a history of continued purchases in the past (Kim *et al.*, 1997; Trijp *et al.*, 1996). The more familiar a holiday becomes, the more positive is its image thus forming an additive feedback loop (Echtner & Richie, 1991&1993; Milman & Pizam, 1995). A step further, the present research empirically establishes that the moderating effect of novelty seeking becomes insignificant once there exists a strong holiday identity. Thus, holiday identity predominantly eclipses the effects of holiday utility, holiday contextuality, and novelty seeking in the determination of holiday loyalty.

This might confront with one of the most influential theory of consumer behavior, Bettman's (1979) information processing model, which assumed the overwhelming primacy of the rational cognitive processes controlling consumer choice. However, according to MaCannel (2002), the necessary absence of a rational economic relation is at the heart of a genuine tourist economy. Holiday identity may be the "gap in economic theory" while coming to tourism. With the maturation of holiday identity, it may be that tourists grow beyond the industry-created economic space and charts out their own personal space for social action that is wealthier in subjective meanings than in economic rationality.

2.2 METHODOLOGICAL LITERATURE

The exploration and interpretation of multivariate data has gained high interest in the last decade or so. Development of programs to perform these has facilitated a lot of analytical procedures that previously consumed months of arduous toil to be completed in a few seconds or minutes. The following section is to elaborate the conceptual basis of the methodologies as available in the literature than to present the computational-package specific procedural information. Topics treated include methodological literature on scale construction, mediation, moderation, mediated moderation, and moderated mediation.

2.2.1 Measurements, Scales, and Scale Construction

2.2.1.1 Measurements and Scales: Measurement is one of the fundamental activities of any science. Measurement consists of two basic processes called conceptualization and operationalization, then an advanced process called determining the levels of measurement, and then even more advanced methods of measuring reliability and validity.

Conceptualization is the process of taking a construct or concept and refining it by giving it a conceptual or theoretical definition. Ordinary dictionary definitions will not do. Instead, the researcher takes keywords in their research question or hypothesis and finds a clear and consistent definition that is agreed-upon by others in the scientific community. Sometimes, the researcher pushes the envelope by coming up with a novel conceptual definition, but such initiatives are rare and require the researcher to have intimate familiarity with the topic. More common is the process by which a researcher notes agreements and disagreements over conceptualization in the literature review, and then comes down in favor of someone else's conceptual definition. It's perfectly acceptable in science to borrow the conceptualizations and operationalizations of others. Conceptualization is often guided by the theoretical framework, perspective, or approach the researcher is committed to. For example, a researcher operating from within a Marxist framework would have quite different conceptual definitions for a hypothesis than a non-Marxist researcher. This is because there are strong value positions in different theoretical perspectives about how things should be measured.

Operationalization is the process of taking a conceptual definition and making it more precise by linking it to one or more specific, concrete indicators or operational definitions. These are usually things with numbers in them that reflect empirical or observable reality. They're what link the world of "ideas" to the world of everyday "reality". It is more important that ordinary people would agree on the indicators than those inside the enterprise of science. One imperative at this stage is to ensure a fairly good epistemic correlation, which is nothing but the goodness-of-fit between the operationalized and construct definitions for of a scale.

A *level of measurement* is the precision by which a variable is measured. For more than half a century, with little detracting, science has used the Stevens (1951) typology of measurement levels. There are three vital things to remember about this typology: (1) anything that can be measured falls into one of the four types; (2) the higher the type, the more precision in measurement; and (3) every level up contains all the properties of the previous level. The four levels of measurement, from lowest to highest, are: Nominal, Ordinal, Interval, and Ratio. The nominal level of measurement describes variables that are categorical in nature. The characteristics of the data one is collecting fall into distinct categories. If there are a limited number of distinct categories (usually only two), then it is a discrete variable. If there are an unlimited or infinite number of distinct categories, then it is a continuous variable. The ordinal level of measurement describes variables that can be ordered or ranked in some order of importance. The interval level of measurement describes variables that have more or less equal intervals, or meaningful distances between their ranks. The ratio level of measurement describes variables that have equal intervals and a fixed zero (or reference) point. Advanced statistics require at least interval level measurement, so the researcher always strives for this level, accepting ordinal level (which is the most common) only when they have to. Variables should be conceptually and operationally defined with levels of measurement in mind since it is going to affect how well one can analyze the data later on.

Reliability and *Validity* are essential for any research study to be faithful. Reliability means that the findings would be consistently the same if the study were done over again. Validity refers to the truthfulness of findings; i.e., whether it measures what it is to measure. A study can be reliable but not valid, and it cannot be valid without first being reliable.

2.2.1.1 Scale Development: Scales are apparatuses by means of which measurements are made. Thus, scale construction becomes extremely fundamental to the enrichment of scientific knowledge of phenomena. It involves the identification of the latent variable, the generation of an item pool, the format for measurement, and the optimization of the scale length (DeVellis, 1991). Often, carrying out the scale development process constitutes a respectable research project in itself (Grosos & Sandy, 1985). Zaichkowsky (1985) outlines the steps taken to develop a scale:

- a. Define the construct to be measured
- b. Generate items that pertain to the construct
- c. Judge the content validity of generated items (item reduction)
- d. Determine the internal reliability of items judged to have content validity (item reduction)
- e. Determine the stability of internally reliable items over time (item reduction)
- f. Measure the content validity of the selected items as a whole
- g. Measure the criterion-related validity, which is the ability of the scale to discriminate among different products for the same people and different situations for the same product and same people

- h. Test the construct validity or theoretical value of the scale by gathering data and testing whether the scale discriminates on self-reported behaviour.

The following section highlights some essential tips relevant to scale development.

2.2.1.1.1 Construct Definition and Domain: The scale should be based on a theoretical definition with the construct's domain clearly delineated and outlined. This definition and attendant description should entail both what is included in the domain of the construct and what is excluded. The a priori dimensionality of the construct's domain should also be made clear. The theoretical definition, the domain of the construct, and its dimensionality should be derived from a thorough review of the existing literature, field insights, and, experts' opinion (Jackson, 1971; Ruekert & Churchill, 1985).

2.2.1.1.2 Content Validity: The scale items should exhibit content or face validity. They should appear consistent with the theoretical domain of the construct. An instrument possesses content validity if it provides an adequate sample of the universe of content or property being measured, that is, everything that can be said about the property. As stated by Hattie (1985), a set of items forming an instrument all measure just one thing in common is the most critical and basic assumption of measurement theory. In scale development, it is generally recommended that a number of items be generated that tap the domain of the construct, that items be screened by judges with expertise in the literature, and that several pilot tests on samples from relevant populations be conducted to trim and refine the pool of items (Bearden *et al.*, 1989). Shorter and simpler items are generally easier to understand, easier to respond to and are generally more reliable. Face validity is the least of all statistical estimates (validity in general is not as easily quantifiable as reliability) as it is simply an assertion on the researchers' part claiming that they have reasonably measured what they intended to measure. It's essentially a "take my word for it" kind of validity.

Note that content validity goes back to the ideas of conceptualization and operationalization. If the researcher has focused in too closely on only one type or narrow dimension of a construct or concept, then it is conceivable that other indicators were overlooked. In such a case, the study lacks content validity. Content validity is making sure that all the conceptual space has been covered.

2.2.1.1.3 Scale Dimensionality: A construct's domain can be hypothesized as one-dimensional or multi dimensional. Thus, the scale (or, subscales) used to operationalize the construct should reflect the hypothesized dimensionality. However, the fact that a single factor underlies a set of items is considered a necessary, but not sufficient, condition for that factor or, dimension's

validity. Most commonly used approach to check the dimensionality of a scale is factor analysis (McDonald, 1981).

2.2.1.1.4 Test-Retest Reliability: The stability of a respondent's item responses over time is known as test-retest reliability. However, it is noted that this has not been assessed in many of the social science scales developed so far (Robinson *et al.*, 1991).

The test-retest technique is to administer the test, instrument, survey, or measure to the same group of people at different points in time. In practice, some researchers administer what is called a pretest for this, and to troubleshoot bugs at the same time. All reliability estimates are usually in the form of a correlation coefficient. Hence, what researchers do is to calculate the correlation coefficient between the two scores on the same group and report it as the reliability coefficient.

There are at least a couple of theoretical problems associated with test-retest reliability: informants may "remember" their previous replies yielding spuriously high correlated results if the inter-test time period is short; there may have occurred a genuine change in the function being measured resulting in spuriously low correlated results if time gap is long.

2.2.1.1.5 Internal Consistency Reliability: While less than half of the scales developed so far do not speak about test-retest reliability, over 90% of them offer some or the other estimate of internal consistency. Internal consistency reliability examines whether there exists at least a minimum threshold correlation among items or sets of items in the scale for all who answer the items. Some commonly used criteria for assessing internal consistency are individual corrected item to total correlations, the inter-item correlation matrix for all scale items or items proposed to measure a given scale dimension, and a number of reliability coefficients (Robinson *et al.*, 1991). The most widely used internal consistency reliability coefficient is Cronbach's alpha. High internal consistency may manifest if the same items are reworded in the scale again and again. It must be balanced by sampling of item content, proper item wording, and other validity checks.

2.2.1.1.6 Convergent, Discriminant, Nomological, and Known Group Validity: Beyond content validity, dimensionality, and reliability, a number of other validity issues must be considered in scale development. These types of validity have been collectively referred to as construct validity (Cadogan *et al.*, 1999).

Campbell (1960) pointed out that, in order to demonstrate construct validity, we must show not only that a test correlates highly with other variables with which it should theoretically correlate, but also that it does not correlate with variables from which it should differ. In an earlier article, Campbell & Fisk (1959) described the former process as convergent validation and the latter as discriminant validation. Convergent validity refers to the degree to which two measures designed

to measure the same construct are related. Convergence is found if there is a strong correlation. Discriminant validity assesses the degree to which two measures designed to measure similar, but conceptually different, constructs are related. A low to moderate correlation is desirable. Nomological validity has been defined as the degree to which predictions from a formal theoretical framework containing the concept under scrutiny are confirmed. In other words, it assesses the degree to which constructs that are theoretically related are actually empirically related (Campbell, 1960). Known group validity asks the question "can the measure reliably distinguish between groups of people that should score high on the trait and low on the trait?" (Saxe & Weitz, 1982). Thus, a person who feels and is known to be very much attached to a holiday should score higher on the holiday attachment scale than another one who feels less attached to that holiday and vice versa.

Crisscrossing across all these is the concept of a nomological network: the interlocking system of laws that constitute a theory in nomological network. A construct is justified if it reduces the number of "in-between" nomological nodes in the currently known chain available to reach a prediction of the same observation. Nomological network may relate: observable properties or quantities to each other; theoretical constructs to observations; or, different theoretical constructs to one another. Yet, some constructs may be remote from observations or are not easily 'reduced' to observables, but while combined with other constructs in the network, make testable predictions about observables. This is acceptable, especially at the initial stages of the development of a construct.

2.2.1.1.7 Other Issues in Scale Development: While a homogenous sample has its own practical advantages, results are often not generalizable. The prime consideration in scale evaluation, use, and development is the applicability of the scale and scale norms to respondents who are likely to use them in the future. There is nothing per se wrong in taking student samples, as is overwhelmingly practiced, and many remarkable constructs have been developed and operationalized in this way. Only when the construct formulation precludes certain socio-demographic groups like students from its ambit, this becomes especially problematic (Robinson *et al.*, 1991).

Though individual item means, scale means, and standard deviations across different sample groups represent useful information as they offer a frame of reference and comparison points for the potential scale user, it is often overlooked the fact that a raw score on a measurement instrument is not particularly informative about the position of a person in singular on the characteristic being measured.

One last major issue is that of response set bias. It refers to a tendency on the part of individuals to respond to attitude statements for reasons other than the content of the statements (Paulhus,

1991). Two important sources of this are acquiescence bias and social desirability bias. The former can take the form of responses that reflect an attitude change in accordance with a given situation, where respondents are willing to go along with anything that sounds good or are unwilling to look at the negative side of an issue. The latter occurs when respondents try to make a good impression: they may purposefully score low on measures assessing socially undesirable characteristics or purposefully score high on measures assessing socially desirable characteristics.

2.2.2 Mediation and its Testing

A mediator, also known as an intervening or process variable, is a variable that fully or partially accounts for the relationship between an independent variable and a dependent variable (See Fig 2.1). In other words, a mediator represents a path through which a major effect of the independent variable reaches the dependent variable. If the postulation that the mediating variable is causally related to the outcome is correct, something that substantially changes the mediating variable will, in turn, change the outcome (Baron & Kenny, 1986). Complete mediation is the case in which the independent variable (IV) no longer affects the dependent variable (DV) after the mediator (M) has been controlled and so path c' is zero. Partial mediation is the case in which the path from IV to DV is reduced in absolute size but is still different from zero when the mediator is controlled.

An example may be given: if holiday identity is a complete mediator of the holiday dependence-loyalty relationship, then something that can negatively influence holiday identity will cause the holidaymaker to ignore any previous holiday dependence based attachment and switch to another service provider or holiday brand. In the partial mediation case, holiday service providers will have more latitude to cope with a few negative encounters affecting the holiday identity component, since holiday dependence still has a lingering effect on loyalty. The difference between full and partial mediation is schematically shown in figure 2.3. The practical significance of a mediating relationship like this is that IV becomes a less relevant predictor of DV as the mediating role of M becomes significant (Asher, 1976; James & Brett, 1984).

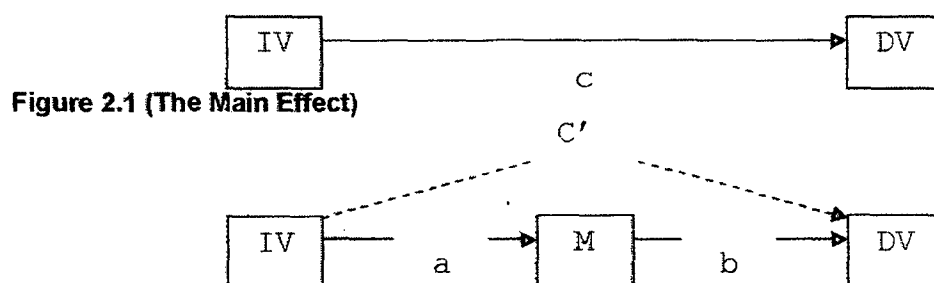


Figure: 2.2 (The Mediation Effect)

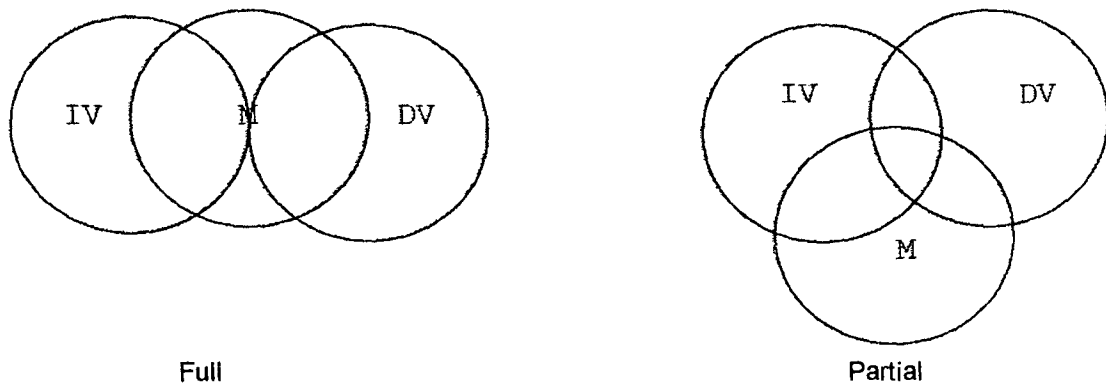


Figure: 2.3 (Full and Partial Mediation)

The first step in mediation is to show that the predictor variable X is related to the outcome variable Y . If this first analysis is not significant, then one must stop looking for a mediated relationship also. The second step is to show that the distal predictor (X) predicts the mediator (M). At this stage, for M to mediate, there should at least be a correlation between X and M . If X exerts its effect through M then if one control for M , the X variable should no longer be related to Y . In other words, in the combined regression equation $Y = a + b_1M + b_2X$, b_2 should emerge as statistically insignificant and b_1 significant. Also, the variance explained by the model implied by the above equation should be significant, overall.

Looking at figure 2.2, the amount of mediation is $c-c'$. Also, the indirect effect of the IV on DV is, $a*b$. Test of the significance of this indirect effect may be done as follows:

$$M = \frac{ab}{\sqrt{S_a^2 S_b^2 + b^2 S_a^2 + a^2 S_b^2}}$$

Where:

- $a = b_2$ from $M' = b_0 + b_2 X$
- $b = b_3$ from $Y' = b_0 + b_3 M + b_4 X$
- S_a = standard error of a
- S_b = standard error of b

2.2.3 Moderation and its Testing

According to Baron & Kenny (1986), "A moderator is a qualitative or quantitative variable that affects the direction and/or strength of the relation between an independent or predictor variable and a dependent or criterion variable". Its function can be metaphorically that of a reverse gear, a break, or an accelerator. The difference between mediation and moderation is that, a moderation

variable (Z) explains *when* X is related to Y and a mediator variable (M) explains *how* X is related to Y.

In simple cases of multiple regressions, the two predictors are in an additive relationship with the criterion (Pedhazur, 1982). That is, the relationship between X and Y is not fundamentally changed by including Z in the prediction equation. Nor is the impact of Z altered by the inclusion of X. The two effects can, therefore, be simply added together. When variables exert only straightforward additive effects, they are referred to as main effects. However, sometimes the effect of one predictor is changed based upon the addition of a second predictor. Perhaps the relationship between X and Y is strong and positive when Z is absent, but weak when Z is present. Or, perhaps the relationship between X and Y is positive when Z is present and negative when Z is absent. In these examples, the relationship between X and Y is conditioned or moderated by Z. In essence, Z regulates the relationship between X and Y. It is said that X and Z interacts, since the effect of each variable is dependent on the effect of the other (McClelland & Judd, 1993). They work together to predict Y. The importance of Z is not that it directly impacts the dependant variable, it may or it may not. Rather, Z matters because it influences the relationship between X and Y. Note that, either X or Z could be termed the moderator, depending on theory.

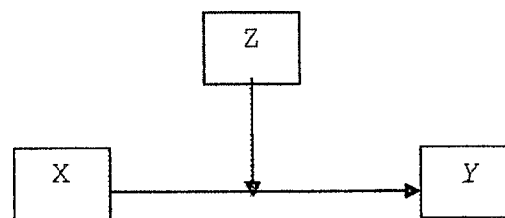


Figure 2.4 (The Moderation Effect)

The regression equation used to analyze and interpret a 2-way interaction is: $Y = b_0 + b_1(X) + b_2(Z) + b_3(X \cdot Z) + e$. The last term ($X \cdot Z$) is simply the product of the first two; b_3 can be interpreted as the amount of change in the slope of the regression of Y on X when Z changes by one unit (Aiken & West 1991; Friedrich, 1982). This sort of an understanding relates interaction effect with the general non-linear effect. In the latter, the only difference is that the predictor is some powers of X; i.e., X^a . Thus, it may also be said that, problems associated with the non-linear effect like low power and scale dependence equally apply to interaction effect too (Cortina, 1993).

The interaction effect can happen even when there is multicollinearity among the input variables, which however, does not imply moderation in the true spirit of the term. One of the first prerequisites before testing for moderation is to examine correlation among the independent (X) and moderating (Z) variables and correlation that X and Z have with the interaction term XZ. If

there is a significant high correlation, X and Z variables have to be mean-centered before testing the significance of the interaction term (Aguinis, 1995; Cohen & Cohen, 1983). In the opinion of Southwood (1978) and Schoonhoven (1981), a moderating effect is indicated by the statistical significance of this multiplicative interaction term irrespective of the statistical significance of its constituent parts. However, some argue that at least a slight increase in the variance explained by the overall model is vital in establishing moderation (Stone, 1988). The main support for this stance comes from the principle of parsimony: don't make things more difficult than they have to be; try to explain things as simply as possible; use the fewest variables with the simplest relationships among them.

To test for an interaction, there will be at least three predictor variables in the equation. Note that the relationship among these variables is complex and multiplicative, not simple and additive. To model a multiplicative relationship takes a lot of subjects and many interaction tests fail simply due to lack of power (Schmidt *et al.*, 1976).

2.2.4 Mediated Moderation and Moderated Mediation

A mediated moderated effect occurs when an interaction effect (XZ) on Y is transmitted through a mediator (M). A moderated mediation effect is said to have occurred when a variable (M) mediates the X-Y relationship, but a fourth variable (Z) moderates the M-Y relationship. Due to low power and increased multi-collinearity, it is difficult to establish this effect in resource-limited practical experiments.

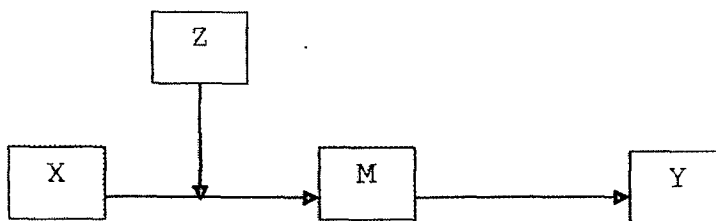


Figure 2.5 (Mediated Moderation)

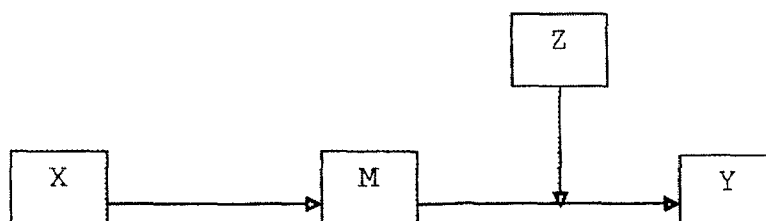


Figure 2.6 (Moderated Mediation)

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METHODOLOGY AND RESEARCH PROCEDURES

This chapter discusses the specific procedures used by the present researcher for scale development as well as hypotheses testing. Besides, a glance into the onto-epistemological and the moral perspectives assumed by the researcher is provided.

3.1 JUSTIFICATION FOR THE PARADIGM AND METHODOLOGY

A paradigm is a framework of thought or a scheme for understanding and explaining certain aspects of reality. It forms the basic theoretical framework for formulating hypotheses, their testing, and explanations. A paradigm describes an approach and compactly codifies central concepts and their relations in a substantive area of knowledge. Paradigms are essentially social constructions, historically and culturally embedded discourse practices, and therefore resistant to quick changes (Kuhn, 1962).

There has been considerable interest in recent years in the role of philosophical assumptions and paradigms in doing research. During the 1970's and 1980's prominent concerns were raised about the limits of quantitative data and methods often associated with positivism, the prevailing paradigm. Positivism assumes an objective world, which scientific methods can more or less readily represent and measure, and it seeks to predict and explain causal relations among key variables. Critics argued that positivistic methods strip contexts from meanings in the process of developing quantified measures of phenomena (Guba & Lincoln, 1994). In particular, quantitative measures often exclude members' meanings and interpretations from data that are collected. These methods are alleged to impose outsiders' meanings and interpretations on data. And they require statistical samples, which often do not represent specific social groups and which do not allow generalization to or understanding of individual cases. Finally, quantitative and positivistic methods are predisposed to exclude discovery from the domain of scientific inquiry, it is pointed out. In the area of consumer research, acclaimed academics like Hirschman & Holbrook (1992) pleaded for imbuing research with more and more lyricism, both in content and form. Scientific theories cannot survive without the possibilities of reinterpretation that poetics keeps open for them (Fleischacker, 1996; Sherry & Schouten, 2002; Zinkhan, 1994). Holbrook (1995) traces the evolution of business-school research over the past generation from what he states as "Scientific Marketing Research Is Neopositivistic Managerially-Relevant Studies of Decisions to Buy Goods and Services" - the state of the subject in the mid-1960s to today's "Research Is Studies." It is to be accepted that research has become more abstruse, less "relevant" - certainly less practitioner-

oriented. Major competent paradigms that are frontrunners for the privileged space that positivism accumulated in its favor till the middle of twentieth century are, interpretivism and postmodernism.

Between these, postmodernism, by definition cannot have a defining paradigm. It is characterized by "a hostility towards generalizations" and is bound to everlastingly remain in a pre-paradigmatic flux (Brown, 1996). The postmodern virtue of glorifying pluralism has the unique merit of motivating relentless search for alternative pathways and explanations for anything and everything and in that process it crushes orthodoxy and authority, and thus, is the best bet for innovations in theory and practice. If we accept that falsification is the only reasonable aim of science, postmodern critique is essential to the development of the scientific enterprise via the process of creative destruction. However, the researcher believes that postmodernism could not have made any of its contributions were it not for the boundary of positivism it is surrounded by, in relationship to which the contributions of the former can be judged, and in whose terms its achievements are communicated.

Thus, it is definitely not that positivism has been defeated in the midst of these attacks. It has indeed assimilated a whole lot of assumptions basic to its competent paradigms and fortified itself. Post-positivism, its neo-variant, for instance, is consistent with positivism in assuming that an objective world exists but it assumes the world might not be readily apprehended and that variable relations or facts might be only probabilistic, not deterministic. Many of the present day positivists are aware of the potential seeds of contradiction latent in their theories. The positivist focus on experimental and quantitative methods used to test and verify hypotheses have been complemented to some extent by an interest in using qualitative methods to gather broader information outside of readily measured variables. Also, post-positivists are seen increasingly concerned to develop methods that can preserve contexts and broader meanings associated with data, too. Finally, the position that the one should research only what is personally interesting irrespective of its practical relevance is becoming a stance more and more acceptable among positive academics as well.

For researchers, there is an implicit choice of what experiments are worth doing and how best the results should be interpreted, even though they are often than not swayed by the positive heuristic of strong research programs governing contemporary research (Polkinghorne, 1988). According to Polanyi (1985), science is an activity that can be pursued only by persons and the nature of scientific knowledge is absolutely personal. Consequently, clarifying assumptions related to personal values is vital while doing research (Clarke, 1998; Easterby-Smith *et al.*, 1997; Proctor, 1998). So, what does the brief exposition given above translate into when it comes to the present research in respect of what the researcher hold as the nature of social reality and how he plans to access it?

For one thing, he does not adhere to any of the paradigms as sole means to any sacred truth...he is playful like a postmodernist...but not dutifully and repressively playful lest he may be marked as a positivist fan of postmodernism. Meta-discourses outside the premises of our own science are invoked to legitimize our science and since these logo-centric meta-discourses themselves are not verifiable, any science can offer, at the best, one perspective. The researcher believes that different paradigms provide competing and sometimes conciliatory models to understand social facts and phenomena. It may be said that different paradigms can be conveniently employed to provoke different readings of a phenomenon. Not only that, without a guiding paradigm one cannot virtually conceive the existence or otherwise of social facts and phenomena because conception is always through a model and models are always provided by a paradigm. This is to say that epistemology models ontology. In other words, reality can be known only through theoretical perspectives and hence a theory and its empirical validation are not characteristically separate.

Should one abandon a theory if a single or a few evidences are propped up against it? For Popper (1984), it is a big yes. For him, science is hypothetico-deduction and the true spirit of scientific endeavor is the incessant attempts aimed to refute the prevailing order. While broadly joining with Popperianism, the present researcher believes that there are chances wherein theories may be underdetermined, or even contradicted, by data. There have been a large number of embarrassing episodes in science in which totally incorrect conclusions have been reached through errors about background effects. Nearly always, one has to solve the equations in some sort of approximation and may be one had not hit the right way to do that. Or, the experiments were fundamentally flawed. So, when should a theory that is facing empirical invalidation be readily abandoned and when should it be maintained? For the present researcher, the keyword here is "beauty" since science itself is the imaginative love of the hidden and mysterious beauty of the multi-faceted world. He believes that beautiful conceptualizations should be given some sort of discriminate favor to see if success could be snatched from apparent failures. Paul Dirac (1963) proclaimed that it is more important to have beauty in a model than to have them fit experiments. Of course, he did not mean that empirical adequacy was unnecessary, but certainly meant that if a beautiful model did not appear to fit experimental evidence, there were various possible ways out of the difficulty.

When scientist Linus Pauling was requested to provide the derivation of his theory of electro-neutrality, he retorted quickly that there is no derivation and that it is all made up, though he was deep inside his heart sure about its truth (Marinacci, 1995). This is the overall perspective that guided the present researcher throughout: from boyhood days, he has been inclined to make intuitive jumps and as a spirited human being he did not desperately seek so much for an objective authenticity permanently out there as he sought for an existential authenticity remarkable for its provision to him the experience of an intensely emotional bond and a real

intimacy with the job at hand. For him, arriving at conclusions instinctively and then frantically searching for evidences and explanations from somewhere and somehow for such inferences has been a real passion for so long. If self-indulgence is the only reasonable aim of research, the present researcher feels that he gets more of it from his "arational" and existential involvement with this study. Research is a chancy business and if that "objective reality out there" has somehow been successfully captured by this work, it is more due to the mechanistic part of the research design.

Are the above-narrated musings betraying some sort of postmodernist leaning? Let it remain partly unanswered for now. Truly, in the formal design, postmodernism is certainly out of scope for the present research, primarily because its goal is not to model the inherent contradictions in any dominant theoretical design that became instrumental in giving undue authoritarian advantage to the claims of any privileged group. This work erects an edifice, rather than destabilize an existing one. But, simultaneously, the researcher holds that the post-industrial society in which we live and transact is ever becoming an exemplification of the utopian postmodern epoch and to be a tourist is one of the characteristics of the postmodern experience (Urry, 1990). While maintaining that symbolic and socially constructed reality enters into this research as important contents too, the same do not necessarily force the researcher to be a postmodernist. For instance, Levy (1981) could comfortably espouse structural symbolism as a legitimate modernist project. That is, even a structural-functionalist can hold that goods serve vital cultural functions in the society. For another thing, since to be postmodern is one of the sought after characteristics of present-day touristic experience the researcher is acutely aware of the spatio-temporal boundedness of the model that he intends to build provides a conscientious support for him to beg for the liberty to disown and refute the present model and the assumptions held behind it at any later period of time, too.

The researcher is of the opinion that, although neo-positivists are right in imposing tight scientific standards on hypothesis testing, they should loosen up considerably in accepting various routes to idea building. Multi-method, mixed-method and reflexive traditions of research should be given a freer hand at this stage. For the present study, in the initial stages of the design, especially at the stage of item generation for the holiday attachment scale, it was deliberately sought to minimize the distance between "what is being said" and the "who is saying it," which would otherwise have the effect of obscuring the subjectivity of the point of view expressed and overlooking a wealth of personally held perspectives. A poetic construction approach to knowledge helped to protect many fragile ideas from being rejected before they are sufficiently well structured to bear the burden of confrontation with quantitative data (Jackson, 1998). This means, though minimally, an adoption of the paradigmatic stance of interpretivism. However, once the scale took shape in its preliminary form, the rhetorical baggage of the objective stance

was closely embraced. This is done primarily to serve the dual purposes of enlarging the scope of the model along with enriching its depth.

Finally, a few words about the report writing style. Sherry & Schouten (2002) beseech consumer researchers to identify themselves as “researcher-poets” as a means to overcome the crisis of representation. These pieces of paper have been mostly about the conventional mode of knowledge transfer- words in linear order. That other mode takes place in the mysterious reaches of the readers’ minds, of course; and as a medium and a message, the researcher can at the best only facilitate it. If rhapsodic verses are found in this report here and there, it is only that the researcher wanted to share with his readers the genuine taste of his own consumption experiences that he experienced while undertaking this research for which the precise, linear, and passive language of the academia may be inadequate. Attempts have been made throughout to blend the benefits from the objectivistic elitism of the neoclassic style and the transcendent depths of the poetic style. It is up to the reader to suggest whether this was right or wrong, however.

3.2 RESEARCH PROCEDURES

This session details the analytical aspects of the methodical procedures adopted for conducting the present study.

The sample size for the scale development was 80 and that for the model testing was 60. For this research, probability sampling was used as much as practically possible; however, it is to be admitted the fact that the data for scale development came from the graduate students of the university may dilute the above claim: cent percent of the sample for the scale development came from student respondents. This is definitely a convenience sample. For the hypotheses testing, the sample size was 60 and was composed of tourists visiting Goa. Data was collected from the beachside, bus terminals, hotel lobbies, and tourism information counters. A few questionnaires were sent by e-mail to the email addresses of those tourists who expressed willingness to respond at a later time and their responses were received after they returned back home.

As stated elsewhere, certain proportion of convenience sampling was unavoidable given the general attitude of individuals especially those on tour to respond to a very lengthy questionnaire. For many of the international tourists visiting the study region, the language used for the questionnaire, English, was not their language, too. It was thought that this compromise could be justified also because the differing influence of the dynamics of diverse population segments would be relatively immaterial for the variables under study.

3.2.1 Scale Development Procedure

The scale development process started off with the tentative conceptualization of holiday attachment as a two-dimensional construct, its dimensions being holiday dependence and holiday identity. This is because, widely accepted measures of *place attachment*, which was the primary model guiding its development, was also conceived to have two dimensions: place dependence and place identity (Proshansky *et al.*, 1983; Williams *et al.*, 1995; Williams & Roggenbuck, 1989). However, some of the items that were initially generated (given in Appendix-I) from informal interviews and review of literature (See chapter 2) as part of the scale development process gave the suggestion that there could be another meaningful dimension, part of the characteristics of which may be filtered out from the holiday dependence dimension. Some of the items that were generated as inputs for scale construction that were expected to constitute holiday dependence spoke about pure, unconstrained individual utility while others seemed to embody utility as a socio-culturally situated entity. As in any sorting or abstraction task involving a finite set of complex elements, several non-equivalent bases of categorization are available and to select the "right" one out of this is not simple, and often involve arbitrariness and the play of subjectivity.

Optimistically, it was decided to incorporate this doubt into the definition of holiday attachment. However, a final decision w.r.t. the number of dimensions the scale should contain was left open-ended for the time being. There was a bias towards only two dimensions rather than three, the main argument in whose favor was the principle of parsimony; then, as said above, the place attachment research too suggests only two dimensions. Initially, a list of 74 items (See Appendix-I) was generated moving back and forth the literature and previous case study inferences with a view to tap the domain of the construct. This is a judicious mix of rational and empirical approaches to generate items. Given below are some the sample talks from interviews from tourists that gave broad indication of dimensions:

"The beaches here are so clean... calm... and the best for swimming".

"Traveling by that bullock-cart was great... I enjoyed sitting back and taking the stunning rural scenery... I can show these photos to my friends back home".

"Well, the timings were wonderfully synchronized... everything was arranged perfectly... nice stay, good food... and what not!".

(Indicative of holiday utility)

"This holiday was a pilgrimage for me... now I know who I am".

"It's something which I have been carrying along with me from childhood in my most cherished dreams... now I discovered it... or, it discovered me!".

"Heey... I don't know how to tell about this experience... but, I can heed my heart singing tunes in its praise".

(Indicative of holiday identity)

"Most in my friends'-circle have been here... I was feeling ashamed to tell them I haven't been yet".

"Look here... this is my darling... it was for her that I'm here too. She loves this holiday to her heart and swayed me".

"As for me, my first and final concern is that I should reach back home safely. Everything else is secondary."

(Indicative of holiday contextuality)

These initial items were refined and edited for judging the content validity by a group of four experts who were faculty members or doctoral candidates in the area of consumer behaviour with domain expertise in tourism. The judges were asked to rate each statement in terms of its ability to represent holiday attachment in general and its proposed three dimensions in particular. Each statement was rated on the following three-point scale: (a) clearly representative of holiday attachment; (b) somewhat representative of holiday attachment; (c) clearly not representative of holiday attachment. Average rating for each statement was calculated. Statements that were rated as clearly not representative of holiday attachment were dropped right away and those rated as clearly representative of holiday attachment were accepted. Those statements that came under the somewhat representative category were given for brainstorming at a session (all referees were brought together in a chat-room), some of them were accepted and remaining ones rejected based on broad consensus. Some suggestions from the judges intending to reduce the net number of items while not compromising face validity were incorporated into the re-coining of the statements. In the end, 21 items passed the judgment. Same procedure was adopted to judge the allocation of these items across the proposed dimensions too. A few of the statements were judged as constitutive of another dimension than the one originally anticipated by the researcher and reorganization of statements was done accordingly. As expected, most divergent views among judges in this regard propped up in the matter of certain items, which, according to some judges, belonged to the holiday utility dimension while others argued that they constituted the holiday contextuality dimension. Again, a final decision about the fate of these items was kept on pending till data collected and confirmatory factor analysis done.

In the next stage, the selected items were administered among the graduate students of the university who have recently taken part in different types of holiday activities, to examine the scale reliability and further assessment of validity. Six point likert-type scales were used for the statements. A six point scale comprising of strongly agree to strongly disagree was used to indicate the degree of a respondent's agreement or disagreement with each item expressed in the form of statements. Positive statements are scored from 1 to 6 for "strongly agree", "agree", "agree a little", "disagree a little", "disagree", and "strongly disagree" responses and negative statements are reversed in scoring from 6 to 1 on responses of "strongly agree" to strongly disagree". The questionnaire was re-administered among the graduate students after a gap of one month to see the temporal consistency. They were asked to recall the same holiday about which they responded previously and reply. Data analysis and results are presented in chapter 4.

The aggregate and component-wise responses of a few student respondents who are known to have been religiously adhering to certain holidays and purchased the same were further examined to see if both tallies. This was to check *known group validity*. The results were

Holiday Attachment: The construct, measure, and its relation with customer loyalty

rechecked with them for verification. However, this remained as a simple, informal, qualitative procedure, with no claim of statistical significance for the results.

To test *discriminant validity*, place attachment scale (Williams, 1989) was found to be a reasonably good choice. In the statements constituting the original place attachment scale, wherever the word “place” appeared, was substituted with the word “holiday” and was administered among the same students.

Some of the above graduate students were respondents to another study conducted by the researcher involving the HOLSAT construct. The HOLSAT scale developed by Tribe & Snaith (1998) is informed by the P-E gap paradigm and is an improvement upon the existing holiday satisfaction measures. It offers a valid measurement of tourist satisfaction with holidays. The data collected from this previous survey was put to use to examine *convergent validity*. It was hypothesized to have a fairly strong, positive correlation between these two constructs.

Test of nomological validity is definitely not a deliberately calibrated process conducted at specific instances and in singular relationships. Instead, it establishes itself through the outcomes of the series of experiments involving the construct and other constructs. Since one of the hypotheses for the present study was that holiday attachment predicts holiday loyalty, it could be a typical instance to establish nomological validity. Claims of nomological validity would be strengthened if the holiday attachment scores are positively and significantly correlated with the scores on the loyalty construct for the same respondents.

3.2.2 Procedure for Hypotheses Testing

Once the basic validity and reliability checks of the scale were done, the scale became a component of a larger questionnaire designed to collect data relevant to the testing of hypotheses. The questionnaire, given in Appendix-II, in addition incorporated the loyalty scale developed by Shamdasani & Balakrishnan (2000) and novelty seeking scale developed by Lee & Crompton (1992).

Shamdasani & Balakrishnan (2000) operationalized loyalty from the definitions of consumer loyalty and service loyalty given by Bitner (1990) and Dick & Basu (1994). According to the loyalty scale, loyalty is composed of the four items of repeat patronage, switching behavior, word-of-mouth recommendations and complaints; i.e. a loyal customer is one who will re-patronize a service, will recommend the provider to others, will not switch to another provider, and will not complain. Though no tourism-centric validity-reliability analysis was done for this scale before, it was still considered as a good choice, since it was primarily designed to measure service loyalty and that the items constituting the scale are flexible statements into which the name of the

concerned product/ service may be inserted. This means that, while using for healthcare marketing research, an item could be "I will recommend this doctor to others" and while using for the present research it could just be "I will recommend this holiday to others". However, face validity was reexamined with a couple of colleagues after such modifications are applied to the basic scale structure and found satisfactory. The unidimensionality of this measure was also assessed using single factor analysis with Principal components and Cronbach's alpha measure of internal consistency was estimated to be at 0.74. Normally, this much examination of the scale will do for a preliminary study (Grosf & Sardy, 1985).

As mentioned elsewhere, according to Lee & Crompton (1992) desire for novel experiences among tourists varies along a continuum from novelty seekers to novelty avoiders and this was operationalized in terms of the four dimensions of thrill, change from routine, boredom alleviation, and surprise. Their novelty seeking scale was composed of 21 items along these dimensions. Though the use of this scale means that the final questionnaire would be quite unwieldy, it was still retained given that it is a tourism-centric scale with proven validity and reliability thus minimizing the criticism of incorporating into the proposed model everything that are either entirely novel (holiday attachment construct) or untested for tourism (loyalty construct).

The data-analytical procedures associated with hypotheses testing are described in chapter-4.

3.3 Ethics and Ethical Considerations

The researcher is aware that the discovery, creation, transmission, and accumulation of knowledge and the practice of research are social processes involving ethical considerations and behavior at every stage; research results are, in a large part, what researchers bring to the research event (Becker, 1970; Doheny-Farina, 1993); the authority and credibility rests on the researcher's ability to be ethical about him, the manipulation and interpretation of data, and the construction of the research report. In this section, some of the ethical difficulties encountered by the researcher, especially those concerning responsibility and trust, are discussed.

But before that, the researcher intends to make a point of mild departure by holding that ethics as understood generally is just an arbitrary filter constituted by social norms through which every research is passed and comparative judgments of works of research are made. If the filter is constructed scientifically or if the social norms are scientific, ethical concerns need not be viewed as an issue separate from methodological concerns. Thus scientific ethics is a redundant expression, if not nonsensical, since it constitutes mere statements of facts in disguise. Also, if a scientific study is found to be unethical by a judge based on terms of reference of any extra-scientific pagan faith, researchers involved in that study should not be held responsible too. (Readers of this dissertation are requested to read this section together with section 3.1 titled

Justification for the Paradigm and Methodology' to get a feel of the more general position adopted towards this study. There, the researcher appeals that studies need to be appreciated "rationally" and subscribing to the absolute value of any direct or indirect standard should be for "specified" purposes).

Given this much, an informed ethical sensibility has been integral to this research from its beginning to the end. Proper care was taken to match the subject position taken by the researcher vis-à-vis the claims made out of the results of data analysis. Just like any other applied social science research endeavor, problems and dilemmas involving the participants right to privacy and informed consent have been encountered in this research too. The holiday attachment scale as well as a major portion of the final questionnaire has been statistically analyzed with data from graduate students and the researcher was a contributory faculty for the business research methods course for them. However, so as to avoid any sense of compulsion, questionnaires were distributed to them only after the academic term was over and results declared. Also, explicit mention was given in the questionnaires about their absolute liberty not to participate with the survey. Wherever applicable, the fact that the respondents were tourists and were here to spend time in leisure was given due respect while approaching them for responses. Proper care was taken to ensure that they did not feel "at work", while participating in the survey. The researcher was conscious that individuals from different cultures have different thought patterns and time concepts. Since the questionnaire was lengthy, many a time it so happened that respondents felt uneasiness in finishing from beginning to end. In many cases, breaks of a few minutes were given during which time snacks or drinks were served. Some of the respondents decided not to finish the questionnaire and no compulsion was made upon them. It was decided after a few interviews that identification information is not to be asked from them since it was observed that they were generally uncomfortable about it (See Senese, 1997).

This section is concluded by noting moral philosopher Alasdair MacIntyre, for whom our contemporary society is conspicuous for its absence of an agreed moral basis for decisions, which has reduced ethical debates to the strident assertion of individual opinions. Being a captive of his own times, he present researcher too cannot naively assume away that the positions taken for this study are exceptions and will have a smooth passage through the universal prism of value judgment.



DATA ANALYSIS

This chapter demonstrates the important outputs of different analytical procedures using SPSS employed for scale construction and for hypotheses testing, with brief explanations attached to them. Detailed interpretations of the findings are given in the next chapter.

4.1 ANALYSIS FOR SCALE CONSTRUCTION

4.1.1 Inter-rater Agreement & Content Validity

Variable	Dimension		
	HU	HI	HC
V1	4	0	0
V2	4	0	0
V3	2	0	2
V4	3	0	1
V5	4	0	0
V6	0	4	0
V7	0	4	0
V8	0	4	0
V9	0	4	0
V10	1	0	3
V11	0	0	4
V12	0	0	4
V13	0	0	4
V14	3	1	0
V15	3	0	1
V16	3	0	1
V17	0	4	0
V18	0	0	4
V19	0	0	4
V20	3	0	1
V21	0	2	2

The following table (Table 4.1) summarizes the votes given by 4 judges as to which dimension each of the 21 variables fall. (For instance, all the four judges voted V1 as belonging to holiday utility; 2 out of 4 voted V21 as belonging to holiday identity and the remaining 2 voted it as belonging to holiday contextuality). The single measure intra-class correlation (an index of the ratings of a typical single judge), the average measure intra-class correlation (an index of the reliability of all the judges averaged together), and the alpha coefficient are estimated and abridged below. Also, Kendall's tau correlations between pairs of judges are determined and presented (Table 4.2).

Summary of related analysis:

Single Measure Intraclass Correlation = **.5592**

Average Measure Intraclass Correlation = **.8354**

Reliability Coefficient
Alpha = **.8308**

Table 4.1

Correlations

			JUDGE1	JUDGE2	JUDGE3	JUDGE4
Kendall's tau_b	JUDGE1	Correlation Coefficient	1.000	.521**	.450*	.733**
		Sig. (2-tailed)	.	.009	.024	.000
		N	21	21	21	21
JUDGE2	JUDGE2	Correlation Coefficient	.521**	1.000	.581**	.521**
		Sig. (2-tailed)	.009	.	.004	.009
		N	21	21	21	21
JUDGE3	JUDGE3	Correlation Coefficient	.450*	.581**	1.000	.450*
		Sig. (2-tailed)	.024	.004	.	.024
		N	21	21	21	21
JUDGE4	JUDGE4	Correlation Coefficient	.733**	.521**	.450*	1.000
		Sig. (2-tailed)	.000	.009	.024	.
		N	21	21	21	21

** Correlation is significant at the .01 level (2-tailed).

* Correlation is significant at the .05 level (2-tailed).

Table 4.2

4.1.2 Factor Analysis for Examining the Scale Dimensions

The 21 items that were loaded onto the theoretically sound three dimensions are displayed below. In fact, the screeplot suggested one more dimension. But, the inclusion of this fourth dimension could have in no way jelled with the prior theoretical assumptions that guided the research. The common thread interlinking most of the items in the first factor is, as hypothesized, holiday utility. Holiday identity is the underlying commonality among variables in the second factor, and holiday contextuality in the third. The variance explained by these factors individually and the cumulative variance is summarized in table 4.3. The confirmatory factor analysis results are presented in table 4.4.

Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	6.033	28.727	28.727
2	4.483	21.349	50.076
3	3.990	18.998	69.075

Extraction Method: Principal Component Analysis.

Table 4.3

Rotated Component Matrix ^a

	Component		
	1	2	3
opportunity to do the most likeable things in life	.940		
best mix of activities and comforts	.917		
addiction to recreation activities	.902		
the best mix of attractions	.857		
superb food, stay, and transit	.816		
holiday a classic time-resource management case	.816		
appropriate itinerary design	.812		
service of reliable support staff	.756		
self-identification with the holiday		.853	
enjoy holiday for its own sake		.822	
holiday has a beautiful heart and soul		.793	
relate holiday experiences to other aspects of life		.792	
holiday as the real-life embodiment of an ideal world		.768	
happiness even if some segment of holiday fails		.766	
dedicated services for the continuation of holiday		.613	
socio-cultural admiration for takers of holiday			.849
customer relationship extending beyond trip			.833
life-cycle stage favorable for holiday			.827
quick and fair redress in case of problems			.757
holiday addresses privacy and security concerns			.735
happiness of loved ones through holiday purchase			.731

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

(Loadings Below 0.6 suppressed for clarity)

Table 4.4

Reliability analysis (alpha) was conducted for the scale as a whole (Table 4.5) and then for each of the components constituting the scale (Tables 4.6,7,& 8). The rule of thumb for reliability analysis, according to Nunnally (1978) is that reliability level of 0.70 will suffice in exploratory

settings though in those applied settings where important decisions are made a minimum reliability coefficient of 0.90 is a must. The overall alpha value was determined to be 0.8570. Note also that no corrected inter-item correlation fell below 0.3, which is a positive signal of the internal consistency of the scale. "Alpha if item removed" column gives figures, none of which is above the aggregated alpha value for all the items taken together. This means that the overall internal stability will be negatively affected if any variable is removed from the membership in the scale.

Alpha values arrived at from the dimension-wise analysis are also presented. Note that the above said conditions are satisfied here also; in addition, the alpha value for no component fell below the alpha value for the overall scale. Theoretically, the within dimension stability is to be higher than the overall stability for the scale. Hence, this condition is also satisfied for the present scale.

4.1.3 Reliability Analysis (A L P H A) for the Scale

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
V1	61.5294	135.6141	.5597	.8460
V2	61.6667	136.3067	.5138	.8478
V3	61.7843	140.0925	.3647	.8538
V4	61.7843	138.0125	.4465	.8505
V5	61.8627	139.4808	.4172	.8516
V6	61.8824	134.1859	.5958	.8445
V7	62.0196	137.5796	.4481	.8504
V8	61.7255	142.0031	.3718	.8531
V9	62.1176	140.5459	.3965	.8523
V10	61.7843	136.5325	.6446	.8443
V11	62.1176	139.3059	.4369	.8508
V12	61.9216	141.6737	.3644	.8534
V13	62.1373	142.3608	.3608	.8535
V14	61.5882	135.6471	.5421	.8466
V15	61.7255	142.4831	.3363	.8544
V16	62.1373	133.5608	.5572	.8457
V17	62.2549	137.6737	.4057	.8524
V18	62.0980	143.8902	.3100	.8551
V19	61.9412	142.0965	.3435	.8542
V20	61.6863	142.3396	.3462	.8540
V21	61.8431	139.5349	.3782	.8533

Reliability Coefficients

N of Cases = 51.0 N of Items = 21

Alpha = .8570

Table 4.5

4.1.4 Reliability Analysis (Alpha) for Holiday Utility

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
V1	22.5333	50.5243	.8787	.9343
V2	22.6333	50.2023	.8769	.9343
V3	22.7000	52.0780	.7134	.9457
V4	22.7333	51.3175	.7883	.9404
V5	22.8833	50.9523	.8084	.9390
V14	22.6167	49.1218	.8874	.9334
V15	22.6500	52.9771	.7654	.9418
V20	22.5500	54.0822	.7242	.9444

Reliability Coefficients

N of Cases = 60.0 N of Items = 8

Alpha = .9464

Table 4.6

4.1.5 Reliability Analysis (Alpha) for Holiday Identity

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
V6	17.8462	33.6635	.7997	.8777
V7	18.0000	33.9687	.7282	.8855
V8	17.6769	36.0346	.6855	.8908
V9	18.0923	35.8663	.6796	.8912
V16	18.0923	32.8976	.7613	.8816
V17	18.2462	32.5947	.7175	.8878
V21	17.8615	35.4024	.6231	.8973

Reliability Coefficients

N of Cases = 65.0 N of Items = 7

Alpha = .9021

Table 4.7

4.1.6 Reliability Analysis (Alpha) for Holiday Contextuality

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
V10	14.7231	19.7659	.7109	.8841
V11	15.0769	18.1346	.7615	.8758
V12	14.8462	18.2885	.7442	.8786
V13	15.1077	18.8788	.7520	.8775
V18	15.0923	19.6476	.6997	.8854
V19	14.8462	18.4447	.7007	.8860

Reliability Coefficients

N of Cases = 65.0 N of Items = 6

Alpha = .8991

Table 4.8

4.1.7 Test-retest reliability

This could be calculated for only 10 respondents. The Pearson bivariate correlation analysis output for the holiday attachment scores taken at two time periods in a gap of one month approximately is summarized below in table 4.9.

Correlations

		HA	HARETEST
HA	Pearson Correlation	1.000	.786**
	Sig. (2-tailed)		.007
	N	10	10
HARETEST	Pearson Correlation	.786**	1.000
	Sig. (2-tailed)	.007	
	N	10	10

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.9

4.1.8 Convergent Validity

The correlation between HOLSAT, the Holiday Satisfaction instrument, and holiday attachment is presented below (Table 4.10). There is a significant correlation of 0.61 between the two constructs.

Correlations

		HA	HOLSAT
HA	Pearson Correlation	1.000	.610**
	Sig. (2-tailed)		.000
	N	30	30
HOLSAT	Pearson Correlation	.610**	1.000
	Sig. (2-tailed)	.000	
	N	30	30

** . Correlation is significant at the 0.01 level

Table 4.10

4.1.9 Discriminant Validity

The correlation between the constructs of place attachment and holiday attachment is presented below (Table 4.11). There is a correlation of 0.226 between the two constructs, which is negligibly small. But, this is non-significant, which means that, it is difficult to generalize the conclusion that place attachment and holiday attachment discriminate from one another.

Correlations

		HA	PA
HA	Pearson Correlation	1.000	.226
	Sig. (2-tailed)		.231
	N	30	30
PA	Pearson Correlation	.226	1.000
	Sig. (2-tailed)	.231	
	N	30	30

Table 4.11

4.1.10 Nomological Validity

Nomological validity analysis is to examine the relative positioning of the holiday attachment construct in the nomological network of categories. An attempt to do this will be seen the following section. As discussed elsewhere, holiday attachment is posited as an antecedent of holiday loyalty and the same is empirically supported. However, this is just an instance, a single case, which by itself cannot hope to be sufficient to establish nomological validity.

4.2 ANALYSIS TO TEST HYPOTHESES

4.2.1. Test of the Main Effect

The following are the important outputs of the analysis done to examine the relationship between holiday attachment and holiday loyalty. The model summary table (Table 4.12) implies that the model non-optimistically explains 52.1% variance in holiday loyalty. This is a respectable result (Tabachnick & Fidell, 1996).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.727 ^a	.529	.521	.7649

a. Predictors: (Constant), Holiday Attachment

Table 4.12

The ANOVA table given below (Table 4.13) assesses the statistical significance of the result. This tests the null hypothesis that multiple R in the population equals 0. The model in this case obviously reaches statistical significance ($p < .0005$).

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.094	1	38.094	65.116	.000 ^a
	Residual	33.931	58	.585		
	Total	72.025	59			

a. Predictors: (Constant), Holiday Attachment

b. Dependent Variable: Loyalty

Table 4.13

The coefficient table given below (Table 4.14) examines which of the variables included in the model contributed to the prediction of the dependent variable. Again, it is clear that the only independent variable, holiday attachment, significantly predicts the dependent variable, holiday loyalty.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.996	.426		-2.336	.023
	Holiday Attachment	1.010	.125	.727	8.069	.000

a. Dependent Variable: Loyalty

Table 4.14

The above tests imply that the hypothesis that holiday attachment significantly predicts holiday loyalty is statistically supported.

4.2.2 Test of the Composite Model

4.2.2.1 Mediated Moderation: The following test is to examine the relationship between holiday dependence (X) and holiday loyalty (Y) moderated by novelty seeking (Z), and then mediated by holiday identity (M). Literature provides a four-step procedure to establish this effect:

(Accessed from <http://psychology.gatech.edu/giladchen>, last accessed on 15th August '04)

- Step1: Show that XZ predicts Y.
- Step2: Show that XZ predicts M.
- Step3: Show that M predicts Y when controlling X, Z, and XZ.
- Step4: Show that the unique effect of XZ on Y is no longer significant when controlling for M.

Holiday Attachment: The construct, measure, and its relation with customer loyalty

As the first step, it is to be shown that the interaction term XZ (holiday dependence × novelty seeking) predicts the dependent variable Y (holiday loyalty). As evident from the analysis outputs displayed below (Tables 4.15,16,&17), this assumption is supported.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.474 ^a	.224	.211	.9814

a. Predictors: (Constant), Interaction term hdns

Table 4.15

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.161	1	16.161	16.779	.000 ^a
	Residual	55.864	58	.963		
	Total	72.025	59			

a. Predictors: (Constant), Interaction term hdns

b. Dependent Variable: Loyalty

Table 4.16

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.931	.369		2.523	.014
	Interaction term hdns	.165	.040	.474	4.096	.000

a. Dependent Variable: Loyalty

Table 4.17

In the second step, it is to be shown that the interaction term XZ (holiday dependence × novelty seeking) predicts the mediator M (holiday loyalty). As evident from the analysis outputs displayed below (Tables 4.18,19,&20), this assumption is also supported.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.468 ^a	.219	.206	.8354

a. Predictors: (Constant), Interaction term hdns

Table 4.18

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.353	1	11.353	16.266	.000 ^a
	Residual	40.480	58	.698		
	Total	51.832	59			

a. Predictors: (Constant), Interaction term hdns

b. Dependent Variable: Holiday Identity

Table 4.19

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.054	.314		6.539	.000
	Interaction term hdns	.138	.034	.468	4.033	.000

a. Dependent Variable: Holiday Identity

Table 4.20

In the third step, it is to be shown that the mediator M (holiday identity) predicts the dependent variable Y (holiday loyalty) when controlling for the independent variable X (holiday dependence), moderator Z (novelty seeking), and the interaction term XZ (holiday dependence \times novelty seeking).

The model summary output given below (Table 4.21) is arrived from the hierarchical regression analysis. Note that there is a considerable improvement in the R^2 while moving from model 1 to model 2. Also, as may be seen from the coefficients table (Table 4.23), holiday identity is significant at 0.0005 level. However, the output should be interpreted with some caveats. This is because of the significance of the interaction term (=0.046, less than 0.05) and novelty seeking (=0.059, less than 0.1). In support of the model, one can argue that the cut-off significance level of 0.05 has no innate sacredness associated with it. Even then, what this points to is that there may be a partial mediation only.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743 ^a	.552	.544	.7458
2	.779 ^b	.607	.579	.7173

a. Predictors: (Constant), Holiday Identity

b. Predictors: (Constant), Holiday Identity, Novelty Seeking, Holiday Dependence, Interaction term hdns

Table 4.21

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.762	1	39.762	71.480	.000 ^a
	Residual	32.263	58	.556		
	Total	72.025	59			
2	Regression	43.728	4	10.932	21.248	.000 ^b
	Residual	28.297	55	.514		
	Total	72.025	59			

a. Predictors: (Constant), Holiday Identity

b. Predictors: (Constant), Holiday Identity, Novelty Seeking, Holiday Dependence, Interaction term hdns

c. Dependent Variable: Loyalty

Table 4.22

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.491	.350		-1.404	.166
	Holiday Identity	.876	.104	.743	8.455	.000
2	(Constant)	1.290	1.198		1.077	.286
	Holiday Identity	.711	.141	.603	5.028	.000
	Holiday Dependence	-.432	.396	-.319	-1.093	.279
	Novelty Seeking	-.908	.471	-.560	-1.929	.059
	Interaction term hdns	.293	.143	.842	2.041	.046

a. Dependent Variable: Loyalty

Table 4.23

In the fourth and final step to establish mediated moderation, it is to be shown that the unique effect of the interaction term XZ (holiday dependence × novelty seeking) on the dependent variable Y (holiday loyalty) is no longer significant when controlling for the mediator M (holiday

identity). The table of hierarchical regression coefficients attests to the satisfaction of this condition (Table 4.26). Note the change in the significance value of the interaction term from 0.000 to 0.105 while moving from model 1 to model 2. It may also be seen that this model explains a good percentage of the variance in holiday loyalty ($R^2=0.557$). Thus, from the preceding discussion, it must be concluded that the mediated moderation hypothesis is compelling and valid.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.474 ^a	.224	.211	.9814
2	.757 ^b	.572	.557	.7351

- a. Predictors: (Constant), Interaction term hdns
 b. Predictors: (Constant), Interaction term hdns, Holiday Identity

Table 4.24

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.161	1	16.161	16.779	.000 ^a
	Residual	55.864	58	.963		
	Total	72.025	59			
2	Regression	41.225	2	20.613	38.147	.000 ^b
	Residual	30.800	57	.540		
	Total	72.025	59			

- a. Predictors: (Constant), Interaction term hdns
 b. Predictors: (Constant), Interaction term hdns, Holiday Identity
 c. Dependent Variable: Loyalty

Table 4.25

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.931	.369		2.523	.014
	Interaction term hdns	.165	.040	.474	4.096	.000
2	(Constant)	-.685	.364		-1.882	.065
	Interaction term hdns	5.602E-02	.034	.161	1.646	.105
	Holiday Identity	.787	.116	.668	6.811	.000

- a. Dependent Variable: Loyalty

Table 4.26

4.2.2.2 Moderated Mediation

This series of tests examine the relationship between holiday dependence (X) and holiday loyalty (Y) mediated by holiday identity (M), and then moderated by novelty seeking (Z). Literature provides a four-step procedure to establish this effect:

(Accessed from <http://psychology.gatech.edu/giladchen>. Last accessed on 15th August '04)

Steps:

- Step1: Show that the unique XZ effect is significant.
- Step2: Show that X significantly relates to M.
- Step3: Show that XZ does not predict Y after controlling for X, M, Z, and MZ.
- Step4: Show that MZ uniquely predicts Y even after controlling for X, M, Z, and XZ.

The first step is to show that the interaction effect (holiday dependence × novelty seeking) is significant in predicting holiday loyalty. Tests toward this have already been performed and is supporting results obtained (See Tables 4.15,16, &17).

In the second step, it is to be shown that holiday dependence is significantly related to holiday identity. This is supported, as may be seen from the tables presented below (Tables 4.27, 28, &29).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 ^a	.499	.491	.6690

a. Predictors: (Constant), Holiday Dependence

Table 4. 27

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.872	1	25.872	57.805	.000 ^a
	Residual	25.960	58	.448		
	Total	51.832	59			

a. Predictors: (Constant), Holiday Dependence

b. Dependent Variable: Holiday Identity

Table 4. 28

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.524	.368		1.425	.160
	Holiday Dependence	.813	.107	.707	7.603	.000

a. Dependent Variable: Holiday Identity

Table 4. 29

The third step is to show that XZ (holiday dependence × novelty seeking) does not predict Y (holiday loyalty) after controlling for X (holiday dependence), M (holiday identity), Z (novelty seeking), and MZ (holiday identity × novelty seeking). This seems to be supported as seen from the outputs displayed.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.474 ^a	.224	.211	.9814
2	.779 ^b	.607	.571	.7239

a. Predictors: (Constant), Interaction term hdns

b. Predictors: (Constant), Interaction term hdns, Holiday Identity, Novelty Seeking, Holiday Dependence, Interaction term hins

Table 4. 30

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.161	1	16.161	16.779	.000 ^a
	Residual	55.864	58	.963		
	Total	72.025	59			
2	Regression	43.728	5	8.746	16.689	.000 ^b
	Residual	28.297	54	.524		
	Total	72.025	59			

a. Predictors: (Constant), Interaction term hdns

b. Predictors: (Constant), Interaction term hdns, Holiday Identity, Novelty Seeking, Holiday Dependence, Interaction term hins

c. Dependent Variable: Loyalty

Table 4. 31

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.931	.369		2.523	.014
	Interaction term hdns	.165	.040	.474	4.096	.000
2	(Constant)	1.289	1.276		1.010	.317
	Interaction term hdns	.293	.289	.845	1.016	.314
	Holiday Dependence	-.435	.782	-.321	-.556	.581
	Holiday Identity	.713	.775	.605	.921	.361
	Novelty Seeking	-.908	.507	-.560	-1.791	.079
	Interaction term hins	-.9.63E-04	.290	-.003	-.003	.997

a. Dependent Variable: Loyalty

Table 4. 32

In the fourth and final step, it is to be shown that MZ (holiday identity × novelty seeking) predicts Y (holiday loyalty) after controlling for X (holiday dependence), M (holiday identity), Z (novelty seeking), and XZ (holiday dependence × novelty seeking). Note that this condition is *not* satisfied (Table 4.35). The coefficients table gives a significance value of 0.997 for MZ after the control variables are introduced. Thus, the hypothetical moderated mediation model does not have the required statistical support for it to be acceptable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578 ^a	.334	.323	.9092
2	.779 ^b	.607	.571	.7239

- a. Predictors: (Constant), Interaction term hins
b. Predictors: (Constant), Interaction term hins, Holiday Dependence, Novelty Seeking, Holiday Identity, Interaction term hdns

Table 4. 33

ANOVA ^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.080	1	24.080	29.129	.000 ^a
	Residual	47.945	58	.827		
	Total	72.025	59			
2	Regression	43.728	5	8.746	16.689	.000 ^b
	Residual	28.297	54	.524		
	Total	72.025	59			

- a. Predictors: (Constant), Interaction term hins
b. Predictors: (Constant), Interaction term hins, Holiday Dependence, Novelty Seeking, Holiday Identity, Interaction term hdns
c. Dependent Variable: Loyalty

Table 4. 34

Holiday Attachment: The construct, measure, and its relation with customer loyalty

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.771	.315		2.446	.017
	Interaction term hins	.190	.035	.578	5.397	.000
2	(Constant)	1.289	1.276		1.010	.317
	Interaction term hins	-9.63E-04	.290	-.003	-.003	.997
	Holiday Dependence	-.435	.782	-.321	-.556	.581
	Holiday Identity	.713	.775	.605	.921	.361
	Novelty Seeking	-.908	.507	-.560	-1.791	.079
	Interaction term hdns	.293	.289	.845	1.016	.314

a. Dependent Variable: Loyalty

Table 4. 35

Taking the mediated moderation and moderated mediation tests together into consideration, it could be inferred that moderation by novelty seeking becomes insignificant after the strengthening of holiday identity.

4.2.3 Test of Moderation

Here, the relationship between holiday attachment, treated as a single variable, and holiday loyalty as moderated by novelty seeking is examined. This could be looked down upon as a rudimentary analysis at this stage given that the composite model tested above has already enlightened much of the nuances involved. But, it must be still worthwhile to ascertain whether holiday attachment as a single variable is significantly moderated by novelty seeking in its relation with holiday loyalty.

Analysis revealed that the interaction term alone explained 26.7% of the variance at a highly statistically significant level of $p < 0.0005$ (see tables 4.36 to 38), which according to some authors is sufficient to establish moderation. However, given the divergence in the literature on moderation as discussed in the previous chapter, three further regressions were performed: the outputs said that holiday attachment alone explained 52.1% of the variance in loyalty, with novelty seeking 51.3%, and with novelty seeking and the interaction term 53.4%. This is no considerable level of an improvement in the variance explained. Also, the coefficient table in the last model gave significance values all above 0.05.

Thus, it is felt that it would be safer not to be too confident of the direct moderation effect of novelty seeking upon the holiday attachment to holiday loyalty relationship.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529 ^a	.279	.267	.94597

a. Predictors: (Constant), Interaction term hans

Table 4. 36

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.123	1	20.123	22.488	.000 ^a
	Residual	51.902	58	.895		
	Total	72.025	59			

a. Predictors: (Constant), Interaction term hans

b. Dependent Variable: Loyalty

Table 4. 37

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.758	.357		2.124	.038
	Interaction term han	.187	.039	.529	4.742	.000

a. Dependent Variable: Loyalty

Table 4. 38

4.2.4 Test of Mediation

This tests the hypothesis that the effect of holiday dependence (X, i.e., holiday utility +holiday identity) upon holiday loyalty (Y) is significantly mediated by holiday identity (M). This has already been established indirectly through the tests of mediated moderation and moderated mediation performed in the previous sections. The following test is performed, however, to examine the strength of the specific relationships. The steps to test this are:

- Step1: Show that X relates to Y.
- Step2: Show that X relates to M.
- Step3: Show that M relates to Y when controlling for X.
- Step4: Show that X does not relate to Y when controlling for M.

Examining the relationship between the independent and dependent variable is the first step in the test of mediation. The independent variable should be shown as significantly predicting the

dependent variable. It may be seen from the model summary table that holiday dependence explains 39.6% of the variance in holiday loyalty. The model is statistically significant too ($p < 0.0005$, with a standardized beta coefficient of 0.637). Thus, holiday dependence significantly determines holiday loyalty.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 ^a	.406	.396	.8586

a. Predictors: (Constant), Holiday Dependence

Table 4. 39

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.263	1	29.263	39.692	.000 ^a
	Residual	42.762	58	.737		
	Total	72.025	59			

a. Predictors: (Constant), Holiday Dependence

b. Dependent Variable: Loyalty

Table 4. 40

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.542	.472		-1.147	.256
	Holiday Dependence	.864	.137	.637	6.300	.000

a. Dependent Variable: Loyalty

Table 4. 41

The second step in the test of mediation is to examine whether the independent variable significantly predicts the mediator. As may be seen from the following tables, this assumption is also satisfied.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 ^a	.499	.491	.6690

a. Predictors: (Constant), Holiday Dependence

Table 4. 42**ANOVA^b**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.872	1	25.872	57.805	.000 ^a
	Residual	25.960	58	.448		
	Total	51.832	59			

a. Predictors: (Constant), Holiday Dependence

b. Dependent Variable: Holiday Identity

Table 4. 43**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.524	.368		1.425	.160
	Holiday Dependence	.813	.107	.707	7.603	.000

a. Dependent Variable: Holiday Identity

Table 4. 44

The third step in the test of mediation is to examine whether the mediating variable predicts the dependent variable when controlling for the independent variable. This should also be supported if mediation is to be established. From the tables presented below, it is evident that this assumption is supported.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743 ^a	.552	.544	.7458
2	.760 ^b	.577	.562	.7308

a. Predictors: (Constant), Holiday Identity

b. Predictors: (Constant), Holiday Identity, Holiday Dependence

Table 4. 45

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.762	1	39.762	71.480	.000 ^a
	Residual	32.263	58	.556		
	Total	72.025	59			
2	Regression	41.581	2	20.790	38.926	.000 ^b
	Residual	30.444	57	.534		
	Total	72.025	59			

- a. Predictors: (Constant), Holiday Identity
 b. Predictors: (Constant), Holiday Identity, Holiday Dependence
 c. Dependent Variable: Loyalty

Table 4. 46

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.491	.350		-1.404	.166
	Holiday Identity	.876	.104	.743	8.455	.000
2	(Constant)	-.903	.409		-2.208	.031
	Holiday Identity	.689	.143	.584	4.802	.000
	Holiday Dependence	.305	.165	.225	1.846	.070

- a. Dependent Variable: Loyalty

Table 4. 47

Finally, mediation is said to exist if holiday identity (mediator) makes the otherwise significant relationship between holiday dependence (independent variable) with holiday loyalty (holiday loyalty) insignificant and keeps the mediator-dependent variable relationship significant. The table of coefficients given below shows that this condition is satisfied.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 ^a	.406	.396	.8586
2	.760 ^b	.577	.562	.7308

- a. Predictors: (Constant), Holiday Dependence
 b. Predictors: (Constant), Holiday Dependence, Holiday Identity

Table 4. 48

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.263	1	29.263	39.692	.000 ^a
	Residual	42.762	58	.737		
	Total	72.025	59			
2	Regression	41.581	2	20.790	38.926	.000 ^b
	Residual	30.444	57	.534		
	Total	72.025	59			

a. Predictors: (Constant), Holiday Dependence

b. Predictors: (Constant), Holiday Dependence, Holiday Identity

c. Dependent Variable: Loyalty

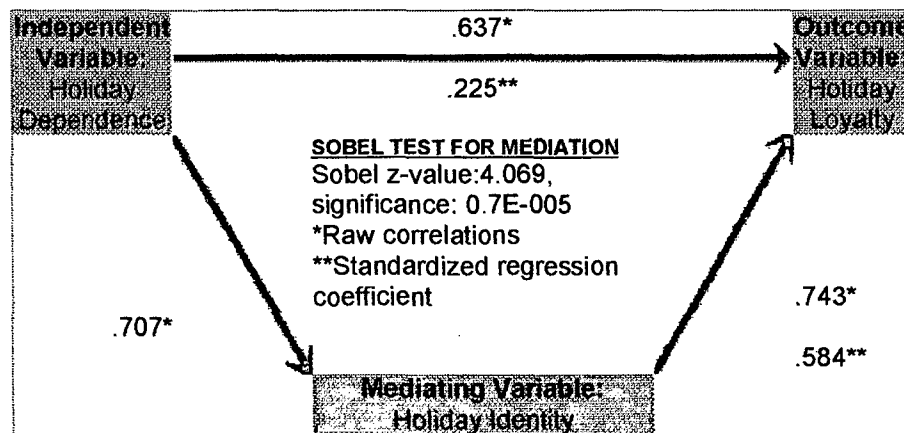
Table 4. 49

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.542	.472		-1.147	.256
	Holiday Dependence	.864	.137	.637	6.300	.000
2	(Constant)	-.903	.409		-2.208	.031
	Holiday Dependence	.305	.165	.225	1.846	.070
	Holiday Identity	.689	.143	.584	4.802	.000

a. Dependent Variable: Loyalty

Table 4. 50



Source program available at: <http://www.vuw.ac.nz/psyc/staff/paul-jose/files/medgraph>

The analyses performed in this chapter essentially suggest that the proposed model is compelling, except that the moderation effect of novelty seeking varies inversely proportional to holiday identity: higher the holiday identity, lower the effect of novelty seeking in influencing holiday loyalty, and vice versa.

☆☆☆☆☆

☞ Holiday Attachment: The construct, measure, and its relation with customer loyalty

CONCLUSIONS AND IMPLICATIONS

The previous chapter has described the various data analytical program procedures used for the present study along with the results of the analyses, presented in the form of SPSS output files. In the present chapter, attempt is made to interpret the findings of the study. The vital aspect of relating the results of the analyses to the body of extant knowledge to refine the latter is done here. This chapter details what bearing the findings have upon the world of practice, too. According to the researcher, the study has opened many avenues for further research, some of which are listed in this chapter for the benefit of future researchers. Alongside with the conclusions of any scientific study should be presented the limitations since all interpretations are constrained within the limitations of the research. Thus, this chapter contains a section on the limitations of the current study.

The collective behavior that fuels the global tourist economy is grounded in subaltern symbolic and psychic structures that remain mainly unexamined. Why do people spend billions of dollars to get close to something they can never possess, which very often they are not allowed to touch or to breathe on? How does a generic holiday package, one with no extraordinarily different consumption options, successfully defeat competition from holiday packages of other providers? Factors that motivate tourist desire are mysterious and illusive, even to the tourists themselves (MacCannell, 2002). The present research suggests that holidaymakers as consumers face numerous influences ranging from physical factors, self-image factors, to socio-culturally conditioned factors in relationship with the objects of their "gaze". These factors are not mutually exclusive, watertight compartments. Their influences kick off different degrees and modes of consumption, depending on how each individual values which of the above factors as central and which others as peripheral.

5.1 IMPLICATIONS FOR THEORY

Historically, well-known consumer researchers have adopted a stance of landmark eclectic syntheses such as those by Howard, Nicosia, Engel, and their various colleagues. Scientific knowledge in consumer behavior may be classified as consisting of consumer behavior structural frameworks or models that form macro-theories and supportive empirical generalizations in various areas of consumer behavior called, micro-findings (Rossiter *et al.*, 2003). The present study's contributions were expected to be in the domain of micro-findings within the macro-theories scripted in terms of the previous research.

The theoretical implications of this study are necessarily tentative and speculative. To the knowledge of the researcher, this is the first study that conceptualized holiday attachment as a consumer behavior construct, operationalized it as a three-dimensional scale, and established it as an important antecedent of tourist loyalty. In this process, the holiday attachment got its positioning in the network of related category of ideas and through which the much required legitimacy. The present study uncovers and quantifies the underlying dimensions of tourists' attachment towards holidays as functional, experiential, and situational associations, which is a scheme that has found acceptance in measuring related concepts like consumer involvement, customer satisfaction, place attachment, etc. For the record, even while experiential associations were investigated previously, the focus was predominantly upon the affective aspects of advertising while tending to neglect the equally important feelings associated with the consumption experiences themselves (Holbrook, 1995). In this regard, the advent of the holiday identity construct in the present study may be viewed as a point of departure. It is also one of the few studies conducted in the area of tourism, which does not stop looking at the complex social reality through the explanatory prism of simple direct effects. It introduces a focus on elements of interaction among the predictor variables so as to bring into being as close an approximation of our understanding of tourist disposition and behavior to its complex non-linear reality. Analyses involving moderated mediation and mediated moderation were introduced in this study to get a feel of a dynamic process from the data collected via a snapshot.

Nearly all of the conventional literature stresses that tourism involves temporary trips from a permanent place of residence to some other place where the tourist stays for a short period, having good recreational time. Besides, such literature gives a highly circumscribed definition for destination and its attractions and terms all the rest of things contributing to tourism as necessary evils. A few works do visualize tourist experiences within a broader canvas, but most of them suffer from the faulty epistemology of atomism, as pointed out by the author elsewhere in this report. In stark contrast, the present work is justly holistic not the least because it does not presume that overall holiday attachment is the additive total of attachment with the different spatio-temporal components that makes up the holiday. And, tourism analysis is one area that is definitely going to be enriched.

5.2 IMPLICATIONS FOR PRACTICE

The need for attachment is vital in our postmodern times the hallmark of which is shifting identities and transient realities. Thus, attachment and identifying oneself with holidays could be things that postmodern tourists have invariably in their list for the "Others".

There is a globalizing demand to consume as much as possible and travel offers the best opportunity to expand the scale and scope of consumption, mainly due to which tourism exports

have become an important sector as a growing source of foreign exchange earnings. In addition to this, tourism also alleviates balance of payment problems, creates employment, and contributes significantly toward the increase of income, savings, investment, and economic growth. Tourism, though one of the oldest of trades, has not been focused by the community of management academics and researchers as worthy of any serious attention till recently mainly because of which academic contribution to the practice of tourism business has been very limited (Ross, 1990).

Christopher *et al.*, (1991) express the view that there has been a change in the focus of marketing in general: transactional marketing emphasizes the individual sale, whereas relationship marketing is designed to expect a long-term, on-going relationship. Gronroos (1990) argues that developing and maintaining long-term relationships of commitment is of paramount importance to a firm's competitiveness than ever before. If the way tourism services are designed and delivered is unrelated to what customers' value, marketing strategies will fail (McGuire, 1999). Leading service organizations are keen to do this in an effort to gain customer loyalty (Zeithaml & Bitner, 1996). And, a service organization's long-term success in a market is essentially determined by its ability to expand and maintain a large and loyal customer base. Marketing decisions and strategic planning of tourism ~~provisions to generate~~ this patronization interest unavoidably require knowledge of factors affecting holidaymakers' choice and re-choice; what are the underlying factors, which of them are important, and how they take an algorithmic shape. Theories of consumer behavior w.r.t. the above aspects of customer choice have always been helpful to managerial decisions involving development and launching of new products, segmentation, timing of market entry, and brand management. From the design of a new product to the extension of a mature brand, effective marketing strategies depend upon a thorough understanding of the theories of motivation, learning, memory, and decision processes that influence what consumers buy and consumer behaviour theories have provided many valuable inputs towards this end. Implications of this study may also be viewed in this backdrop.

Individuals extol the virtues of those simple yet ethereal associations that make life joyous, that give meaning to existence far beyond conventional boundaries. Objects are kept, cared, and cherished in special ways long after their instrumental value has passed. To a rational, independent observer this may appear irrational and venal. Holiday loyalty is the holidaymaker's conscious or unconscious decision, expressed through intention and/ or behavior, to repurchase a holiday continually. The present study suggests that there is an inverse relationship between the tendency to switch brands and the intensity of holiday identity. Mere repurchase as observed behaviour is representative of inauthentic loyalty (Yi-Ting Yu & Dean, 2001) and this *per se* does not put across anything about the genuine attachment that tourists hold onto vacations (Butz & Goodstein, 1996). Oftentimes, destinations may be attracting repeat visitors only due to situational factors and such visitors may stop patronization given alternate opportunities.

Enterprises in the holidaying market should gear their relationship marketing strategies towards developing an identity consciousness in the holidaymakers with their bundle of offerings and this is a sure bet to have truly loyal customers. Surely this cannot be achieved in a quick go, since identity especially reflects the slow developmental progression of individuals.

Those who feel dense identity value may not only repurchase, but also spread good news about the holiday to their kith and kin. They must be good Samaritans to the long-term sustainability cause of the destination, too. Applying the sociological theory of contact hypothesis into tourism, Anastasopoulos (1992) observes that most of the guest-host tussles at the destination occur because their contacts are hemmed in the utilitarian plain. A similar view was expressed by Hirschman (1970), according to which when exit is possible, one of the principal determinants of readiness to resort to voice, by the customers, is clearly their special attachment to the product and the firm offering this. An emotionally attached customer will often seek ways to make himself influential, particularly when the firm moves in the wrong direction. This constitutes the true purpose of the firm's customer feedback system, market research, and other market communication channels.

There is formidable potential to employ attachment styles as market segmentation variables too. For instance, Price & Arnould (1999) identified a "relationship averse" segment in the market, the existence and characteristics of which may be explained by the holiday attachment construct when it comes to tourism consumption. Equipped with this information, tourism marketers can serve this segment better. Successful businesses will be the ones that can identify different market segments in terms of functional, psychic, and cultural motivators and can strategize organizational competencies to match the defining characteristics of these segments.

Marketing creates narratives, images, and brands that mediate a holiday to the potential tourist in the traveler generating regions. Yet, how much can marketers wheedle their resources to the development of an identity consciousness in holidaymakers is doubtful and debatable (Poon, 1993) not the least because a holiday's identity is often shaped by powerful discourses that are the outcomes of historical, political, and ideological processes themselves (Coulter *et al.*, 2003; Rose, 1993). "Post-fordist" tourists are seekers of volatility, asserts Ioannides & Debbage (1997). Thus, it is not avowed that the present model is a good explanatory model to predict long-term holiday trends in anyway. Society, economy and research are not close pursuit systems. Even a fairly accurate prediction of individual holiday choice behavior should be attempted only after incorporating into it the logic of random utility theory and the probabilistic approach, which however is in itself a task, certainly well beyond the scope of the present dissertation.

Lastly, as detailed in the chapter-2 of this report, the present researcher aligns himself with the viewpoint of Holbrook & Hirschman (1982) in that consumer research is the study of consumption

for its own sake that need not satisfy the managerial relevance criteria. Not only that, as identified long back, practitioners rarely conform to technical-rational templates (Kotter, 1982; Mintzberg, 1976). While the previous few paragraphs suggested some of the practical implications of this research, the same were not envisaged as much as the need to ground the study in a central preoccupation with consummation, independent of any extrinsic interests or compulsions.

5.3 LIMITATIONS OF THE STUDY

Several limitations must be noted when the results of this research are evaluated. The researcher recognizes the potential dangers involved in attempting to quantify such a thing as attachment. In many instances of data collection, in negotiating a comfortable position with the respondent, the data collecting personnel must have influenced the responses in some way or the other. Information loss and misrepresentation are serious limitations of such an undertaking like this. It was not so easy to get a long questionnaire consisting of half-a-hundred items filled up. Ultimately, the researcher could manage not more than sixty responses, which prohibited many category-wise analyses. Serious communication problems were to be overcome when non-English speaking tourists were interviewed. A sizeable chunk of the data was collected either from graduate students or employing them as research assistants. At least a few of them must have taken up the task only as a ritual: some of the response sheets, which were evidently interviewer-manipulated, were removed from the list of responses before performing analysis. In those cases where the students became respondents themselves, they had to evoke their previous holiday experience and answer to the questions. Loss of active memory and consequent inadvertent distortion pose potential threats here, thus reducing the authority of the data from which to distil findings. Also, since these students fell into a comparatively homogenous category, especially in terms of their demographic characteristics, a bias may have been exerted on the variance scores. Though collecting student responses was convenient, the sampling might have become less probabilistic and any generalization should be attempted with caution (Sears, 1986). The study must have been loaded with circumscribed cultural assumptions and cultural relativism of the scale is something to be noted more carefully (Hall, 1960). With regard to the validity of the holiday attachment construct, ideally it should have been assessed using a full latent structure model where the measurement quantity of each construct and the structured relationships among the constructs are simultaneously tested.

Since it was felt that tourists, especially foreign nationals, generally disliked disclosing their demographic identity, such information was not collected, though the same would have enriched the analysis in multiple ways. Also, the scale used in this study to measure tourists' loyalty to holidays was not previously tested for validity and reliability in the context of tourism. The present researcher just requested a few research colleagues to comment on the face validity of this scale and it was accepted without any further scrutiny. Existing tourism-centric loyalty scales are all far

lengthier; the adoption of any of these would have made the final questionnaire extremely unwieldy. Lastly, it is said that only an experimental design can confidently establish the effects involving mediation and moderation (Shadish, Cook, & Campbell 2002) but this was not practicable at all within the scope of the present study. However, as noted by Stevens (1957), objectors to any scale should remember that bias, low precision, restricted generality, and other factors of a new scale are only relative and practical matters and that no scale used by mortals is perfectly free of taint. In the end, the researcher would like to remain conservative about the results. First of all, the present research has to be viewed only as a preliminary study. More data using a more probabilistic sampling procedure and more rigorous analysis, including the use of Structural Equation Modeling, are required to finally establish the model. Also, the model has to be tested in different cultural contexts. Yet, the beauty of the model compels the researcher to think that it must be true and can ultimately be made applicable across a far wider scenario.

5.4 POTENTIAL FOR FURTHER RESEARCH

Thorstein Veblen (1919) once remarked that the outcome of a successful piece of research is to make two problems grow where one grew before. Though the present study is only a humble beginning, it has raised more questions about attachment than it has attempted to answer. Perhaps some day, there will be a more comprehensive understanding of the role of attachment in consumption behavior. Some potentially researchable issues are outlined below.

First, the external validity of the scale has to be reaffirmed by examining the equivalence of its psychometric characteristics when the scale is used in different settings. Generally, only after a model is replicated independently multiple times preferably by multiple researchers in multiple settings will it cease to be "virtually meaningless and useless irrespective of the level of statistical significance" (Lindsay & Ehrenberg, 1993).

In the present study, data for holiday loyalty has been collected as an intentional measure. There must be a gap between this stated behavior and the actual behavior. It is intuitive that this gap may be small for those who score high along the holiday identity dimension than those who score it low. A longitudinal study, preferably an experimental design, may be commissioned to look into this. If those less in holiday identity with an overall low score of holiday attachment are found to be overstating their repurchase intention, it may mean that holiday attachment can venture itself as a more truthful measure of tourist loyalty than the presently employed measures. If holiday identity is the assured key to have truly loyal customers, further research efforts should look into the chemistry of identity development: is it biologically determined, or is it an outcome of the socio-cultural learning process? A rational-economic study would be fine, but economists are seen deterred from studying identity and emotions simply because people do not seem to manage their emotional life very rationally (Frñjda, 1986).

On the contrary, if it is that each of these dimensions can be proved to be important at different stages of consumers' holiday selection process, it must be worthwhile to explore how best can consumer engineering be done to timely highlight aspects of a holiday that correspond to each of these dimensions and hence to persuade the consumer to drift to the next stage. Or, if each of these dimensions leads straight away into holiday choice, it may be studied if similar choice patterns yield similar spatial behavior among clusters of holidaymakers who are strong at the same dimension of attachment. What sorts of trade-offs may happen when multiple dimensions are perceived in a holiday and when each pushes the consumer to different holiday choice decisions is also an issue worth consideration, an answer to which requires rigorous demographic and psychographic analyses.

It has been verified that, for high novelty seekers, *delight* is more important than *satisfaction* (Oliver *et al.*, 2001). Those who are high in novelty seeking, but attached to a holiday due to the utility value it offers, may switch to other holidays. But, they may still restrict the scope of their choice set or latitude of acceptance among holidays that offers the same utility. Likewise, high novelty seekers who find a destination suitable for them due to high contextual semblance may not repurchase the present holiday, but again opt for one of its complementariness that fulfills the same contextual requirements. The relationships are possible to be non-linear and tests of non-linear interaction may be conducted to look into this aspect (Irwin & McClelland, 2001). This is also a relevant theme for research.

While this study adopted a positivistic epistemology and quantitative methodology to explore economic behaviour, it still did not attempt to give any reference to hard economic concepts like utility functions, indifference curve, maximization, *etc.* Although the current research broadly envisaged to combine the best aspects of humanist or cultural/sociological and economic approaches, how exactly to bring the instrumental, identity, and social-ceremonial dimensions of holiday attachment closer to the prevailing economic debates is an issue to be seriously pondered about. But, this is not so simple a task: the works of socio-cultural writers like MacCannell (1976), Urry (1995), and others readily give the impression that their understanding of the holiday is fundamentally different from that of economists like Murphy (1985), Cooper *et al.*, (1993) and others.

It was an implicit assumption spread across the study that holiday attachment and tourist satisfaction are complementary constructs in certain important ways, but this relationship was not explicitly defined or explored. It was only noted that attachment is a wider concept, with a longer-term orientation than satisfaction. There is a broad consensus among researchers that as satisfaction increases so too does the strength of relationship (Thomson & Johnson, 2002). This may be taken up as a future research endeavor. However, if this attempted, it must be begun

with an understanding of certain subtle differences between the two constructs, especially if satisfaction is operationalized in terms of the gap paradigm (e.g. SERVQUAL) for such a study (George, 2004). First, holiday attachment is conceived based on an attitudinal-behavioral principle and not on disconfirmation. While reviewing literature, the researcher had already noted that there is little evidence that customers assess service quality and satisfaction in terms of gaps. Again, holiday attachment balances process and outcome elements of a service, whereas gap model is an unduly biased process model (Buttle, 1996). Probably, strong discriminant validity may be found since holiday attachment is conceived as a more inclusive measure whereas service quality based conceptualizations of satisfaction are more about specific encounters.

While the resurgence in satisfaction research has included a movement towards more broadly constructed measures that leaps far beyond the traditional cognitive approaches, examining the linkages among different approaches can be still worthwhile. If one recall the famous two factor theory of satisfaction (Herzberg, 1965), it may be felt that there is a correspondence between holiday contextuality and the hygiene factor and holiday utility/ identity and the motivator. It may also be examined whether holiday utility and contextuality can be linked to fairly basic and middle level motivators in the Maslow's (1970) hierarchy of needs and holiday identity to the highest level, i.e., self-actualization. Similarly, if our dimensions can somehow be related with Swan & Combs' (1976) study on instrumental and expressive dimensions of service performance, it may illuminate interesting issues. So too are the two important dimensions of servicescape (Bitner, 1992): the spatial layout and functionality aspects, and the elements of the servicescape related to aesthetic appeal. Again, the role and script theory (Bozinoff, 1982; Sutherland, 1995): those who feel high holiday identity may be less service-script conscious since they are inclined to evaluate services through more qualitative criteria. There are many other constructs too, with which similar knowledge extension may be sought; materialism (Richins, 1994); self-monitoring (Snyder, 1974); and, involvement (Zaichkowsky, 1985), for instance.

Numerous investigations are reported in the literature that looks into aspects of customer involvement in tourism (Havitz & Dimanche, 1999; Silverberg, et al., 1996; Broderic & Mueller, 1999; Celsi & Olson, 1988) and it would be valuable to see if different aspects of holiday attachment could produce complementary results. These are some of the constructs that directly came to mind while writing this report, and this list is definitely not exhaustive.

Individuals with a materialistic worldview give instrumental-material possessions and their consumption a central place in life and believe them to be symbols of success and important sources of satisfaction. Visibly consumable artifacts having public meanings are valued more by more materialistic persons, due to the potential of such products for impression management.

Materialism has, thus, a good chance to semantically correlate with the holiday utility and contextuality dimensions.

Self-monitoring is another relevant construct because high self-monitors are fashionable, prestige conscious, and behaving as per situational cues whereas low self-monitors are those who behave according to their inner voice demands. At the outset, high self-monitoring seems to have some association with holiday contextuality and low with holiday identity. It may be recalled that some potential linkages of holiday attachment with the involvement construct have been explored at the scale development stage.

Following the example of Fornell (1992) a number of national customer satisfaction measures have been developed. Along similar lines, future researchers can extend the scope of the present work by examining how the model flexes itself across cultures. A good beginning will be to study it w.r.t. the country and culture dimensions of Hofstede (1980). Holidaymakers from masculinist cultures might be seeking for the fulfillment of more functional and utility-based values from their holiday and those from feminist cultures might be seeking more qualitative experiences. Those from collective cultures might warily search if a holiday meets the much-required societal approval.

Also of interest are the potential linkages holiday attachment has with the attribution theory literature. Those who have intense holiday identity may not attribute the cause of any service failure to others. In fact, one of the item-statements that constitutes the holiday identity dimension itself is "I will still be happy even if some component of this holiday fails to deliver".

The grand template of consumer research is a highly ramified and reified nomological network, and everyone who conducts it works at filling in aspects of it, providing content about elements of its structure, its processes, its methods of enquiry, or philosophies about its science and values. While the above exercise goes on without any near end, it is nevertheless not entirely futile not the least because it interlinks the different and disparate debates being taken place within the walls of micro-disciplines and in that process may cause to brew adhesives that may help fortify a grand, beautiful theory of human behaviour. Less ambitiously, learning more about a theoretical construct is a matter of elaborating the nomological network in which it is situated. When a construct is fairly nascent, there may be few specific associations by which to pin it down, but as research proceeds, the construct sends out roots in many directions, which attach it to more and more facts or to other constructs.

Nobody should be stubborn that the outcome of a research like this be explicable within the bosom of the study itself since the meaning of any theoretical construct is set forth by stating the laws of nature in which they occur, our knowledge about which itself is partial and ill-formed, thus

producing vagueness in the meaning of these constructs. In addition, the researcher is acutely aware that specifying future directions is one matter and pursuing them is another. The latter requires, as a prerequisite, the evolution of capable multi-disciplinary methodologies since most of the aforesaid issues cannot be addressed within the boundaries of any single discipline.

During his literature review, the researcher could see that the number of contradictory positions taken by different communities of marketing researchers on the relationship among the constituent constructs of the field is alarming and awfully large. The space of discourse is becoming chaotic than ever before with new constructs and interrelationships among them being proposed from different quarters. Admitting that resisting the formation of consensus is symptomatic of a vibrant discipline, it is also imperative that we must have good understanding of the constructs, their inter-relationships, and their consequences, not the least to save us from an identity crisis (Bartels, 1974). While the present piece of research contributed to comprehend an important aspect of holidaymakers' disposition and behavior, for it not to add fuel to the aforementioned anarchy and chaos, it should be positioned in a far superior alignment with the generic body of knowledge of consumer behavior, and future researchers are requested to take this mission forward. With this as an optimism and faith, this report is concluded.

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APPENDIX-I

Initial Items Generated:

1. At my age and stage of life, one has every reason to prefer this holiday to others.
2. Even if some segment of this holiday fails to meet my expectations, I will still be happy.
3. Friendly and experienced local guides help me to get the most out of this holiday.
4. I am habituated to this holiday and because of that I purchase it as a ritual now.
5. I am in high spirits about making my choice in favor this holiday.
6. I am in the mood of a family reunion and this holiday offers best ambience for that.
7. My dedicated efforts are always there if the prolongation of this holiday calls for it.
8. I am sure to get a fair a redress if at all any problem arises during this holiday.
9. I am very sentimental about this holiday.
10. I buy this holiday because it will make somebody whom I love happy.
11. I buy this holiday because my spouse/ children/ parents/friends etc love it much.
12. I buy this holiday owing to the quick availability of every information that I want.
13. I can confidently conclude that this holiday has a beautiful heart and soul.
14. I relate the experiences I harness out of this holiday to other aspects of my life.
15. I cannot imagine a better holiday for what I like to do.
16. I cannot imagine a world of mine in its perfection leaving aside this holiday.
17. I enjoy discussing about this holiday with everyone.
18. I enjoy this holiday for its own sake, not for what it will get me.
19. I favor this holiday because it is really affordable.
20. I feel I am exploring new worlds each time I participate in this holiday.
21. I feel like this holiday brings me closer to what I want to be.
22. I get more fulfillment out of partaking in this holiday than partaking in any other.
23. I love this holiday because a lot of care is given for my health and hygienic needs.
24. I must say that I am pretty addicted to the recreation activities I do while on this holiday.
25. I must say that I identify myself strongly with this holiday.
26. I would have bought this holiday more frequently if I could somehow manage it.
27. I would have happily spent much more time here if I could somehow manage it.
28. I would not prefer any other holiday for doing the types of things I do now.
29. It is my honeymoon and this holiday suits best for that.
30. My society and culture respects individuals who partake in this holiday.
31. No other holiday can compare to this holiday.
32. One can tell a lot about persons from whether they purchase this holiday or not.
33. One reason why I opt for this holiday is because it is so hassles free to do bookings.
34. Partaking this holiday is a bit like giving a gift to oneself.
35. Participating in this holiday helps me attain the life I strive for.
36. Participating this holiday, I feel the ideal world of my dreams has come closer to reality.
37. Reliable support staffs accompanying tourists take all the strain out of this holiday.
38. The accommodation facilities provided throughout this holiday meet my needs fully.
39. The duration allotted for each component of this holiday is optimum.
40. The evening entertainments being organized as part of this holiday are fantastic.
41. The food choices set for me throughout this holiday are the best of its kind.
42. The itinerary designed for this holiday is the best balanced one I can ever think of.
43. The post-visit customer relationship programs for this holiday are admirable.
44. The time I spent on this holiday could not have been spent as fruitfully anywhere else.

45. The transit services provided for me throughout this holiday are first-rate.
46. There is a definite preference for this holiday in the society to which I aspire to belong.
47. This holiday best suits my current job and status in my society.
48. You can not have a better bargain for this price, I must tell you.
49. This holiday evokes memories of my most cherished past.
50. This holiday gives me ample opportunities to interact with the locals in real life settings.
51. This holiday gives me a precious opportunity to do the most likeable things in my life.
52. This holiday gives me opportunity to serve for the uplift of the destination community.
53. This holiday has the best mix of attractions that I like the most.
54. This holiday is a real life embodiment of my own ideas about how to organize holiday.
55. This holiday is a storehouse of educational opportunities.
56. This holiday is a unique opportunity for me to show others who I am deep inside.
57. This holiday is tailored with an ideal balance between activities and comforts.
58. This holiday can be a classic case of how to manage time and resources for best results.
59. This holiday means a lot to me.
60. This holiday truly reflects the most lovable aspects of my self.
61. This holiday offers me a lot of scope for personalization in the itinerary.
62. This holiday offers me a unique chance to shop for stuffs not available in my country.
63. This holiday positively exceeds every expectation one may have about a holiday.
64. This holiday provides me sexual opportunities not available at my home society.
65. This holiday respects my need for privacy.
66. This holiday speaks about who I am than anything else.
67. This holiday takes care of my entire security needs utmost well.
68. This holiday tells a lot about my lifestyle.
69. This holiday gives me the best opportunity for what I like to do on a typical holiday.
70. Those who accompany me in this holiday like it and hence I too.
71. What I do while I am on this holiday I cannot do any other time with as much delight.
72. When I am at this holiday, others see me the way I really want them to see me.
73. Whenever I feel like purchasing a holiday, my first preference goes to this one.
74. While at this holiday, I experience a total escape from the chores of mundane life.



APPENDIX-II

QUESTIONNAIRE

Hello...Greetings!!!

I'm sure all of us have at least once in life become tourists and taken holidays; to visit places of interest, to take part in leisure and recreation activities, and so on. We might plan for a holiday; do it all alone or buy a holiday package from a tour operator. Could you please recall one of the holidays that you took recently and keeping that in mind, convey how much do you agree with each of the following statements? You just need to encircle the appropriate place in the scale provided with each statement.

{SD= Strongly Disagree; D= Disagree; AL= Disagree Little; DL=Agree Little A= Agree; SA= Strongly Agree }

1.This holiday is composed of the finest mix of activities and comforts.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

2.I am pretty addicted to the recreation activities I do while I am on this holiday.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

3.Reliable support staffs accompanying us take all the strain out of this holiday.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

4.The itinerary designed for this holiday is utmost suitable for a person like me.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

5.This holiday has the best mix of attractions that I like the most.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

6.This holiday truthfully reflects the most lovable aspects of my self.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

7.I can confidently conclude that this holiday has got a beautiful heart and soul.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

8. I can relate the experiences I harness out of this holiday to other aspects of my life.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

9.Even if some segment of this holiday falls short of expectation, I will still be happy.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

10.I purchase this holiday because doing so will make somebody whom I love happy.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

11.My society and culture admires individuals who partake in this holiday.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

12. At this age and stage of my life, one has every reason to prefer this holiday to others.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

13. The customer care programs for this holiday extend well ahead and beyond the trip.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

14.This holiday is a precious opportunity for me to do the most likeable things in my life.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

15.This holiday is a classic case of how to manage time and resources for best results.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

16.I take pleasure in this holiday for its own sake, not for what else it will get me.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

17.This holiday is a real-life embodiment of my own vision about an ideal world.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

18. I will get a quick and fair redress if at all any problem crops up during this holiday.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

19. This holiday addresses my concerns about privacy and security better than any other.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

20. The food, lodging, and transit provided during this holiday are first rate in general.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

21. My dedicated service is assured, if the future continuation of this holiday calls for it.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

22. I will not complain about this holiday to anyone.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

23. I will recommend this holiday to others.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

24. I am satisfied with this holiday.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

25. I will purchase this holiday again.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

The statements given below are about your personal reactions to a number of situations that you may or may not like to encounter while on a holiday. The rating scheme is same as that given above. Please go on giving your ratings.

26. On vacation, I sometimes like to do things that are a little frightening.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

27. I enjoy doing daring activities while on vacation.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

28. Sometimes, it is fun to be a little scared on vacation.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

29. I enjoy experiencing a sense of danger on a vacation trip.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

30. It's thrilling for me moving on a small country boat in the middle of a wild river.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

31. Generally, I enjoy activities that offer thrill.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

32. I seek adventure on my vacation.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

33. I like to find myself at destinations where I can explore new things.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

34. I want to experience new and different things on my vacation.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

35. On vacation, I want to experience customs and cultures entirely dissimilar to mine.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

36. I want a new environment that allows me to experience something novel on my trip.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

37. My ideal vacation involves looking at things I have not seen before.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

38. I would love it much if I feel that I really discovered something on my vacation.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

39. I like to travel to adventurous places than at home.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

40. I feel a powerful urge to explore the unknown on vacation.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

41. I want to travel to relieve boredom.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

42. I have to go on vacation from time to time to avoid getting into a rut.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

43. I like to travel because the same routine work bores me.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

44. I don't like to plan a trip in detail because fun lies in unexpectedness.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

45. I like vacations that are unpredictable.

SD _____ D _____ DL _____ AL _____ A _____ SA _____

46. I would like to go on a trip with no preplanned route in my mind.

SD _____ D _____ DL _____ AL _____ A _____ S _____

Thanks a lot for your kind cooperation. This was an instrument designed to gather data on individuals':

- ✓ Attachment towards a holiday,
- ✓ Loyalty towards the same holiday, and
- ✓ Novelty seeking behaviour.

The data will be used to empirically test the theoretically established relationship between 'i' and 'ii' as moderated by 'iii'.
For any doubt or clarification regarding this survey, please feel free to contact the investigator.

